University of Silesia in Katowice

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: Workshop 3 (optional courses: Cinematography workshop 1 or Directing workshop 1)

Module code: W8-ZN-S2-W3

1. Number of the ECTS credits: 5

2. Learning outcomes of the module			
code	**description**	**learning outcomes of the programme**	**level of competence (scale 1-5)**
W3_1	Student knows and understands the basic concepts of intellectual property protection, characterizes personal and property rights. Identifies the principles of copyright in conjunction with the applicable European Community law, has knowledge of the basic legal regulations regarding the protection of industrial property and copyright.	K_W08	5
W3_2	Student knows the general principles of creating and using graphics in advertising communication, meaning, reception and selection of colors and shapes when designing graphics.	K_W05	4
W3_3	Student is able to plan the process of creating functional graphics - from defining the goal through the project to the verification of the finished project with expectations	K_U07	5
W3_4	Student detects the relationship between social, civilization and cultural processes and knows how to present them in a project aimed at raising funds, has the ability to protect data, keeps up with the rapid development of technology related to security in the network.	K_U05	4
W3_5	Student is open to various concepts of solutions to the problems posed for analysis during the exercises and cares about the achievement of the adopted goals.	K_K05	3
W3_6	Student is ready and open to continuing education in the field of security procedures in the network, and on the basis of the analysis of new situations and problems independently formulates proposals for their solution.	K_K06	4

3. Module description	
Description	Optional subject: - Cinematography workshop 1 - Directing workshop 1 Course Description: Cinematography Workshop 1

	This course aims to sum up the theoretical knowledge and combine it with cinematography skills. The summary of the semester classes will concern the use of a film camera in accordance with the principles of the art of cinematography. This workshop will teach the student how to arrange the lighting of a film set and how to build a film narrative using natural light. Types of sets and perspectives will be presented and practiced during the workshop. Course description: Directing Workshop 1 The course aims to combine theoretical and practical knowledge of film and television directing. During the workshop, the student will confront the created script with the possibilities of its directing. The classes will be held in groups, where each student will have a different scope of work in the audiovisual project so that, ultimately, the student can confront his/her knowledge and skills. The student will experience different situations related to the work of directing and will be able to assess their suitability to perform different roles in a production team. The classes will allow students to develop their competencies by learning the essential characteristics of a director's work and the values that guide it.
Prerequisites	Student has to have basic knowledge on sinematography and social media tools.

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
W3_w_1	Test	Written or oral test verifying the student's competence in the following areas: general knowledge about the sale of the work on the web, business skills, knowledge of the basics of selling the work on the example of your own business. The student should have already performed the sales analysis of his work.	W3_1, W3_2
W3_w_2	Continuous evaluation	Ongoing individual assessment of a student's work in the field of his own activities aiming to sell a work on the web. Observation of the student in terms of knowledge of the value of his work. The student prepares for the theoretical knowledge exam and prepares a graphic plan for the sale of his work.	W3_3, W3_4, W3_5, W3_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	
W3_fs_1	lecture	Thematic lecture, with comparative elements, common discussion and work of all participants on a given one script.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material batches, including the subject literature.	45	W3_w_1
W3_fs_2	workshop	Pitching / presentation of one's own idea to a group of participants.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of projects - also group ones. Independent implementation of the material sections indicated in the syllabus and analysis of examples selected by the	75	W3_w_2

				lecturer, repetition and consolidation of knowledge and skills acquired during classes.		