



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

<b>- personal and social competence</b>	Student gains competence especially in the area of teamwork and personal work (gaining source information, selection, discussion, problem analysis).
<b>Course content</b>	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.
<b>Course form and number of course hours</b>	Lectures, presentations, workshops, individual reviews, consultations, individual projects (45 hours per semester).
<b>Assessment methods and criteria</b>	40% task execution / activity during classes / project realization 60% review of works
<b>Assessment type</b>	Graded pass (winter semester), examination review (summer semester).
<b>Literature</b>	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
<b>Teaching aids</b>	Teaching aids: computer, internet, multimedia projector, filmmaking studio – greenbox
<b>Language of instruction</b>	Polish (communication in English and French possible)