

Akademia Nauk Stosowanych Angelusa Silesiusa

Kierunek: - Grafika użytkowa z reklamą, studia I stopnia, profil praktyczny

Tryb studiów: studia niestacjonarne

		Rok akademicki:							2023/2024				2024/2025				2025/2026			
Lp.	Nazwa przedmiotu	Godz. r-m	ECTS	w./ konw.	ćw./ inne	egz/zal	um. prakt./ inne (zp)	sem.	I rok		II rok		III rok		IV rok		V rok			
									1 sem.		2 sem.		3 sem.		4 sem.		5 sem.		6 sem.	
									w.	ćw.	w.	ćw.	w.	ćw.	w.	ćw.	w.	ćw.	w.	ćw.
Moduł I - Moduł ogólnouczelniany																				
1	Foreign language I – elective course	15	3		15	z.o.			15											
2	Foreign language II - elective course	15	3		15	z.o.				15										
3	Foreign language III - elective course	15	3		15	z.o.					15									
4	Foreign language IV - elective course	15	3		15	4							15							
5	Information Technology / Office Software	15	3		15	z.o.			15											
6	Consumer Law/Labour Law	18	3	18		z.o.				18										
7	Protection of Intellectual Property with library skills training	12	1	12		z.o.			12											
8	World religions / Philosophy	18	2	18		z.o.			18											
9	History of art and culture / The United States in the post-war international order	18	3	18		z.o.				18										
Razem:		141	24	66	75		0	0	30	30	36	15	0	15	0	15	0	0	0	
Moduł II - Teoria i praktyka reklamy																				
12	Copyright, press law and IT security	12	2	12		z.o.					12									
13	Advertising psychology	18	3	18		z.o.					18									
14	Aesthetics	12	2	12		z.o.			12											
15	Social Communication/ New media	18	3	18		z.o.						18								
16	Psychology of perception	18	2	18		z.o.			18											
17	History of commercial graphics and advertising	18	3	18		3					18									
18	Fundamentals of marketing and advertising	15	3	15		z.o.			15											
19	Marketing and social advertising	15	3	15		z.o.					15									
20	Building relationships with customers /Business activity	15	3	15		z.o.								15						
21	Advertising workshops / Design of marketing and advertising	30	4			z.o.	30									30				
22	Branding and rebranding / Advertising campaign	24	3	12		z.o.	12								12	12				
23	History and the present day of graphics	15	4	15		1			15											
24	Creative writing and copywriting/Language workshops	24	3	12		z.o.	12								12	12				
Razem:		234	38	180	0		54	0	60	0	0	0	63	0	18	0	39	54	0	
Moduł III - Grafika użytkowa																				
25	Drawing I	18	3			z.o.	18		18											
26	Drawing II	18	2			z.o.	18			18										
27	Painting I	18	2			z.o.	18			18										
28	Painting II	18	3			z.o.	18				18									
29	The poster	30	3	12		z.o.	18				12	18								
30	Photography I	30	3	12		z.o.	18					12	18							
31	Photography II	30	3	12		z.o.	18							12	18					
32	Basics of graphic I	30	3	12		z.o.	18		12	18										
33	Basics of graphic II	30	3	12		z.o.	18			12	18									
34	Fundamentals of composition	15	3			z.o.	15		15											
35	Creative techniques / Editorial graphics	30	3	12	18	z.o.	30								12	18				
36	Lettering and typography	30	2	12		z.o.	18					12	18							
37	Sign Design	15	2			z.o.	15											15		
38	Data visualization / Infographic	15	2			z.o.	15							15						
Razem:		327	37	84	18		255	0	12	51	12	54	12	36	24	51	24	36	0	

Moduł IV - Techniki realizacyjne

39	Graphical utility programs I	15	3			z.o.	15							15						
40	Graphical utility programs II	15	3			4	15								15					
41	Basics of animation / The multimedia graphics.	30	2	12		z.o.	18											12	18	
42	Direction, photography, sound and editing.	30	4	15		z.o.	15								15	15				
43	Graphical programs I	18	2			z.o.	18				18									
44	Graphical programs II	18	4			3	18						18							
45	Graphic design I	30	2	12		z.o.	18			12	18									
46	Graphic design II	18	3			z.o.	18						18							
47	Graphic design III	18	2			z.o.	18							18						
48	Graphic design IV	18	3			5	18											18		
Razem:		210	28	39	0		171	0	0	0	12	36	0	51	0	33	15	33	12	18

Moduł V - Praca dyplomowa

49	Techniques for writing and presenting the thesis	15	2	15		z.o.								15					
50	Laboratory of diploma work/thesis I	18	4			z.o.	18											18	
51	Laboratory of diploma work/thesis II	18	4			z.o.	18												18
52	Preparing the thesis and preparing for the diploma exam		10			6													
Razem:		51	20	15	0		36	0	0	0	0	0	0	15	0	0	18	0	18

Moduł VI - Praktyka zawodowa

53	Student internship I	320	10				320							320						
54	Student internship II	320	10				320								320					
55	Student internship III	320	12				320												320	
Razem:		960	32	0			960	0	0	0	0	0	320	0	0	0	320	0	0	320

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58	Safety and Sanitation of Work with Ergonomics	4	1	4						4										
Razem:		4	1	4						4										
Ogółem (bez praktyk i bhp)		963	147	384	93		480	36	102	81	60	105	75	102	57	99	78	141	12	51
Ogółem (z praktykami i bhp):		1927	180	388	93		1440	36	106	81	60	425	75	102	57	419	78	141	12	371