



Course name	MULTIMEDIA WAYS OF COMMUNICATION AND PRESENTATION
Entity running the course	Faculty of Painting and Sculpture, Department of Art Mediation
Entity for which the course has been prepared	Faculty of Painting and Sculpture, Department of Art Mediation
Course type	compulsory, specialty course
Year of study / semester; Type of studies	2nd year / 3rd and 4th semester; full-time MFA studies
ECTS credits	2 / 2
Academic tutor	Assistant prof. Tomasz Opania
Aim of the course	Mastering the grammar of image and the way of presenting information through proper selection of tools for the project.
Prerequisites	Basic knowledge of the history of media and basic recording equipment in analogue and digital technologies.
Learning outcomes:	
– knowledge	The student has a basic knowledge of digital image and digital workshop related to various ways of organizing the picture / screen as a medium of visual information for managing resources in time and space - transmission of recordings, and analogue and digital data.
– skills	The student has basic skills of recording, editing and transmitting images / photos, video and sound.
– personal and social competence	The student has the ability to adopt an independent and conscious creative attitude towards a particular phenomenon / message. The student can communicate, formulate opinions and judgements, speak in front of his/her group and present his/her own achievements. The student can work in a team.
Course content	Classes include: - presentation of basic video and sound recording techniques (a video camera / digital camera and audio recorders), - making an interview with a chosen artist from the Lower Silesia region using digital equipment available in the studio, - making an interview seen as a student's own expression, - preparation of materials promoting student's own diploma exhibition, including a curatorial text, a poster, and a video clip.
Course form and number of course hours	2 hours/week Classes in the studio, individual and team projects, field tasks - interviews Session meetings, individual and group working critique of students' homework
Assessment methods and criteria	Students receive a pass based on their attendance in lectures, exercises and consultations. 25% execution of tasks / active participation in classes / reviews of works 75% open critique of works
Assessment type	non-graded pass / graded pass
Literatura / Literature	<ol style="list-style-type: none">1. John Berger „O patrzeniu” wyd. Fundacja Aletheia Warszawa 1999r.2. Roland Barthes „Światło obrazu. Uwagi o fotografii”3. Maurice Merleau-Ponty „Widzialne i niewidzialne” wyd. Fundacja Aletheia Warszawa 1996r.4. Wiesław Godzic „Oglądanie i inne przyjemności kultury popularnej” wyd. Universitas Kraków 1996r.5. Andrzej Gwóźdź „Obrazy i rzeczy. Film między mediami” wyd. Univesitas Kraków 1997r.6. Wiesław Godzic „Humanista w cyberprzestrzeni” wyd. Rebis Kraków 1999r.7. Wiesław Godzic „Gadżety popkultury. Społeczne życie przedmiotów” Warszawa 2007r
Teaching aids	
Language of instruction	Polish, French, English