

1. Field of study	Creative management in new media
2. Faculty	Krzysztof Kieślowski Film School
3. Academic year of entry	2022/2023 (winter term), 2023/2024 (winter term), 2024/2025 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Module: Technology in social media

Module code: W8-ZN-S2-TMS

1. Number of the ECTS credits: 2

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
TMS_1	Student has a basic knowledge of information technology in social media.	K_W10	5
TMS_2	Student acquires knowledge about the technical aspects of publishing and viewing content.	K_W12	4
TMS_3	Student has the ability to freely use information technology in the field of social media.	K_U12	4
TMS_4	Student can create files and formats necessary to place on the Internet.	K_U10	5
TMS_5	Student has communication skills.	K_K09	3
TMS_6	Student has the competence to consciously use contacts and relationships to publish content on the Internet.	K_K12	4

3. Module description

Description	<p>The aim of the course is to provide students with knowledge in the field of network technologies, taking into account the characteristics of the Internet as a global computer network, IP addresses and dns. Ports, services such as tcp / ip, ssl, construction of local, wired and wireless networks will be discussed. Students will also learn the types and roles of web servers, ftp, mail, protocols used to send content (http, html, mail), as well as issues in the field of computer network security.</p> <p>The next part of the course will present the conditions for publishing multimedia content - image, music, video, as well as formats of multimedia audio / video files, conversion tools, format changes, and types of multimedia.</p> <p>The student learns about devices for creating content and browsing content, broken down by access through a browser or dedicated applications. He will also learn about basic technologies such as HTML, CSS, JS / jquery / JSON / AJAX, Php, SQL / mysql / postgresQL.</p> <p>The classes will present the most popular social media (examples of good / bad practices, usability, effectiveness, security): Facebook, Whatsapp, tumblr, Instagram, Twitter, snapchat, Youtube / vimeo, Linkedin, Flickr.</p>
Prerequisites	Student has to have basic skills in working with applications for social media.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
TMS_w_1	Test	Written exam in the form of a test with closed questions.	TMS_1, TMS_2
TMS_w_2	Continuous evaluation	The final grade of the module is a weighted average of the individual methods of verification of learning outcomes.	TMS_3, TMS_4, TMS_5, TMS_6

5. Forms of teaching						
code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
TMS_fs_1	lecture	Lectures combined with discussion and multimedia presentation.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material sections, including the subject literature.	15	TMS_w_1
TMS_fs_2	practical classes	Workshops - activating method - work in small groups.	15	Individual preparation for each class, systematization of the material presented during the classes, preparation of projects - also group ones. Independent implementation of the material section indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course.	15	TMS_w_2