University of Gdańsk

Subject card

Subject name and code	Visual Aspects of Communication in Advertising (Seminar), PG_00206695		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to practical vocational preparation
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	1	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Aleksandra Żukowska	
	Teachers	dr Aleksandra Żukowska	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

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	30	3.0	17.0	50

Subject objectives

Knowledge of the basics of visual communication and the principles of image composition in relation to contemporary advertising forms.

Developing the ability to analyze a visual advertising message and assess its effectiveness in relation to the principles of design.

Knowledge of the basics of visual persuasion in advertising and the rhetoric of visual messages.

Ability to analyze various visual identification systems and their elements. Learning the basics of typographic culture in graphic design.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_U11] He/she has the ability to independently acquire knowledge and undertake activities aimed at developing and managing his/her own professional career.	The student is able to use basic tools for analyzing visual and audiovisual advertising based on the current literature on the subject.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[DZiKSMU2_K01] Based on his/ her own knowledge, he/she is ready to critically evaluate the received content.	The student is prepared to comply with the principles of socially responsible advertising in terms of receiving and creating such messages.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student is able to use the knowledge and competences acquired during classes to independently critically evaluate advertising messages in the broader context of visual culture and the general cultural, social and political background.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	The student has knowledge of how to create, analyze and interpret advertising messages in the context of the principles of visual communication design.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	The student has knowledge of methods of researching visual persuasive messages and current theoretical reports in this area, thanks to which he is able to independently research such messages..	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

1. Introduction to the semiotics of visual and audiovisual advertising.2. Designing an advertising image - principles, types of composition, role of colors.3. Narration and storytelling in visual and audiovisual advertising - types, functions, techniques.4. Constructing visual messages in social advertising, social advertising and commercial advertising.5. Relationships between words and images in visual advertising. Basics of typography in advertising, narrative typography.6. Methods of analysis and interpretation of visual and audiovisual advertising messages.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Passing grade	51.0%	100.0%

Recommended reading	Basic literature	Bergström B., *Komunikacja wizualna* [*Visual Communication*], Wydawnictwo Naukowe PWN, Warsaw 2010. Bolek E., *Schematy i kreacje. Język i obraz w plakacie teatralnym* [*Patterns and Creations: Language and Image in Theatre Posters*], Wydawnictwo UMCS, Lublin 2023. Kampka A. (ed.), *Retoryka wizualna. Obraz jako narzędzie perswazji* [*Visual Rhetoric: Image as a Tool of Persuasion*], Wydawnictwo SGGW, Warsaw 2014. Lewiński P., *Retoryka reklamy* [*The Rhetoric of Advertising*], Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 1999. Lisowska-Magdziarz M., *Znaki na uwięzi. Od semiologii do semiotyki mediów* [*Signs in Captivity: From Semiology to the Semiotics of Media*], Księgarnia Akademicka, Kraków 2019. Rose G., *Interpretacja materiałów wizualnych. Krytyczna metodologia badań nad wizualnością* [Polish translation of *Visual Methodologies: An Introduction to Researching with Visual Materials*], trans. E. Klekot, Wydawnictwo Naukowe PWN, Warsaw 2010. Ryłko-Kurpiewska A., *Reklama jako sztuka powtórzeń* [*Advertising as the Art of Repetition*], Novae Res, Gdynia 2016. Wszołek M. (ed.), *Manual. Projektowanie komunikacji wizualnej* [*Manual: Visual Communication Design*], Wydawnictwo Naukowe PWN, Warsaw 2024.

	Supplementary literature	Arnheim R., *Sztuka i percepcja wzrokowa. Psychologia twórczego oka* [Polish translation of *Art and Visual Perception: A Psychology of the Creative Eye*], trans. J. Mach, Officyna, 2022. Bolek E., "Wizualno-słowna gra z odbiorcą. O perswazyjności plakatu słów kilka" ["Visual-Verbal Play with the Viewer: On the Persuasive Potential of the Poster"], *Forum Lingwistyczne*, 2023, vol. 11, no. 2. Chlebus A., "Dziś prawdziwych plakatów już nie ma?…" ["Are There No Real Posters Anymore?…"], interview with Janusz Górski, *Projekt*, 2025. Dębowski P., Mrowczyk J., *Widzieć/Wiedzieć* [*Seeing/Knowing*], Karakter, Kraków 2011. Folga-Januszewska D., *Oto sztuka polskiego plakatu* [*The Art of the Polish Poster*], BOSZ, Olszanica 2018. Frutiger A., *Człowiek i jego znaki* [Polish translation of *Signs and Symbols: Their Design and Meaning*], trans. C. Tomaszewska, d2d.pl, Kraków 2022. Itten J., *Sztuka barwy* [Polish translation of *The Art of Color*], d2d.pl, Kraków. Kampka A., "Retoryka wizualna. Perspektywy i pytania" ["Visual Rhetoric: Perspectives and Questions"], *Forum Artis Rhetoricae*, 2011, no. 1, pp. 7–23. Kandinsky W., *Punkt i linia a płaszczyzna. Przyczynek do analizy elementów malarskich* [Polish translation of *Point and Line to Plane*], Officyna. Kawka M., "Dyskurs multimodalny – nowa kategoria badawcza?" ["Multimodal Discourse – A New Research Category?"], *Zeszyty Prasoznawcze*, 2016, vol. 59, no. 2 (226), pp. 294–303. Kolesár Z., Mrowczyk J., *Historia projektowania graficznego* [*A History of Graphic Design*], Karakter, Kraków 2018. Llop R., *System graficzny w projektowaniu okładek książek. W poszukiwaniu języka parametrów* [*The Graphic System in Book Cover Design: In Search of a Language of Parameters*], d2d.pl, Kraków. Tkaczyk P., *Narratologia* [*Narratology*], Wydawnictwo Naukowe PWN, Warsaw 2017. Wasilewski P., Maison D., *Propaganda dobrych serc, czyli rzecz o reklamie społecznej*, vols. 1–2 [*Propaganda of Good Hearts: On Social Advertising*], Kraków 2002. Żukowska A., *Metafora obrazu, obraz metafory. Semiotyka wizualna w plakacie o tematyce społecznej* [*The Metaphor of the Image, the Image of Metaphor: Visual Semiotics in Social Posters*], Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2026. Żukowska A., "'To, co najważniejsze… w storytellingu' – analiza spotu świątecznego marki Allegro w ujęciu teorii narracji Bo Bergströma" ["'What Is Most Important… in Storytelling': An Analysis of Allegro's Christmas Commercial in the Light of Bo Bergström's Narrative Theory"], *Media Biznes Kultura*, 2022, no. 2 (13).
	eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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