

1. Field of study	Creative management in new media
2. Faculty	Krzysztof Kieślowski Film School
3. Academic year of entry	2020/2021 (winter term), 2021/2022 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Module: Film and television genres

Module code: 09-ZN-S2-GTIF

1. Number of the ECTS credits: 3

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
GTIF_1	Student acquires knowledge of all television and film forms as well as classic genre examples.	K_W05	5
GTIF_2	Student acquires knowledge on how to skillfully use the genetic basis in his implementation.	K_W06	4
GTIF_3	Student has the ability to easily use the acquired knowledge in translating into their own realizations.	K_U06	4
GTIF_4	Student has the ability to use a given genre in their audiovisual material.	K_U07	5
GTIF_5	Student becomes more courageous in implementing their audiovisual materials.	K_K05	3
GTIF_6	Student has the ability to use the acquired knowledge in their business for better business results.	K_K06	4

3. Module description

Description	<p>The aim of the course is to acquaint with all genres of film and television productions as an introduction to new media. TV genres such as short reportage, news etc. forms, their main advantage is the current information shown in a short, but blunt way, there is another focus on details, so that the recipient can read the details in a short time, get interested and agree or not with material. The aim of the module is to let the student learn about the division into comedy, drama, history, documentary, feature and animation. The student will learn the methods of combining film and television genres or choosing the most adequate form of presenting content.</p> <p>The student will learn if their project is to be a one-off piece, such as the news. They will understand what the meaning is, what construction they have and what is made on such news. Students will learn whether the given project is to be a series, or a piece of a certain story, and how to skillfully build tension in viewers. Students learn how to tell the story so that it would be interesting for the viewers to cheer or comment on and what tools to use for a given implementation.</p>
Prerequisites	Student has to have basic knowledge on audiovisual forms and topics.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
GTIF_w_1	Test	Oral verification, consistent with the description of the verification method included in the syllabus, verifying the student's competence.	GTIF_1, GTIF_2
GTIF_w_2	Continuous verification	An attempt to create a short idea in a given genre, final evaluation in terms of setting up its material in a specific genre.	GTIF_3, GTIF_4, GTIF_5, GTIF_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	
GTIF_fs_1	lecture	Thematic lecture, with comparative elements, common discussion and work of all participants on a given lesson plan.	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.	30	GTIF_w_1
GTIF_fs_2	practical classes	Pitching/presentation of the own idea in front of peer students.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of projects - also group ones. Independent implementation of the material batches indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during classes.	30	GTIF_w_2