

#	History of commercial graphics and advertising	30	3	30		3						30								
#	Fundamentals of marketing and advertising	30	3	30		z.o.		30												
#	Marketing and social advertising	30	3	30		z.o.						30								
#	Building relationships with customers /Business activity	30	3	30		z.o.									30					
#	Advertising workshops / Design of marketing and advertising	45	4			z.o.	45									45				
#	Branding and rebranding / Advertising campaign	30	3	15		z.o.	15								15	15				
#	History and the present day of graphics	30	4	30		1		30												
#	Creative writing and copywriting/Language workshops	30	3	15		1	15								15	15				
		345	35	270	0		75	0	105	0	0	0	75	0	30	0	60	75	0	0

Module III: Utility graphics

# Drawing 1	30	3			z.o.	30			30										
# Drawing 2	30	2			z.o.	30				30									
# Painting 1	30	2			z.o.	30				30									
# Painting 2	30	3			z.o.	30					30								
# Art. retreat	30	3	15		z.o.	15					15	15							
# The poster	45	3	15		z.o.	30					15	30							
# Photography 1	45	3	15		z.o.	30							15	30					
# Photography 2	45	3	15		z.o.	30									15	30			
# Basics of graphic 1	45	3	15		z.o.	30		15	30										
# Basics of graphic 2	45	3	15		z.o.	30				15	30								
# Fundamentals of composition	45	3	15		z.o.	30		15	30										
# Creative techniques / Editorial graphics	45	3	15		z.o.	30									15	30			
# Lettering and typography	45	2	15		z.o.	30							15	30					
# Sign Design	30	2			z.o.	30													30
# Data visualization / Infographic	30	2			z.o.	30								30					
Razem:	570	40	135	0		435	0	30	90	15	90	30	75	30	90	30	60	0	30

Module IV: Implementation techniques

# Advertising produkt design 1	30	3			z.o.	30						30							
# Advertising produkt design 2	30	3			4	30								30					
# Basics of animation / The multimedia graphics.	45	2	15		z.o.	30											15	30	
# Direction, photography, sound and editi	60	4	30		z.o.	30									30	30			
# Graphical programs with AI 1	30	2			z.o.	30				30									
# Graphical programs with AI 2	30	4			3	30						30							
# Graphic design 1	45	2	15		z.o.	30				15	30								
# Graphic design 2	30	3			z.o.	30						30							
# Graphic design 3	30	2			z.o.	30								30					
# Graphic design 4	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

# Techniques for writing and presenting the thesis	30	2	30		z.o.									30					
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#	Laboratory of diploma work/thesis 1	45	4			z.o.		45										45			
#	Laboratory of diploma work/thesis 2	45	4			z.o.		45												45	
#	Preparing the thesis and preparing for the diploma exam		10			6															
Razem:		120	20	30	0		0	90	0	0	0	0	0	0	0	30	0	0	45	0	45
Module VI: Professional practices																					
#	Student internship 1	320	10					320					320								
#	Student internship 2	320	10					320							320						
#	Student internship 3	320	12					320													320
Razem:		960	32	0			960	0	0	0	0	320	0	0	0	320	0	0	0	0	320
OTHERS																					
#	Safety and Sanitation of Work with Ergo	4	1	4				4													
Razem:		4	1	4				4													
Ogółem (bez praktyk i bhp)		###	147	600	180		840	90	180	180	90	210	105	195	90	180	120	240	15	105	
Ogółem (z praktykami i bhp):		###	180	604	180		###	90	184	180	90	530	105	195	90	500	120	240	15	425	