

1.	Field of study	Graphic Arts
2.	Faculty	Faculty of Fine Arts and Educational Science
3.	Academic year of entry	2023/2024 (winter term)
4.	Level of qualifications/degree	long-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

Code of the learning outcome of the programme	Learning outcomes The graduate:	Codes of the second-order PRK characteristics to which the learning outcome of the programme is related
KNOWLEDGE		
GRMA_W01	have extended knowledge of theoretical and practical notions related to the techniques and technologies used in traditional and modern graphic arts and graphic design	2018_dz.szt._P7S_WG
GRMA_W02	have thorough knowledge in the field of history and theory of art (including history of graphic arts) and other related disciplines of art and science necessary to understand the issues connected with the represented art discipline, supported by in-depth knowledge of reference literature	2018_dz.szt._P7S_WG
GRMA_W03	have knowledge which allows formulating and solving complex problems in the field of graphics	2018_dz.szt._P7S_WG
GRMA_W04	have advanced knowledge of the historical and cultural context of visual arts in relation to other areas of knowledge (including philosophy, aesthetics, and social studies) and the phenomena of modern life and culture (including media culture), and improve this knowledge independently in relation to the changes occurring in modern graphics	2018_P7S_WK, 2018_dz.szt._P7S_WG
GRMA_W05	know how to use the acquired knowledge of art history, traditions, periods, and styles in design and individual artistic activities at a high degree of originality	2018_dz.szt._P7S_WG
GRMA_W06	recognise and define the mutual relations between the theoretical and practical aspects of the programme (knowledge and the traditional and modern techniques and technologies used in contemporary graphic arts and graphic design) and consciously use this knowledge for further development of their artistic personalities	2018_dz.szt._P7S_WG
GRMA_W07	have knowledge of sociological and marketing aspects of the art market along with its financial, formal, and legal aspects	2018_P7S_WK, 2018_dz.szt._P7S_WG
GRMA_W08	know and understand the underlying patterns of artistic creation which enable the freedom and autonomy of artistic expression as part of individual work and within a specific professional reality of graphic design	2018_P7S_WK, 2018_dz.szt._P7S_KK, 2018_dz.szt._P7S_WG
SKILLS		
GRMA_U01	have developed an artistic personality expressed in original, independent art creations as part of the studies and in all other interdisciplinary activities	2018_dz.szt._P7S_UW
GRMA_U02	take care of the aesthetic aspect and novelty of graphic design, taking its function into account	2018_dz.szt._P7S_UW
GRMA_U03	be able to independently design and create artworks in the field of visual arts based on individual creative motivations and inspirations, remaining open to different worldviews and perceptions of artistic reality	2018_dz.szt._P7S_UW
GRMA_U04	be able to create new trends in the field of visual arts, including graphics, based on individual awareness, creativity, sense of aesthetics, and worldview	2018_dz.szt._P7S_UW
GRMA_U05	be able to make independent decisions concerning the design and creation of artworks, especially within the selected major	2018_dz.szt._P7S_UW
GRMA_U06	be able to take up employment or individual artistic activity with the use of the knowledge and skills acquired as part of the studies	2018_dz.szt._P7S_UW

