

<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 4 (optional courses: Film and television workshop 4 or Producer's workshop 4)

**Module code:** 09-ZN-S2-W4

**1. Number of the ECTS credits:** 5

<b>2. Learning outcomes of the module</b>			
<b>code</b>	<b>description</b>	<b>learning outcomes of the programme</b>	<b>level of competence (scale 1-5)</b>
W4_1	Student recognizes and exchanges EU funds and programs supporting media activities.	K_W08	4
W4_2	Student identifies the activities necessary in the project life cycle and indicates the main problems related to the implementation and evaluation of projects.	K_W06	5
W4_3	Student is able to prepare a report in accordance with the EU guidelines and select the appropriate assessment methods.	K_U07	4
W4_4	Student is able to navigate in the area of new media and use modern technologies to create new media and media forms.	K_U08	5
W4_5	Student works in a team analyzing various problems of project implementation evaluation, while working in a group he is open to participating in the preparation of projects related to the development of services.	K_K07	3
W4_6	Student is aware of the practical application of new media and ethical behavior in conducting public activities.	K_K06	4

<b>3. Module description</b>	
<b>Description</b>	<p>Auxiliary subject:</p> <ul style="list-style-type: none"> <li>• Film and television workshop 4</li> <li>• Producer's workshop 4</li> </ul> <p>Description of the subject: Film and television workshop 4</p> <p>The aim of the subject is to familiarize the student with practical knowledge related to the issue of success in implementing the project in social media as a basic tool for local and international development. Issues that will be addressed are: the montage of a multimedia work depending on the distribution method, the selection of music and sound effects for a film or television program, a creative approach to the promotion of the work and its sale. To familiarize students with the methods of using the media in communities as a way of communicating to politicians, journalists and citizens.</p>

	<p>Item description: Producer's workshop 4</p> <p>The aim of the course is to summarize theoretical practical knowledge as part of the current course of study. The main goals: transfer of knowledge in the field of planning and implementation of the European project, the structure of activities in its organization, presentation of cost estimation methods, and reporting in accordance with the rules in EU countries, the ability to properly identify technical and organizational aspects and manage the project team, develop preparation skills projects necessary to start and run a service activity.</p>
<b>Prerequisites</b>	Student has to have his own project in social media.

<b>4. Assessment of the learning outcomes of the module</b>			
<b>code</b>	<b>type</b>	<b>description</b>	<b>learning outcomes of the module</b>
W4_w_1	Test	Written or oral test of the acquired knowledge.	W4_1, W4_2
W4_w_2	Continuous evaluation	Evaluation of the student's statement during the class. The student at the end of the fourth semester must complete his own project and have planned sales on the Internet.	W4_3, W4_4, W4_5, W4_6

<b>5. Forms of teaching</b>						
<b>code</b>	<b>form of teaching</b>			<b>required hours of student's own work</b>		<b>assessment of the learning outcomes of the module</b>
	<b>type</b>	<b>description (including teaching methods)</b>	<b>number of hours</b>	<b>description</b>	<b>number of hours</b>	
W4_fs_1	lecture	Interactive lecture, discussion, moderated workshop, multimedia presentation.	15	Preparation of the lecture content, analysis of literature and examples of multimedia works, films and other audio-visual materials.	45	W4_w_1
W4_fs_2	workshop	Group work, discussion, analysis of texts and source materials.	15	Preparation of the whole multimedia project in social media.	75	W4_w_2