

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.
Module I - General courses																				
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/Basics of 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									
Razem:		315	24	105	180		30	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	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			
Razem:		345	35	270	0		75	0	105	0	0	0	75	0	30	0	60	75	0	

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					
Razem:		570	40	135	0		435	0	30	90	15	90	30	75	30	90	30	60	0	30

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 editing	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		
Razem:		360	28	60	0		300	0	0	0	15	60	0	90	0	60	30	60	15	30

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														
Razem:		120	20	30	0		0	90	0	0	0	0	0	0	30	0	0	45	0	45

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	
Razem:		960	32	0			960	0	0	0	0	320	0	0	0	320	0	0	0	320

OTHERS

56	Occupational Health and Safety	4	1	4				4												
Razem:		4	1	4				4												
Ogółem (bez praktyk i bhp)		1710	147	600	180		840	90	180	180	90	210	105	195	90	180	120	240	15	105
Ogółem (z praktykami i bhp):		2674	180	604	180		###	90	184	180	90	530	105	195	90	500	120	240	15	425