

Subject card

Subject name and code	Audiovisual commercial forms, PG_00148575						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Subject group related to practical vocational preparation	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			3.0	
Learning profile	practical		Assessment form			credit	
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jakub Maj				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	20		5.0		50.0	75
Subject objectives	The aim of the workshop is to:gain basic knowledge about various commercial short film forms, made on commission; practical use of the knowledge gained to prepare a film from the event.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAMU2_W03] He/she knows the current stylistic and workshop trends in the production and implementation of audiovisual forms.	The student knows the current stylistic and workshop trends in the production and implementation of audiovisual forms.	[SW2] presentation/project/paper/report
	[WOFKAMU2_U04] In the implementation of practical tasks, the student is able to use modern information technologies and professional audiovisual equipment.	When carrying out practical tasks, the student is able to use modern information technologies and professional audiovisual equipment.	[SU2] presentation/project/paper/report
	[WOFKAMU2_K02] Understands the responsibility that comes with leading a production group.	The student understands the responsibility of leading a production group.	[SK2] presentation/project/paper/report
	[WOFKAMU2_K01] Critically evaluates his/her activity in the group and the results of teamwork related to audiovisual production.	The student critically evaluates his/her group activity and the results of teamwork related to audiovisual production.	[SK2] presentation/project/paper/report
	[WOFKAMU2_K05] Is aware of the importance of intellectual integrity and respect for production copyright.	The student is aware of the importance of intellectual honesty and respect for copyright in the field of production.	[SK2] presentation/project/paper/report
	[WOFKAMU2_W06] He/she characterizes the relationship between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	The student characterizes the connections between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	[SW2] presentation/project/paper/report
	[WOFKAMU2_U02] He/she is able to independently acquire knowledge, plan activities and solve problems related to the production of short audiovisual forms.	The student is able to independently acquire knowledge, plan activities and solve problems related to the implementation of short audiovisual forms.	[SU2] presentation/project/paper/report
	[WOFKAMU2_U03] Can manage a group, choosing the right procedures, methods of action and tools leading to the implementation of the task.	The student is able to lead a group by selecting appropriate procedures, methods of action and tools leading to the implementation of the task.	[SU2] presentation/project/paper/report
	[WOFKAMU2_U09] In contacts with film experts and audiovisual creators, he/she uses scientific or professional vocabulary.	When contacting film experts and audiovisual media creators, the student uses scientific or professional vocabulary.	[SU2] presentation/project/paper/report
	[WOFKAMU2_K04] She/he can work in a production group and, regardless of their function, they can show initiative and willingness to solve common problems.	The student is able to work in a production group and, regardless of the function performed, is able to demonstrate initiative and willingness to solve common problems.	[SK2] presentation/project/paper/report
	[WOFKAMU2_U08] He/she can independently prepare a project, scientific, artistic or organizational, commissioned by the supervisor.	The student is able to independently prepare a project, scientific, artistic or organizational, assigned by the supervisor	[SU2] presentation/project/paper/report
	[WOFKAMU2_K03] He/she is responsible for the audiovisual equipment entrusted to him and for work safety.	The student is responsible for the audiovisual equipment entrusted to him and for work safety.	[SK2] presentation/project/paper/report
	[WOFKAMU2_U05] He/she has in-depth technical skills needed to make short films and other audiovisual forms.	The student has in-depth workshop skills needed to make short films and other audiovisual forms.	[SU2] presentation/project/paper/report

Subject contents	Defining and different types of commercial film		
	Preparing a commercial film script		
	Cooperation with the client		
	Preparing a cost estimate and pricing of commercial forms		
	Preparing productionImplementing commercial forms		
	Post-production: editing and sound recording of short commercial forms		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	80.0%	20.0%
	term paper / project	51.0%	80.0%
Recommended reading	Basic literature	Troy Lanier, Clay Nichols: Filmowanie. Podręcznik dla młodych, Wydawnictwo Wojciech Marzec 2025.	
		Bruce Block: Opowiadanie obrazem. Tworzenie wizualnej struktury w filmie, telewizji i mediach cyfrowych, Wydawnictwo Wojciech Marzec 2023.	
	Supplementary literature	Gustavo Mercado: Okiem filmowca. Nauka i łamanie zasad filmowej kompozycji, Wydawnictwo Wojciech Marzec 2022.	
		Materials indicated by the instructor.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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