



Course name	New Media
Entity running the course	Faculty of Interior Architecture and Design
Entity for which the course has been prepared	Department of Design
Course type	Optional / obligatory
Year of study / semester, type of studies	Year III, sem. V, full-time basic degree
ECTS credits	4 pts ECTS in 5th semester
Academic tutor	ac. prof. Stanisław Sasak
Aim of the course	The course is a part of education course at the Design faculty. 1) creative merging of different media. 2) specific aspects of design for multimedia utilities
Prerequisites	Basic skills in the area of imaging, photography, 3D modelling techniques
Learning outcomes:	
- knowledge	Student gains basic knowledge in the area of analysis, understanding of different audiovisual transmissions, and selected techniques of visualization.
- skills	Student gains basic skills in the area of independently constructing simple audiovisual transmissions at a technological level / choice of, and use of suitable equipment and software, as well as contents and their relations with forms of transmission.

- personal and social competence	Student gains competence in the area of teamwork and personal work (searching of source information, selection, analysis and problem discussion).
Course content	Intermediate level: 1) methods and creative ways of creating audiovisual transmissions merging text, graphics, sound, still and motion pictures in a useful, complete work 2) determining relationships: client / designer / broadcaster / transmitter / receiver 3) complex criteria and features of audiovisual transmission: clarity, readability, accuracy, rational and emotional aspects, enticement
Course form and number of course hours	4h / shows and presentations, exercises, individual reviews, consultations, individual project realization
Assessment methods and criteria	40% executing assignments / active participation in classes / realization of the project 60% final review at the end of semester
Assessment type	Graded pass
Literature	Gavin Ambrose, Paul Harris - "Typografia" Tricia Austin, Richard Doust - "Projektowanie dla nowych mediów", John Berger - „Sposoby widzenia” , Edyta Stawowczyk - „O mediach, widzeniu i poznaniu” manuals dedicated to media and multimedia design: Computer arts, Computer arts projects, 2+3D
Teaching aids	Computer, internet, projector, greenbox – filming studio
Language of instruction	Polish, communication in French and English possible