Course name	**New Media**
Entity running the course	Media Art Department
Entity for which the course has been prepared	Departmet of Design
Course type	Optional / obligatory
Year of study / semester, type of studies	Year II, sem. III, full-time master's degree
ECTS credits	3 pts ECTS
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	Advanced skills in the area of imaging, photography, 3D modelling techniques
Learning outcomes:	
- knowledge	Student gains advanced knowledge in the area of analysis, understanding of different audiovisual transmissions, and selected techniques of visualization.
- skills	Student gains advanced 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	Advanced level: 1) methods and creative ways of creating audiovisual transmissions merging text, graphics, sound, still and motion pictures in a useful, complete work 2) expanding the knowledge about 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	Advanced level - 3h / 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% open review
Assessment type	Graded pass
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" podręczniki oraz miesięczniki poświęcone mediom i projektowaniu medialnemu: 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