

## Faculty of Arts – winter semester

Name of subject	Field of study	Form of classes	ECTS points	Short summary
Vocational Drawing	Design	Practical class	3	Knowledge of basic rules in presenting design concepts using freehand drawings and presentation sketches in different techniques, extended for the aspects of technical drawing, human drawing and fashion illustration;
Drawing from Nature	Design	Practical class	2	The programme for the first year of study includes realistic drawing study from nature ( still life, drawing a human being by use of a model, landscape) and homework in form of drawing (sketchbook). A student learns issues regarding composition, proportion, structure, perspective and chiaroscuro.
Visual Communication Design Basics	Design	Practical class	4	Acquiring knowledge about visual elements and design principles. Introduction to the design process and development of experience necessary for continuing studies in visual communication design. Learning how to develop design ideas through research, sketching and notes, as well as processes of analysis and synthesis. Developing technical skills through the use of both traditional artistic techniques as well as contemporary digital techniques through work on assigned projects.
Industrial Design Basics	Design	Practical class	4	Developing methods for observing the environment; bringing to a conclusions, creating simple design assumptions and implementing the project according to these assumptions. Learning the basic methods of

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				design thinking.
Clothing Design	Design	Practical class	4	Fashion design course: from concept to completion. Includes teaching to define project assumptions, presenting the concept of the collection in fashion illustration, conducting the process of project completion and preparing the presentation of completed models.
Drawing - Selected Art Studio	Design	Practical class	3	The programme includes realistic drawing study from nature (still life, drawing a human being by use of a model, landscape), themes involving imagination, own visions and homework in form of drawing (sketchbook). A student develops technical skills and broadens his/her knowledge of such issues like: composition, proportion, structure, perspective, chiaroscuro. The stress is put on emphasizing individual skills and passion of students. The implementation of next stages of the creative process. The program includes exercises in drawing encouraging free interpretation of reality (still life, drawing a human being by use of a model, landscape), themes involving imagination, own visions and homework in form of drawing
Psychophysiology of Vision and Knowledge about Colour	Graphics	Practical class	2	Basic issues in the field of physiology and psychology of vision (eye structure, perception processes and mechanisms of visual perception). Aspects of colour perception. Cultural aspects of imaging and colour symbolism. The importance of colour as an information carrier. Knowledge of colour and colour in the periodization of art history, methodology and naming. Colour theories. Colour structure, use of colour in three dimensions, colour interactions and colour systems.

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				Basic concepts of knowledge about light and its impact on colour perception.
Lettering and Typography Basics	Graphics	Practical class	3	Basic knowledge of the lettering design, its genesis. Construction principles, evolution, function, principles of text composition; about typographers, typefaces and their application.
Perspective and Spatial Illusion	Graphics	Practical class	2	Make students familiar with a number of methods and ways to create the illusion of space on a two-dimensional plane in a historical and contemporary context. Stimulating spatial imagination and the ability to use the right artistic means to suggest depth in the image (artistic composition). Developing artistic and creative skills in original artistic solutions that find their source in the perception of space.
Painting	Graphics	Practical class	3	<p>The didactics of classes of the first-year students is propaedeutic. It is focused on making them familiar with the technology of painting and the ability to organise a work station, familiarity with the rules of constructing a painting representation and composing a painting surface, conscious use of colours and developing manual skills, as well as sparking imagination and visual art sensitivity and acquiring knowledge of visual culture.</p> <p>The teaching of painting classes for the second-year students is focused on the aspect of development of practical workshop painting skills, seeking individual style/language of expression, undertaking specific visual art decisions including necessary justification and acquiring further subject area knowledge and creative passion.</p>

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Graphics 1 – Editorial Design	Graphics	Practical class	Sem 3 – 5 Sem 5 – 9	<p>Knowledge of the construction of a multi-page publication. He can use automatic solutions in Adobe Indesign, has basic grep skills and is able to properly export a pdf production file. Has the ability to design and consistently apply the mesh in the project. He is aware of the technical conditions in designing publications. The student knows the construction elements of the book. He can make a mock-up of a book sewn with threads in a hardcover and in a paperback.</p> <p>The student is able to make a graphical presentation of the semester task along with its justification in oral or written form.</p>
Graphics 2 – Advertising Graphics	Graphics	Practical class	Sem 3 – 5 Sem 5 – 9	<p>Development of visual identity design skills. Preparation of the graphic part of advertising campaigns, ambient advertising, web design, advertising in urban space, poster and print design.</p>
Graphics 2 - Advertising Graphics (Diploma)	Graphics	Practical class	8	<p>Preparation (conceptual sketches) and preliminary assumptions with the development of design concepts. The implementation phase of the diploma with a complete and comprehensive presentation of all project elements in the form of printouts, mock-ups, digital presentations, functioning websites, multimedia presentations, animations.</p>
Graphics 3 - Multimedia Graphics	Graphics	Practical class	Sem 3 – 5 Sem 5 – 9	<p>2D and 3D modeling tools. Techniques of manual and digital animation and issues of production structures. Methods of visualization and presentation of static and moving images with the use of typography. Working with "ready" sound, the basics of creating and editing it. The issues of construction, functionality and responsiveness of websites.</p>

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Elements of Workshop Graphics	Graphics	Lecture	2	Acquiring and practicing the basic techniques of gravure printing, various methods of developing gravure printing matrices. The ability to combine printing techniques of flat, convex and gravure. Creativity, experiment, elements of individual creativity. Cycle, set of works. Health and safety regulations in the graphic studio, shows, presentations, exhibitions, catalogues.
Object Photography	Graphics	Practical class	2	Basics of working with photographic equipment and the one used in studio. Realization of a range of various photographic topics. Utilitarian photography from concept to post-production.