

<b>1. Field of study</b>	<b>Creative management in new media</b>
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:** Workshop 1 (optional courses: Film and television workshop 1 or Producer's workshop 1)

**Module code:** 09-ZN-S2-W1

**1. Number of the ECTS credits:** 4

<b>2. Learning outcomes of the module</b>			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
W1_1	Student has knowledge about the techniques of describing his idea for a multimedia work in the form of a scenario and action plan, he has knowledge of the attractiveness of the idea and the ability to confront it with other projects.	K_W07	4
W1_2	Student has knowledge about the possibilities of using his work in the area of new media in terms of content and law.	K_W08	5
W1_3	Student has the ability to listen and draw conclusions from critical remarks of other people, he can transfer individual elements of his idea to paper.	K_U07	4
W1_4	Student has the ability to identify types of work, including animation and music video, and has the basic skills to start implementing his own project.	K_U05	5
W1_5	Student has the competence to understand the specifics of running a business and the specifics of the audiovisual production process.	K_K05	4
W1_6	Student has the competence to move freely in the creative process and work in a team, demonstrates initiative and entrepreneurship in the field of artistic activities, undertaken in a joint framework with other students.	K_K06	3

### **3. Module description**

<b>Description</b>	Auxiliary subject: <ul style="list-style-type: none"> <li>• Film and television workshop 1</li> <li>• Producer's workshop 1</li> </ul> Description of the subject: Film and television workshop 1  The aim of the course is to summarize theoretical knowledge and combine it with the acquired practical knowledge in the field of multimedia production.
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	<p>The summary of semester classes will concern the quality of the script, written on the basis of the student's own idea analyzed and consulted with the lecturers. This workshop will teach the student how to move freely in the media world, and will show new creative possibilities. As part of the course, the student's idea for a project in the field of social media will be analyzed, as well as a short script. These classes will allow you to make the final choice to the student, what species and kind of work he would like to do, so that in the next semester he can continue his work in this area.</p> <p>Description of the subject: Producer's workshop 1</p> <p>The aim of the course is to combine theoretical and practical knowledge in the field of multimedia production. Classes will take place in groups where each student will have a different scope of work in a multimedia project, so that ultimately the student can confront his knowledge and skills.</p> <p>The student will experience different situations related to film and television production and will be able to assess his predispositions to perform particular roles in the production team. Classes will allow the student to develop their competences and plan work on a multimedia project continued in the next semester.</p>
<b>Prerequisites</b>	Student has to know about new media rules, he has to be able to choose a business field.

<b>4. Assessment of the learning outcomes of the module</b>			
code	type	description	learning outcomes of the module
W1_w_1	Test	Verification of knowledge in the oral form in the field of selection of the topic for work and a plan for its development. The student himself proposes and evaluates his chosen company plan.	W1_1, W1_2
W1_w_2	Continuous evaluation	Continuous evaluation of an individual student's work based on all classes in a given semester. The student prepares the first versions of his business profile which the lecturer analyzes and evaluates.	W1_3, W1_4, W1_5, W1_6

<b>5. Forms of teaching</b>						
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	
W1_fs_1	lecture	Thematic lecture with comparative elements, common discussion and work of all participants on their scenario. Revision of the script writing skills.	15	Preparation of the lecture content, analysis of literature and examples of multimedia works, films and other audio-visual materials.	45	W1_w_1
W1_fs_2	workshop	Pitching/presentation of the students' own idea in front of the peer students.	15	Preparation of a description of the student's idea for a multimedia project in social media in the areas indicated by the lecturer.	45	W1_w_2