Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Visual Content Creation
Course/Module code *	K12
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2, semesters 3 and 4
Course type	major
Language of instruction	English
CoordinatorDr Ondrej Revický	Dr Ondrej Revický
Course instructor	Dr Ondrej Revický Mgr Mikołaj Garlak

* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
3		30						3
4		30						3

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

Basic skills in working with raster, vector and video graphics. Knowledge of the subject of Design research and Design thinking.

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	Practical usage of the workshop in the creation of projects.
O2	Creating marketing materials in accordance with set goals and objectives.
O3	Develop the ability to plan the creative process and adapt it to current design and production needs.
O4	Developing artistic and design sensibility.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The graduate knows his role in the creative process, and understands his socio-economic responsibility in creating social or commercial campaign. He/she adjusts his actions to achieve marketing or social goals.	K_W08
LO_02	The graduate adapts techniques, tools and means of artistic expression to a specific message, finds a balance between his own expression and the realization of design goals. The graduate is able to work independently as well as in a team, he/she organizes the creative process or adapts to concepts set by other team members.	K_U03 K_U09
LO_03	The graduate is open to external criticism, takes suggestions into account but is also able to defend and explain his her design decisions. He creates and plans public presentations of his/her projects.	K_K03

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Semester 3 – Analysis of examples of visual communication of well-known brands on the basis of static materials – conceptual work with elements of Design Research and Design Thinking – creation of static marketing materials, printed and displayed – working with text – adapting the implementation to different platforms – part of the work is realized in a team
Semester 4 – Analysis of examples of visual communication of well-known brands on the basis of dynamic materials – conceptual work with elements of Design Research and Design thinking – preparation of video materials – creation of animations and video materials – adapting the implementation to different platforms – part of the work is realized in a team

3.4. Methods of Instruction

e.g.

Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning
Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning
Laboratory classes: designing and conducting experiments

Text analysis and discussion/project work (research project, implementation project, practical project)
Group work (problem solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	project	classes
LO-02	project	classes
LO-03	project	classes

4.2 Course assessment criteria

The basis for passing is the completion and presentation of all assignments completed during the semester and during final review. Each assignment should be submitted at a level of at least satisfactory. The student is responsible for participating in project consultations. Grades are influenced by: – Relevance to the topic – The planning of the creative process and its implementation – The quality of work – Creativity – The concept, its development, and the creation process – Consultations – Timeliness of submission – Systematic approach – Activity in class – Independence **A grade of 'very good'** – the implementation meets all the above criteria; the student demonstrates independent thinking and engagement during the classes. **A grade of 'good plus'** – the implementation meets all the above criteria with minor considerations; the student demonstrates independent thinking and engagement during the classes. **A grade of 'good'** – the implementation meets all the above criteria with minor considerations regarding the quality of work or engagement and attendance. **A grade of 'satisfactory plus'** – the implementation does not meet several criteria, with concerns about engagement and attendance. **A grade of 'satisfactory'** – the implementation does not meet several qualitative criteria, with serious concerns about engagement and attendance. **A grade of 'unsatisfactory'** – no implementation or work inconsistent with the task, unjustified absences, lack of communication.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	60
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	80
Total number of hours	150
Total number of ECTS credits	6

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: B. Bergström, *Essentials of Visual Communication*, 2008 website www.adsoftheworld.com
Complementary literature:

Approved by the Head of the Department or an authorised person.