

Akademia Nauk Stosowanych Angelusa Silesiusa

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

Tryb studiów: studia stacjonarne

Rok akademicki:

2023/2024

2024/2025

2025/2026

Lp.	Nazwa przedmiotu	Godz. r-m	ECTS	w./konw.	ćw./inne	egz/za I	um. prakt./inne (zp)	sem.	I rok				II rok				III 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.
Module I - General courses																				
1	Foreign language I – elective course	30	3		30	z.o.				30										
2	Foreign language II - elective course	30	3		30	z.o.					30									
3	Foreign language III - elective course	30	3		30	z.o.						30								
4	Foreign language IV - elective course	30	3		30	4							30							
5	Information Technology / Office Software	30	3		30	z.o.				30										
6	Consumer Law/Labour Law	30	3	30		z.o.					30									
7	Protection of Intellectual Property with library skills training	15	1	15		z.o.			15											
8	World religions / Philosophy	30	2	30		z.o.			30											
9	History of art and culture / The United States in the post-war international order	30	3	30		z.o.					30									
10	Physical Education I	30	0		30	zal.				30										
11	Physical Education II	30	0		30	zal.					30									
Razem:		315	24	105	210		0	0	45	90	60	60	0	30	0	30	0	0	0	
Module II - The theory and practice of advertising																				
12	Copyright, press law and IT security	15	2	15		z.o.						15								
13	Advertising psychology	30	3	30		z.o.						30								
14	Aesthetics	15	2	15		z.o.			15											
15	Social Communication/ New media	30	3	30		z.o.							30							
16	Psychology of perception	30	2	30		z.o.			30											
17	History of commercial graphics and advertising	30	3	30		3						30								
18	Fundamentals of marketing and advertising	30	3	30		z.o.			30											
19	Marketing and social advertising	30	3	30		z.o.						30								
20	Building relationships with customers /Business activity	30	3	30		z.o.										30				
21	Advertising workshops / Design of marketing and advertising	45	4			z.o.	45										45			
22	Branding and rebranding / Advertising campaign	30	3	15		z.o.	15									15	15			
23	History and the present day of graphics	30	4	30		1			30											
24	Creative writing and copywriting/Language workshops	30	3	15		1	15									15	15			
Razem:		375	38	300	0		75	0	105	0	0	0	105	0	30	0	60	75	0	

Module III: Utility graphics																				
26	Drawing I	30	3			z.o.	30			30										
27	Drawing II	30	2			z.o.	30				30									
28	Painting I	30	2			z.o.	30				30									
29	Painting II	30	3			z.o.	30					30								
30	The poster	45	3	15		z.o.	30				15	30								
31	Photography I	45	3	15		z.o.	30						15	30						
32	Photography II	45	3	15		z.o.	30								15	30				
33	Basics of graphic I	45	3	15		z.o.	30		15	30										
34	Basics of graphic II	45	3	15		z.o.	30			15	30									
35	Fundamentals of composition	30	3			z.o.	30			30										
36	Creative techniques / Editorial graphics	45	3	15		z.o.	30								15	30				
37	Lettering and typography	45	2	15		z.o.	30						15	30						
38	Sign Design	30	2			z.o.	30												30	
39	Data visualization / Infographic	30	2			z.o.	30							30						
Razem:		525	37	105	0		420	0	15	90	15	90	15	60	30	90	30	60	0	30
Module IV: Implementation techniques																				
40	Graphical utility programs I	30	3			z.o.	30					30								
41	Graphical utility programs II	30	3			4	30							30						
42	Basics of animation / The multimedia graphics.	45	2	15		z.o.	30											15	30	
43	Direction, photography, sound and editing.	60	4	30		z.o.	30								30	30				
44	Graphical programs I	30	2			z.o.	30				30									
45	Graphical programs II	30	4			3	30					30								
46	Graphic design I	45	2	15		z.o.	30			15	30									
47	Graphic design II	30	3			z.o.	30					30								
48	Graphic design III	30	2			z.o.	30							30						
49	Graphic design IV	30	3			5	30											30		
Razem:		360	28	60	0		300	0	0	0	15	60	0	90	0	60	30	60	15	30
Module V: Thesis																				
50	Techniques for writing and presenting the thesis	30	2	30		z.o.								30						
51	Laboratory of diploma work/thesis I	45	4			z.o.		45										45		
52	Laboratory of diploma work/thesis II	45	4			z.o.		45											45	
53	Preparing the thesis and preparing for the diploma exam		10			6														
Razem:		120	20	30	0		0	90	0	0	0	0	0	30	0	0	45	0	45	
Module VI: Professional practices																				
54	Student internship I	320	10				320					320								
55	Student internship II	320	10				320							320						
56	Student internship III	320	12				320												320	
Razem:		960	32	0			960	0	0	0	0	320	0	0	0	320	0	0	0	320
OTHERS																				
59	Safety and Sanitation of Work with Ergonomic	4	1	4					4											
Razem:		4	1	4					4											
Ogółem (bez praktyk i bhp)		1695	147	600	210		795	90	165	180	90	210	120	180	90	180	120	240	15	105
Ogółem (z praktykami i bhp):		2659	180	604	210		1755	90	169	180	90	530	120	180	90	500	120	240	15	425