



<b>Name of subject</b>	Knowledge of visual activities and structures
<b>Entity running the module</b>	The Faculty of Graphic Arts and Media Art, Department of Media Art
<b>Entity for which the module has been prepared</b>	
<b>Module type</b>	Basic module, compulsory module in the field of Media Art
<b>Year of study/ semester; mode of attendance</b>	Year 1, semester 2 First level full-time studies
<b>ECTS credits</b>	2
<b>Module organizer</b>	dr Michał Jakubowicz
<b>Academic aims</b>	Skills of creative perception and questioning of perception. Competences related to detailed visual analysis of graphic signs and structures, visual observation and interpretation skills.
<b>Module prerequisites</b>	Students should have basic drawing and photographing skills.
<b>Learning outcomes with respect to:</b>	Visual analysis skills and ability to find creative inspiration in visual analysis. Developing an attitude of an observer / explorer of reality. Ability to observe reality as a structure of artistic elements
<b>– knowledge</b>	Students have knowledge of visual perception principles, modes of image notation, image construction, semiotics in connection with art.
<b>– skills</b>	Students are capable of analysing reality with respect to visual experiments, they can reduce images of reality to their internal structures, they apply visual perception principles to image analysis.
<b>– personal and social competence</b>	Students are capable of critical interpretation of visual messages, works of art with respect to their structure, they acquire team work skills.
<b>Module content</b>	Images are analysed with respect to their internal visual structure. Students learn how to model images by means of computers, manual practice and creative solutions. Due to the introduction of such variables as colour, scale, brightness, shape, the deep and non-narrative layers of visual works are analysed. In the second part of the module, students learn how to analyse and model space for the needs of visual exploration.
<b>Module form and number of module hours</b>	30 hours/semester. The module comprises a theoretical and a practical part as well as a discussion with the participation of all students. The theoretical part is based on multimedia and album presentations. In class, students are provided with photocopies of fragments of obligatory texts, a list of literature, substantively verified web site addresses related to the discussed issues.
<b>Assessment methods and criteria</b>	25% active participation in classes 75% execution of a visual analysis project
<b>Assessment type</b>	Graded pass
<b>Literature</b>	Source literature 1985, Materiały z badań prowadzonych w Katedrze Wiedzy Wizualnej w latach 1973 – 1984. Cz. 2. Wrocław. Lachowicz, Andrzej, 1972, Perswazja wizualna i mentalna. Wrocław. Supplementary literature McLuhan, Marshall, 2001, Wybór tekstów. Poznań. Kandyński, Wasyl, 1986, Punkt i linia a płaszczyzna. Warszawa.
<b>Notes</b>	none
<b>Language of instruction</b>	Polish language