

1.	Field of study	Journalism and Social Communication
2.	Faculty	Faculty of Social Sciences
3.	Academic year of entry	2023/2024 (winter term), 2024/2025 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	part-time

7. General information about the module	
Module name	Visual communication
Module code	KW
Number of the ECTS credits	2
Language of instruction	Polish
Purpose and description of the content of education	Podczas zajęć z modułu komunikacja wizualna student ma się nauczyć postrzegania otaczającego świata i rozpoznawać ukryte w nim znaki, by za pomocą posiadanej wiedzy o tych znakach umiejętnie opowiadać, ale co najważniejsze, umieć się posługiwać znakami, którymi sam będzie pewne treści przekazywał potencjalnemu odbiorcy. Komunikacja wizualna ma przygotować słuchaczy do zastosowania w swych przekazach obrazowego typu narracji (dramatycznej, niedramatycznej) nie tylko w przekazach dziennikarskich (m.in. szata graficzna gazety, fotografia dziennikarska, portale internetowe), ale także reklamowych i promocyjnych.
List of modules that must be completed before starting this module (if necessary)	not applicable

8. Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
K1	Szanuje powszechnie akceptowane zasady kultury osobistej, dobrego wychowania i uczciwości oraz przestrzega obyczajów akademickich	K03	1
K2	Jest świadomy roli i znaczenia komunikacji wizualnej oraz mediów masowych w różnych obszarach życia m.in. społecznego, politycznego, kulturowego	K02	1
U1	Potrafi wykorzystywać nabytą wiedzę do analizowania, wyjaśniania oraz interpretowania zjawisk i procesów zachodzących w komunikacji wizualnej	U01 U02	1 1
U2	Potrafi w sposób logiczny i spójny wypowiadać się na tematy dotyczące wybranych zjawisk i procesów komunikacji wizualnej	U04	1
W1	Zna i rozumie podejścia badawcze z zakresu nauki o komunikacji wizualnej	W01 W02	1 1
W2	Zna i rozumie główne kategorie i terminologię z zakresu nauki komunikacji wizualnej, rozumie jej źródła oraz zastosowanie w obrębie pokrewnych dyscyplin naukowych zajmujących się badaniem zjawiska komunikacji, zwłaszcza w wymiarze masowym	W01 W02	1 1
W3	Ma wiedzę na temat systemów, typów, poziomów i form komunikowania społecznego oraz wybranych modeli		

		W02	1
		W06	1

9. Methods of conducting classes			
Code	Category	Name (description)	
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>	
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>	
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>	
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>	
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>	
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>	
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>	

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
1	discussion classes	20	course work	K1, K2, U1, U2, W1, W2, W3	a03, a05, b04, c07, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	Yes
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.