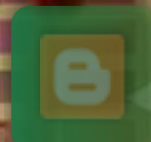




UNIVERSITY OF SILESIA
KRZYSZTOF KIEŚŁOWSKI FILM SCHOOL

New master's programme!



Creative management in new media

2021/2022 online

+

2022/2023 at Film School



1. Name of studies: **Creative management in new media**
2. Level: **Master Studies (Master's degree)**
3. Number of semesters: **4**
4. Number of hours: **1200 in a study program + 240 additional workshops**
5. Number of ECTS: **120**
6. Start of studies: **01.10.2021 (winter semester)**
7. Type of studying:
 - **1st year – totally online**
 - **2nd year – on the location of Krzysztof Kieslowski Film School (3 Pawła Str., Katowice, Poland)**
8. Fields of studies:
 - **film and theatre arts (leading discipline) 59%**
 - **management and quality 13%**
 - **social communication and media 12%**
 - **music 6%**
 - **legal sciences 5%**
 - **psychology 4%**
 - **IT and telecommunications 2%**
9. Diploma: **Master of Arts**
10. Final assessment: **Paper work and an individual project in new media**
11. Cost: **UE citizens for free, other countries 1500 Euro per semester**
12. Lectures: **teachers of Krzysztof Kieslowski Film School, specialist in the new media branch and international lectures**
13. Number of students in a group: **12-15**
14. Candidates – graduates of:
 - **journalism,**
 - **theatre and film,**
 - **marketing and PR,**
 - **film and television production,**
 - **photography,**
 - **people creating creative network messages and operating in the field of communication in virtual space using a film image,**
 - **people who intend to run or already run their own business in the film industry, television or social media.**
15. Origin of students: **students from the European Union, both Americas, India, China, Japan, etc.**
16. A graduate of the "Creative management in new media" master studies can work in:
 - **digital and PR agencies in creating multimedia content,**
 - **marketing departments of companies,**
 - **television, radio, internet portals or other "traditional" media using the phenomenon of media convergence,**
 - **run their own business in a virtual space in creative industries (blogger, YouTuber, etc.).**

modern and holistic study program

*practical workshops
for individual multimedia projects*

modern facilities and equipment

international environment and business relations

top qualified lecturers and artists

flexible way of studying





The studies include 1200 didactic hours in four thematic areas:

- artistic and creative area (script writing techniques, animated film, music video, advertising film, television and film genres, new media journalism, film editing, sound production, the basics of cinematography, basics of directing, cooperation with an actor, basics of design graphics, film history and television, music in the film)
- social media area (copywriting, social media technology, media project management, new media development directions, selfpromotion techniques in social media, content management in social media, social media marketing, social media analysis, e-Commerce)
- business area (business plan of the media undertaking, social psychology basics, production team management, conducting business negotiations, multimedia project budget, multimedia art sales techniques, obtaining funds and sponsoring, creative thinking techniques)
- legal area (copyright, intellectual property protection in the network, information security management)
- film, TV and new media workshops (30h per semester) conducted as part of the study program
- workshops conducted by foreign lecturers (60 hours per semester)

Your experience:

- take part in extraordinary online classes and workshops in Master Studies
- create your own social media project
- meet famous Polish film directors and camera operators
- spend time in a modern city Katowice
- be able to travel in Central Europe



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Creative management in new media