

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: Workshop 2 (optional courses: Film and television workshop 2 or Producer's workshop 2)

Module code: 09-ZN-S2-W2

1. Number of the ECTS credits: 5

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
W2_1	Student has knowledge of the history of art, theatre and drama; knows and understands the problems of contemporary multimedia work, has knowledge about the skilful and conscious selection of tools and materials necessary for assembly.	K_W05	5
W2_2	Student knows the categories and principles of the functioning of the market economy, including the basics of the economics of culture and the functioning of the audiovisual sector.	K_W08	4
W2_3	Ability to analyze and evaluate a film work and other audiovisual forms, assess the possibilities and effects of using new media in audiovisual production.	K_U05	5
W2_4	Student can understand and distinguish mutual relations between the form of a multimedia image and the message conveyed by them, have language skills, in particular in the field of film art and television and artistic disciplines.	K_U07	4
W2_5	Student demonstrates social competences related to public performances and the presentation of his own creative achievements, he cooperates and is responsible for his work.	K_K05	4
W2_6	Student is focused on continuous development and self-improvement, and inspires and organizes the process of teaching others, as well as has a sense of responsibility, shows resistance to the stresses resulting from the specifics of television and film production.	K_K06	3

3. Module description	
Description	<p>Auxiliary subject:</p> <ul style="list-style-type: none"> • Film and television workshop 2 • Producer's workshop 2 <p>Description of the subject: Film and television workshop 2</p>

	<p>The aim of the course is to summarize theoretical practical knowledge as part of the current course of study. During the workshop, the student will learn how to construct an audiovisual message, recognize the main techniques of film narration, which allows for more conscious contact with the audience. The ability to identify the basic means of film design allows us to perceive a specific manipulation of the image of reality that has become an important element of modern culture. The subject of the course are the basic issues related to the implementation of the film image, directing, editing and screenwriting.</p> <p>Item description: Producer's workshop 2</p> <p>The aim of the course is practical implementation in the practice of creating multimedia works of knowledge and skills from other subjects of the semester 2. The student will get acquainted with the determinants of forming relationships with other people from the production team, conducting business negotiations with sponsors, drawing up an action plan for the production and promotion of a multimedia work in new media.</p>
Prerequisites	Student has to have basic knowledge on cinematography, film directing and budgeting.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
W2_w_1	Test	Verification of knowledge in the oral form. The student himself proposes and evaluates his developed production process.	W2_1, W2_2
W2_w_2	Continuous evaluation	Ongoing evaluation of an individual student's work, based on the previous semester classes. The student prepares the first versions of his business profile, which the lecturer analyzes and evaluates.	W2_3, W2_4, W2_5, W2_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	
W2_fs_1	lecture	Theme lecture with elements of film projection. The student gets acquainted with the basic concepts of the construction of a film work.	15	Preparation of the lecture content, analysis of literature and examples of multimedia works, films and other audio-visual materials.	45	W2_w_1
W2_fs_2	workshop	Comprehensive workshop analysis of feature film sequences, student etudes, Polish and foreign film schools and documentary films. During the course the student realizes optional simple narrative exercises (working with a camera, staging).	15	Preparation of selected parts of the multimedia project in social media in the areas indicated by the lecturer.	75	W2_w_2