

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: Basics of psychology (optional courses: Basics of social psycholog or Basics of Internet psychology)

Module code: 09-ZN-S2-PGP

1. Number of the ECTS credits: 2

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
PGP_1	Student has knowledge about the use of graphics in advertising communication.	K_W05	5
PGP_2	Student knows the support of creative computer programs, as well as the impact of graphics on the development of the brand's own brand awareness.	K_W07	4
PGP_3	Student has the ability to use creative computer programs.	K_U06	5
PGP_4	Student has the ability to combine graphics with multimedia content, and is aware of their own individual skills useful in the profession in the field of graphic composition.	K_U07	4
PGP_5	Student is aware of existing design problems in a social and aesthetic context.	K_K06	4
PGP_6	Student is focused on satisfying the recipients' needs in terms of aesthetic and emotional experiences.	K_K05	3

3. Module description	
Description	The aim of the course is to prepare the student for teamwork and individual work related to contemporary design graphics. The student has the chance to acquire knowledge that gives the opportunity to work in graphic design studios, advertising and branding agencies, publishing houses, printshops or allowing independent professional and artistic work. The subject develops students' competences in the field of graphic design and advertising communication as well as the practical use of such programs as Photoshop, InDesign etc.
Prerequisites	Student has to know how to use basic graphic applications.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
PGP_w_1	Test	Knowledge test in written and graphic form, designed to check theoretical knowledge about design graphics.	PGP_1, PGP_2
PGP_w_2	Continuous evaluation	Evaluation of individual stages of computer graphics as a trademark of your multimedia project.	PGP_3, PGP_4, PGP_5, PGP_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	
PGP_fs_1	lecture	Lectures combined with discussion and multimedia presentation.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material sections, including the subject literature.	15	PGP_w_1
PGP_fs_2	practical classes	Practical didactic classes conducted due to their specificity in smaller groups, requiring specialist software available only in computer rooms. Practical tasks - activating method - work in small groups.	15	Independent implementation of the material batch indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course.	15	PGP_w_2