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| Course name | Media Art |
| Entity running the course | Department of Media Art |
| Entity for which the course has been prepared | Faculty of Interior Architecture and Design, Department of Furniture, Department of Interior Design |
| Course type | core / compulsory / optional course |
| Year of study / semester, type of studies | Year II, sem. III, advanced level, full-time master's degree |
| ECTS credits | 3 pts ECTS per semester |
| Academic tutor | Tutor to choose from Department of Media Art |
| Aim of the course | The course is an element of education within Interior Design: creative assembly of various media, specific design issues for utility multimedia creations. |
| Prerequisites | Advanced knowledge in the area of imaging technologies, photography, 3D modelling. |
| Learning outcomes: | |
| - knowledge | Student gains advanced knowledge in the area of analysis, understanding structures of various audiovisual transmissions, and selected visualization techniques. |
| - skills | Student gains advanced skills in the area of unassisted constructing of simple audiovisual transmissions at a technological level, and in the area of contents and their relationships with forms of transmission. |

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| - personal and social competence | Student gains competence especially in the area of teamwork and personal work (gaining source information, selection, discussion, problem analysis). |
| Course content | Methodology and science of inventive creation in the creation of audio and video transmission combining text, graphics, sound, and image, static and moving, into a utilitarian and artistic whole. Raising awareness of the relationships: client / designer / sender / transmitter / receiver. Complex criteria and characteristics of communication and audiovisual brightness, clarity, accuracy, rational and emotional aspects, persuasiveness. |
| Course form and number of course hours | Lectures, presentations, workshops, individual reviews, consultations, individual projects (45 hours per semester). |
| Assessment methods and criteria | 40% task execution / activity during classes / project realization 60% review of works |
| Assessment type | Examination review (winter semester). |
| Literature | Tricia Austin, Richard Doust - "Projektowanie dla nowych mediów", Daniel Arijon - "Gramatyka Języka Filmowego" Ken Burtenshaw, Nik Mahon, Caroline Barfoot "Kreatywna reklama" Edyta Stawowczyk - „O mediach, widzeniu i poznaniu” books and magazines about multimedia and media design: Computer arts, Computer arts projects, 2+3D |
| Teaching aids | Teaching aids: computer, internet, multimedia projector, filmmaking studio – greenbox |
| Language of instruction | Polish (communication in English and French possible) |