

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

7.	General information about the module	
Module name		Design and media
Module code		W1-KM-N1-DiM03
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 reflect on the broad field of design in the context of contemporary media. As part of the module, the student acquires knowledge of particular design phenomena (including graphic design, branding, typography, game design, film credits, advertisements, etc.) and acquires skills for their aesthetic, artistic and applied interpretation.
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	consciously participates in cultural life using various media and its various forms	W1-M01SN_K03	3
	U_01	can define key terms and recognise phenomena in graphic design, branding, typography, game design, film opening credits, etc.	W1-M01SN_U05	4
	W_01	has a structured general knowledge of the field of design, related phenomena and their implementation in the form of media messages	W1-M01SN_W02	4
	W_02	knows and understands the basic methods of analysing and interpreting various forms of design in the media and media messages	W1-M01SN_W05	4

9.	Methods of conducting classes		
	Code	Category	Name (description)
	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</i>

		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
b07	Problem-solving methods	Activating methods: a case study a comprehensive description of a phenomenon connected with the selected discipline; reflecting the reality, presenting the 'what', 'where' and 'how' of the phenomenon, i.e., all of its key aspects to be discussed in class; used as a reproduction, presentation, discussion or diagnosis of factors that shape the phenomenon or interact with it; an in-depth qualitative analysis and evaluation of a selected phenomenon
c07	Demonstration methods	Screen presentation 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
f02	Methods of self-learning	Individual work with a text 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

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, W_01, W_02	a05, b04, b07, c07, f02

11. The student's work, apart from participation in classes, includes in particular:

Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content reading through the syllabus and getting acquainted with its content	Yes
b02	Consulting the curriculum and the organization of classes	Verification / adjustment / discussion of syllabus provisions 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.	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes 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.	Yes
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion 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	No

d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes
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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>.