



Course name	Modern ways of presentation and communication
Entity running the course	Faculty of Ceramics and Glass, Department of Interdisciplinary Activities in Ceramics and Glass
Entity for which the course has been prepared	Department of Ceramics, Department of Glass
Course type	Core course, compulsory course
Year of study/semester; Type of studies	Year 1/semester 1, 2/full time master's degree studies
ECTS credits	2
Academic tutor	Mirosława Boczniewicz
Aim of the course	Introduction to the advanced ways of developing a visual identification and arranging an exhibition: determining the purpose and strategy, creative attitude for making use of the exhibition arrangement, etc.; presenting information through proper selection of tools, for the purpose of the realization of a project.
Prerequisites	Open and active attitude towards contemporary events. The student's willingness to broaden their workshop and ideological experience.
Learning outcomes:	
– <i>knowledge</i>	Constructing an image and event for expressing emotions. Specifying a visual and performative communicate, for the purpose of its further exploitation in an interdisciplinary environment. Building the structure and concept of an exhibition and the organization of a publishing infrastructure. Management of resources in time and space- transmission of recordings along with analogue and digital data. Verification of a publicized content and quality of an artistic communicate, along with conscious bearing of the consequences resulting from a creative attitude with its material outcomes.
– <i>skills</i>	The student acquires the skills of building artistic information forming a part of the presentation made with the use of a selected medium/media, or with the use of the components of the medium/media.
– <i>personal and social competence</i>	The student should adopt a creative attitude towards the independent and conscious determination and development of a visual communicate, and acquire the ability of transferring the communicate to the public, with the use of available visual techniques.
Course content	The course covers the discussion on the modern realization methods applied in exhibiting and out of a showroom, e.g. intervention activities. Based on the basic elements used in the construction of a visual and interdisciplinary identification, there will be carried out exercises introducing to the development of a concept and way of publicizing an audiovisual work, along with commenting on the current social and cultural events, etc.
Course form and number of course hours	The presentation of registering and recording of the activities of artists and their designs -session meetings in the form of lectures and studio exercises, homework discussed during individual and collective corrections. 30 hours a semester, 2 hours a week
Assessment methods and criteria	Passing on the basis of attendance. 50% executing assignments/active participation in classes/working critique 50% open critique of works
Assessment type	Sem.1- graded pass sem. 2- examination review
Literature	John Berger O patrzeniu / <i>About seeing</i> /, pub. Aletheia Warszawa 1999 Roland Barthes „ Światło obrazu. Uwagi o fotografii” / <i>The light of an image. Remarks on photography</i> /
Teaching aids	
Language of instruction	Polish