GRMA_U07	be able to design the effects of their work and carry out artistic activities, taking the aesthetic, social, and legal aspects into account and maintaining the freedom and independence of artistic expression	2018_dz.szt._P7S_UW
GRMA_U08	be ready to work in a team and to assume the role of a leader in group art projects as well as other cultural activities	2018_P7S_UO, 2018_dz.szt._P7S_KO, 2018_dz.szt._P7S_KR
GRMA_U09	be able to create and perform individual and group art projects in cooperation with specialists in other related disciplines or those which are unrelated to the selected programme	2018_P7S_UO, 2018_dz.szt._P7S_KO, 2018_dz.szt._P7S_KR
GRMA_U10	use the skills of a graphic artist in a creative manner and consciously combine traditional and contemporary techniques of graphic imaging in individual work	2018_dz.szt._P7S_UU, 2018_dz.szt._P7S_UW
GRMA_U11	have a wide range of technical skills and develop them independently to implement individual artistic concepts in accordance with the programme of studies	2018_dz.szt._P7S_UU, 2018_dz.szt._P7S_UW
GRMA_U12	attempt to combine graphic techniques with other related disciplines of artistic activity in an interdisciplinary manner	2018_dz.szt._P7S_UU, 2018_dz.szt._P7S_UW
GRMA_U13	be able to use the techniques of a graphic artist and designer, including manual techniques and digital image processing	2018_dz.szt._P7S_UU, 2018_dz.szt._P7S_UW
GRMA_U14	be able to use the contemporary techniques of graphic imaging (photography, video, multimedia) in an innovative manner in individual artistic activity	2018_dz.szt._P7S_UU, 2018_dz.szt._P7S_UW
GRMA_U15	be able to look up and obtain useful information to solve basic technical problems related to the equipment and software used	2018_dz.szt._P7S_UU, 2018_dz.szt._P7S_UW
GRMA_U16	have experience and skills to carry out individual artistic activity based on stylistically diverse concepts derived from the free use of imagination and foundations of artistic creation which enable the independence of artistic expression	2018_dz.szt._P7S_UW
GRMA_U17	be able to prepare extensive written assignments and oral presentations (also multimedia) related to the programme, using a variety of perspectives and theoretical concepts as well as other sources	2018_dz.szt._P7S_UK
GRMA_U18	understand and create various written and oral expressions which require the knowledge of linguistic structures in terms of grammar, vocabulary, and phonetics, in particular advanced knowledge of elements of specialised foreign language; look up, select, analyse, and classify scientific information and present it as a written text or an oral presentation in a foreign language	2018_dz.szt._P7S_UK
GRMA_U19	write and speak fluently about their work and about culture in general, at the same time correctly formulating individual opinions and making the right conclusions	2018_dz.szt._P7S_UK
GRMA_U20	have advanced skills of presenting individual ideas, suggestions, judgements, and opinions supported by relevant argumentation during public presentations, using digital and new media tools, as well as of cooperating with a team and leading a project	2018_P7S_UO, 2018_dz.szt._P7S_UK
SOCIAL COMPETENCES		
GRMA_K01	be aware of the level of their knowledge and practical skills and understand the need to develop them as part of the selected major and in terms of broadly understood cultural activity	2018_dz.szt._P7S_KK
GRMA_K02	initiate artistic and cultural activities (interdisciplinary projects), engaging representatives of other areas of life and science and inspiring them to cooperation	2018_dz.szt._P7S_KK
GRMA_K03	be able to adapt to new, changing conditions and circumstances as part of professional or artistic activity, relying on individual psychological determinants treated as factors which model and support this creative activity	2018_dz.szt._P7S_KR
GRMA_K04	be able to effectively apply intuition, imagination, individual creative potential, and the acquired knowledge and experience to solve creative and professional problems	2018_dz.szt._P7S_KK, 2018_dz.szt._P7S_KR
GRMA_K05	be able to provide critical judgment of their creative and artistic activity and of other activities in the field of contemporary art and culture, in particular graphics	2018_dz.szt._P7S_KK

GRMA_K06	based on the acquired knowledge and skills, be able to inspire, initiate, organise, support, and lead team activities in the field of art and culture	2018_P7S_UO, 2018_dz.szt._P7S_KO, 2018_dz.szt._P7S_KR
GRMA_K07	be able to communicate with the representatives of various social communities, professionals, and non-professionals as part of diverse cultural and artistic activities, in particular in relation to graphics	2018_dz.szt._P7S_KR, 2018_dz.szt._P7S_UK
GRMA_K08	know and understand the basic concepts and principles in the field of industrial property rights, copyrights, and the need for intellectual property management	2018_dz.szt._P7S_KO