Course name	Graphic techniques of presentation
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 2 /semester 3, 4/; full time bachelor's degree studies
ECTS credits	2
Academic tutor	Mirosława Boczniowicz, Magdalena Gazur
Aim of the course	The course is a preliminary form of familiarizing the student with the fundamental methods of an image organization. Application of digital techniques and terminology with particular emphasis on graphic and photographic terms.
Prerequisites	General knowledge of the history of art, the fundamentals of the computer programmes for creating graphics.
Learning outcomes:	
– *knowledge*	Semester 3- a basic knowledge on the issues of psychophysiology of seeing in the context of creation, building a visual message in a graphic, editorial form, in 2D and 3D, with a proper selection of the tools for realizing a project, which is shaping a complex descriptive narration in the area of encoding and decoding of meanings, the ability of treating the project as a whole; (application of A. Photoshop, A. Illustrator). Semester 4 – a basic knowledge on the issues relating to the theory of an image and digital workshop concerning the ways of organizing a picture / screen as the main medium of visual information, allowing resources management over time and space - transmission of recordings and digital data; exposure as the primary value building the image space (application of A.Photoshop, A.Premiere Pro).
– *skills*	The student has basic skills in the area of working with digital structure of a photographic image and video and using the applications for initial processing of the material.
– *personal and social competence*	Acquisition of knowledge of the construction of a two-dimensional image in a point and linear record, static and dynamic; knowledge allowing application of the tools necessary for the student's own presentation with the use of digital technologies, for the purpose of printing and on-screen show.
Course content	The course covers the projects made traditionally and with the use of virtual creation technology. Based on sketches and designs, there are realized presentations with an indication of the most important issues regarding the mere way of the presentation, traditional or digital.
Course form and number of course hours	Practical exercises executed during classes, preceded by lectures, homeworks discussed during individual corrections and group discussions. 30 hours a semester, 2 hours a week.
Assessment methods and criteria	Passing on the basis of attendance. 75% executing assignments/active participation in classes/working critique 25% open critique of works.
Assessment type	Semester 3 – graded pass. Semester 4 – examination review.
Literature	Rudolf Arnheim Sztuka i percepcja wzrokowa. Psychologia twórczego oka, / *Art and visual perception. Psychology of a creative eye*/, pub. Słowo/Obraz Terytoria Gdańsk 2004 John Berger O patrzeniu /*About looking*/, pub. Aletheia Warszawa 1999. Roland Barthes Światło obrazu. Uwagi o fotografii, /*Light of a picture. Remarks on Photography*/, pub. Alethela Warszawa 2008. Maurice Merleau-Ponty Widzialne i niewidzialne, /*Visible and invisible*/, pub. Aletheia Foundation W-wa 1996. 2+3D a quarterly project magazine pub. Kraków
Teaching aids	
Language of instruction	Polish, English allowed.