

	Course	Description
Communication and Media Management Film and Media Arts	Film and television workshop 1	Students get to know selected documents used in film productions and implement them in selected films based on their own 3-page scripts. Classes have a practical form and are conducted as a workshop. The end result are two sets of film documents made in two production groups.
	New media in film and television	The course is designed to train the ability to use new media to broaden the student's knowledge about the art of film work and creation of new forms of visual communication.
	Film and television workshop 2	The substantive aim of the course is an exercise involving the self-realization of a short film etude with the inspiration of a literary text. Students develop sensitivity to both the literary text, as well as the image. They learn how they can combine these two ways of expressing emotions in one film. Students get to know the three stages of film production: the preparatory period, film shooting and post-production. The end result is an independently prepared short film etude connected to the literary text.
	Advertising and commercial film production 1	Work on the advertising booktrailer script chosen by the WAB publishing house, exercises in setting the film lighting for advertising film, realization of pieces of an advertising video on the basis of created storyboards. The student receives basic knowledge of media advertising, principles of image on the recipient. Exercises feature presentations of selected commercials analyzed by the students.
	Development in Film and Television	The course focuses on the production development in the process of filmmaking for cinema and television. Among the legal development issues connected to underlying rights, chain of title, clearance of the script, option agreements or adaptations. The final project will be a preparation of a sponsorship offer for film or television projects.
Communication and Media Management	Managerial techniques	The aim of the course is to teach the students managerial techniques in the field of planning and setting goals, team building, motivating team members, division of tasks, conducting meetings, and time management. The method of teaching are workshops. The result of the course is the ability to use the techniques in media projects.
	Public relations	Students use the theoretical knowledge acquired during lectures to describe the strategy and propose alternative tools of public relations. Classes are in the form of a classical problem method enriched with a case study, as a result, students gain knowledge of practical use of selected PR tools and can subject them to criticism.
	Social communication	The course explores the process of communication from its transmitting to perception and final understanding. It also discusses the impact of communication on individuals, organizations and institutions. In the course students will learn the rules of an effective communication beginning from the principles of rhetoric and ending with the rules of new media communication in the information society.
	Media and communication	The course is an introduction to different communication levels (intrapersonal, interpersonal, group, institutional and mass communication) as well as the specifics of the media available to the communicators. The goal of the course is to gain the understanding of the communication system and be able to use this knowledge in the personal communication practice.
	Media systems in Europe and in the world	This course is focused on media content and structural characteristics, as well as the links between the two in national contexts in Europe and in the world. The main topics are: information quality i.e. accuracy, argument quality, depth, and contextualization in public affairs coverage; structural influences on editorial content; journalistic professionalism; evaluations of the main features of public broadcasting.
Film and Media Arts	Cinematography 1	Students get to know the principles of "thinking with image" in shaping the artistic vision of a film. The lecture is in a form of a workshop. The end result is the realization of short film forms by the students.
	Making and technology of film image 1	Students participate in practical workshops, involving the preparation of the sample scene. They learn how to work with a camera and light, and get to know the basic principles of dramaturgy and film editing. The end result is an edited scene, fully realized by the Erasmus students.
	Photography	During the course students become familiar with selected issues of the history, aesthetics and technology of the photographic medium. Classes are taught in a form of a workshop. The end result is a set of photographs, the ability to analyze and interpret the image in formal and conceptual terms.
	Director and cinematographer cooperation	Students learn the fundamental principles of constructing the artistic vision of a film. Workshops include practical realization of a short film: Character in action. The essence of the course is an indication creative of possibilities of a director and a director of photography within the multi-phase creative process of a film. Students will learn the key principles of cooperation.
	Multimedia arts	The aim of the course is to acquire knowledge of history, aesthetics and technology of different media in the audiovisual communication. There is an analysis of practical projects about the relationship of sound and image, the use of media arts, technical and digital media (text, illustration, drawing, painting, graphics, photography, animation, film, interactive network projects). Students gain an ability to interpret and analyze visual statement in formal and conceptual terms.

