

## Akademia Nauk Stosowanych Angelusa Silesiusa

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

Tryb studiów: studia stacjonarne

Rok akademicki: 2024/2025

2025/2026

2026/2027

Lp.	Nazwa przedmiotu	Godz. r- m	ECTS	w./ konw.	ćw./ inne	egz/z al	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.
<b>Module I - General courses</b>																				
1	Foreign language 1 – elective course	30	3		30	z.o.				30										
2	Foreign language 2 - elective course	30	3		30	z.o.					30									
3	Foreign language 3 - elective course	30	3		30	z.o.						30								
4	Foreign language 4 - elective course	30	3		30	4								30						
5	Information Technology / Office Software	30	3			z.o.	30			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 1	30	0		30	zal.				30										
11	Physical Education 2	30	0		30	zal.					30									
<b>Razem:</b>		<b>315</b>	<b>24</b>	<b>105</b>	<b>180</b>		<b>30</b>	<b>0</b>	<b>45</b>	<b>90</b>	<b>60</b>	<b>60</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Module II - The theory and practice of advertising</b>																				
12	Copyright, press law and IT security	15	2	15		z.o.						15								
13	Aesthetics	15	2	15		z.o.			15											
14	Social Communication/ New media	30	3	30		z.o.							30							
15	Psychology of perception	30	2	30		z.o.			30											
16	History of commercial graphics and advertising	30	3	30		3						30								
17	Fundamentals of marketing and advertising	30	3	30		z.o.			30											
18	Marketing and social advertising	30	3	30		z.o.						30								
19	Building relationships with customers /Business activity	30	3	30		z.o.									30					
20	Advertising workshops / Design of marketing and advertising	45	4			z.o.	45										45			
21	Branding and rebranding / Advertising campaign	30	3	15		z.o.	15								15	15				
22	History and the present day of graphics	30	4	30		1			30											
23	Creative writing and copywriting/Language workshops	30	3	15		1	15								15	15				
<b>Razem:</b>		<b>345</b>	<b>35</b>	<b>270</b>	<b>0</b>		<b>75</b>	<b>0</b>	<b>105</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>60</b>	<b>75</b>	<b>0</b>	

Module III: Utility graphics																				
24	Drawing 1	30	3			z.o.	30			30										
25	Drawing 2	30	2			z.o.	30					30								
26	Painting 1	30	2			z.o.	30					30								
27	Painting 2	30	3			z.o.	30						30							
28	Art. retreat	30	3	15		z.o.	15						15	15						
29	The poster	45	3	15		z.o.	30						15	30						
30	Photography 1	45	3	15		z.o.	30							15	30					
31	Photography 2	45	3	15		z.o.	30									15	30			
32	Basics of graphic 1	45	3	15		z.o.	30		15	30										
33	Basics of graphic 2	45	3	15		z.o.	30				15	30								
34	Fundamentals of composition	45	3	15		z.o.	30		15	30										
35	Creative techniques / Editorial graphics	45	3	15		z.o.	30									15	30			
36	Lettering and typography	45	2	15		z.o.	30							15	30					
37	Sign Design	30	2			z.o.	30												30	
38	Data visualization / Infographic	30	2			z.o.	30								30					
<b>Razem:</b>		<b>570</b>	<b>40</b>	<b>135</b>	<b>0</b>		<b>435</b>	<b>0</b>	<b>30</b>	<b>90</b>	<b>15</b>	<b>90</b>	<b>30</b>	<b>75</b>	<b>30</b>	<b>90</b>	<b>30</b>	<b>60</b>	<b>0</b>	<b>30</b>
Module IV: Implementation techniques																				
39	Advertising produkt design 1	30	3			z.o.	30							30						
40	Advertising produkt design 2	30	3			4	30									30				
41	Basics of animation / The multimedia graphics.	45	2	15		z.o.	30											15	30	
42	Direction, photography, sound and editi	60	4	30		z.o.	30									30	30			
43	Graphical programs with AI 1	30	2			z.o.	30				30									
44	Graphical programs with AI 2	30	4			3	30						30							
45	Graphic design 1	45	2	15		z.o.	30				15	30								
46	Graphic design 2	30	3			z.o.	30							30						
47	Graphic design 3	30	2			z.o.	30								30					
48	Graphic design 4	30	3			5	30											30		
<b>Razem:</b>		<b>360</b>	<b>28</b>	<b>60</b>	<b>0</b>		<b>300</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>60</b>	<b>0</b>	<b>90</b>	<b>0</b>	<b>60</b>	<b>30</b>	<b>60</b>	<b>15</b>	<b>30</b>
Module V: Thesis																				
49	Techniques for writing and presenting the thesis	30	2	30		z.o.									30					
50	Laboratory of diploma work/thesis 1	45	4			z.o.		45										45		
51	Laboratory of diploma work/thesis 2	45	4			z.o.		45											45	
52	Preparing the thesis and preparing for the diploma exam		10			6														
<b>Razem:</b>		<b>120</b>	<b>20</b>	<b>30</b>	<b>0</b>		<b>0</b>	<b>90</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>45</b>	<b>0</b>	<b>45</b>
Module VI: Professional practices																				
53	Student internship 1	320	10				320					320								
54	Student internship 2	320	10				320								320					
55	Student internship 3	320	12				320												320	
<b>Razem:</b>		<b>960</b>	<b>32</b>	<b>0</b>			<b>960</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>320</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>320</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>320</b>
OTHERS																				
56	Safety and Sanitation of Work with Ergo	4	1	4					4											
<b>Razem:</b>		<b>4</b>	<b>1</b>	<b>4</b>					<b>4</b>											
<b>Ogółem (bez praktyk i bhp)</b>		<b>1710</b>	<b>147</b>	<b>600</b>	<b>180</b>		<b>840</b>	<b>90</b>	<b>180</b>	<b>180</b>	<b>90</b>	<b>210</b>	<b>105</b>	<b>195</b>	<b>90</b>	<b>180</b>	<b>120</b>	<b>240</b>	<b>15</b>	<b>105</b>
<b>Ogółem (z praktykami i bhp):</b>		<b>2674</b>	<b>180</b>	<b>604</b>	<b>180</b>		<b>###</b>	<b>90</b>	<b>184</b>	<b>180</b>	<b>90</b>	<b>530</b>	<b>105</b>	<b>195</b>	<b>90</b>	<b>500</b>	<b>120</b>	<b>240</b>	<b>15</b>	<b>425</b>