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: New media development

Module code: 09-ZN-S2-KRNM

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)
KRNM_1	Student knows the relationships between ideas and theories of social change under the influence of new communication and media technologies, and the emergence of a new type of society and changes taking place today in communication and business, has knowledge about new communication technologies and the possibilities of their use in preparing and presenting the analysis of phenomena, processes and changes taking place today.	K_W01	5
KRNM_2	Student has knowledge about the changes taking place in contemporary society under the influence of new media technologies, has in-depth knowledge of the organization and functioning of the media in the aspect of technological changes that affect their functions and importance in the modern world.	K_W04	4
KRNM_3	Student is able to independently analyze the principles of new media operation and their changes under the influence of new technologies, has the ability to independently design and carry out research projects in the field of social sciences with the use of technologically advanced research techniques.	K_U01	5
KRNM_4	Student is able to independently perform a multimedia presentation using interdisciplinary sources to present the changes taking place in the modern world under the influence of new media technologies and within the media itself.	K_U03	4
KRNM_5	Student is ready to cooperate in the group in the implementation of projects and adopting different roles in them, participates in a conscious and responsible manner in virtual reality.	K_K01	4
KRNM_6	Student independently prepares the presentation, selects the problem for analysis and is open to a critical discussion around the topics presented and active participation in it.	K_K04	3

3. Module description	
Description	The aim of the course is also to learn the basic concepts and categories related to the development of new technologies. As part of the course, the analysis will present the most popular and the most effective and effective campaigns in social media, as well as the impact of social media on the shaping of relationships and interpersonal relations in theory and practice. Students learn the most important characteristics of new media:

	individualisation - reaching with personalized information to a specific group of recipients, adapting the message to the information needs of the individual recipient (device personalization, message content and form), interactivity - the ability to generate feedback (so-called feedback) in real time , information gathering by the sender about reactions to the message sent to the recipient, portability (multifunctionality) - multiple platforms of using digital content, computer, tablet, phone) and ease of copying message content without loss of information quality, message persistence - information life cycle is very long, availability - use of information in time and place, (mobility) convenient for the recipient, no time and space restrictions in the consumption of information by the recipient. The nature of the course will be a combination of theoretical knowledge and practical activities of creative teams established for the needs of the program.
Prerequisites	Student has to know the features of new media and a role of the creator in multimedia.

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
KRNM_w_1	Test	The way of verification of students' own work: final exam (test, open-ended questions - in written or oral form), case study.	KRNM_1, KRNM_2
KRNM_w_2	Continuous evaluation	The basic requirement to complete the course is presence and activity during practical classes. Another requirement will be working in teams consisting in developing a project on the topic indicated by the teacher. A comprehensive approach to the topic and creativity will be assessed. The way of verification of students' own work: participation in classes (participation in discussion and solving tasks / problems), paper, case study, report, building and analysis of prognostic models.	KRNM_3, KRNM_4, KRNM_5, KRNM_6

5. Forms of teaching

code	form of teaching		number of hours	required hours of student's own work	number of hours	assessment of the learning outcomes of the module
	type	description (including teaching methods)		description		
KRNM_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 batches, including the subject literature.	15	KRNM_w_1
KRNM_fs_2	practical classes	During the classes, students will have the opportunity to gain a solid foundation for effective and effective forms of communication in the modern electronic economy and modern tools for sharing and sharing data by users. They will acquire practical knowledge and skills in the use of electronic mail, video conferencing systems, chatboots and broadly understood Internet resources in managing customer relations.	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	KRNM_w_2