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| 1. | Field of study | Media Cultures |
| 2. | Faculty | Faculty of Humanities |
| 3. | Academic year of entry | 2024/2025 (winter term) |
| 4. | Level of qualifications/degree | first-cycle studies |
| 5. | Degree profile | general academic |
| 6. | Mode of study | part-time |

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| 7. General information about the module | |
| Module name | Visual communication |
| Module code | W1-KM-N1-KW03 |
| Number of the ECTS credits | 2 |
| Language of instruction | Polish |
| Purpose and description of the content of education | The aim of the module is to introduce students to the world of visual communication. The student acquires a basic knowledge of the complexity of the world of images, in a theoretical and practical perspective. He/she knows and understands the power of the impact of images, understands its historical variation and knows the basic tools for analysing and interpreting visual messages. He or she is able to take a critical look at contemporary visual media and carry out an evaluation of their directions and impact on the viewer. |
| 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) |
| K_01 | is aware of the opportunities and threats to human beings in today's mediatised world and of the ways in which methods and tools from the field of visual communication studies help to identify them | W1-M01SN_K04 | 4 |
| U_01 | is able to independently select analytical tools and carry out analysis and interpretation of various visual materials, with particular emphasis on 20th and 21st century creations | W1-M01SN_U03 | 5 |
| U_02 | can navigate the complex iconosphere, recognise the functions and consequences of the social and cultural impact of images | W1-M01SN_U05 | 4 |
| W_01 | knows and understands basic theories related to visual communication, including the most important methodological concepts and definitions, understands the complex history of the phenomenon | W1-M01SN_W02 | 3 |
| W_02 | recognises various methods of analysing and interpreting visual material and consciously frames the basic problems of visual content analysis in an analytical framework, while understanding their links with other areas of communication, e.g. word, sound, smell | W1-M01SN_W05 | 4 |

| 9. Methods of conducting classes | | |
|---|-------------------------|---|
| Code | Category | Name (description) |
| b04 | Problem-solving methods | Activating method – discussion / debate |

| | | |
|-----|--------------------------|--|
| | | <p><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></p> |
| b09 | Problem-solving methods | <p>Activating method – flipped classroom <i>anticipatory learning; work in class is based on previously studied material indicated by the person teaching the course; preparation outside the classroom serves the purpose of getting familiar with the issues whose knowledge is necessary for participating in the in-class discussion and the training in the related practical skills; the activity is based on the work of students under the guidance of the person teaching the course</i></p> |
| f02 | Methods of self-learning | <p>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></p> |

| 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 |
| W1-KM-K | discussion classes | 10 | course work | K_01, U_01, U_02, W_01, W_02 | b04, b09, f02 |

| 11. The student's work, apart from participation in classes, includes in particular: | | | |
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| Code | Category | Name (description) | Is it part of the BUNA? |
| a02 | Preparation for classes | <p>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></p> | No |
| b01 | Consulting the curriculum and the organization of classes | <p>Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i></p> | Yes |
| b02 | Consulting the curriculum and the organization of classes | <p>Verification / adjustment / discussion of syllabus provisions <i>consulting the content of the syllabus, possibly in the presence of the year tutor or members of the class group, and, if necessary, reassessing the provisions concerning special conditions for class participation, e.g., space and time requirements, technical and other requirements, including conditions for participation in classes outside the walls of the university, classes organized in blocks, organized online, etc.</i></p> | Yes |
| c01 | Preparation for verification of learning outcomes | <p>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></p> | Yes |
| c03 | Preparation for verification of learning outcomes | <p>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></p> | No |