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Multimedia International Studies
Summer semester

	Course	Description
Communication and Media Management Film and Media Arts	Film and television workshop	Students get acquainted with the system of work on the film set and prepare selected films on the basis of the developed 3-page scenarios and production documents. Classes take the practical form and are conducted as a workshop. The end result are two films made in two production groups.
	Advertising and commercial film production 2	Continuation of the exercises from the first semester. Realization of parts of the 30-second film in the form of workshops based on the developed storyboard. Implementation of the exercises in storytelling in several shots.
	Photography in relation to literature and directing	The aim of the course is to show the relationships between photography, film and literature, and above all bringing to the foreground the relationship between the word and image, that have dominated the aesthetics of creative nineteenth and twentieth century from the perspective of the history of the birth and expansion of the new medium.
	Cinematography techniques and equipment	The student receives in the form of classes and workshops basic knowledge of recording a film image using a variety of digital cameras. The course covers such topics as the basics of digital recording, exposure using a digital camera, exposure using a digital film camera, tonal range of equipment for digital recording.
	Photography workshop	Students get acquainted with the theory and the process of creating a conscious expression through the medium of photography. They learn to understand the issues of creating an analog and digital image, classic conventions and creative approaches. The end result is the execution of a set of photographs, which in terms of content and technology are an example of conscious expression through the medium of photography.
Communication and Media Management	Businessplan	Students get acquainted with the techniques for creating a business venture, project or their own business. Classes are taught as a workshop, and the end result is an individually prepared business plan of a venture.
	Company management	During the course students learn the basics of managing a modern media company. The topics within the course include functioning of various departments of a company, conditions of teamwork and execution of management functions. During the course students perform practical exercises and participate interactively in the lecture.
	Introduction to sociology of culture	The course concerns the systematic analysis of culture and its impact on the society. During the course students will analyze the manifestations of culture in the Polish society and compare it to their experiences from their own countries. The course ends with in-depth projects on the chosen cultural phenomenon showing the acquired theoretical knowledge, as well as students ability to compare and think critically.
	New media in local communities / Media globalization / Information society	The module consists of three different courses that students choose from at the beginning of the academic semester. The course New media in local communities is an innovative approach to the analysis of communication in local communities and as a part of a research program involves practical field activities. The second course: Media globalization focuses on the phenomenon of media globalization and its effects on the media market and our everyday life. The course Information society is a theoretical course on the characteristics of the new form of society and the influence globalization, new media and the growing role of information exercises on it.
	Film and television financing	Financing film production is connected with attracting investors, sponsors and selfless donors ready to submit to enable the production of a given audiovisual work. Focus of the course in the substantive analysis of the content of the work in terms of its reception in different cultural and social environments.
Film and Media Arts	Cinematography 2	Students learn the principles of "thinking image" in shaping the artistic vision of a film. The class is conducted as a workshop. The end result is the making of short film by the students.
	Making and technology of film image 2	Students will learn the basic technological workshop tools of a director and a cinematographer. Classes are taught by practical exercises in staging short narrative forms. The end result is the realization of a short film etude.
	Directing actors	The aim of the course is to develop technical skills necessary for directing a small performance (scenes, sequences) and realize the responsibility that the director assumes by entering into the area of emotions of the cast and other collaborators, imposing them his vision of a realized performance (scene, sequence) and created characters. The result of the course is self-developing, adaptation of a dramatic text (prose), development of the plan of rehearsals, subject of rehearsals, topics of scenes and sequences, points and acting tasks.
	Introduction to film directing	The aim of the course is teaching the basics of directing. Students learn the language of film (plans, depth of field, frame composition, camera movements). They acquire elementary skills associated with the work with an actor, staging and cooperation with a cinematographer. The result of the course is a preparation in terms of scenography and props, acting trials, cinematography trials, film editing and scoring of a preliminary film etude. Students write an original screenplay, prepare, implement and prepare a post-production of a short fiction film.
	Feature film directing	The student learns such issues as: visual market in Europe, conflicts of values, differences in the national mentalities and universal narratives. Classes are held in the form of workshops.