

UNIVERSITY STUDY PROGRAMME

The program is valid from the academic year: 2019/2020

1. FIELD OF STUDY: VISUAL ARTS

2. ISCED CODE: 0213 visual arts

3. MODE/MODES OF STUDY: FULL TIME STUDY

4. NUMBER OF SEMESTERS: 4

5. ACADEMIC DEGREE AWARDED TO GRADUATE: MASTER'S DEGREE

6. ACADEMIC PROFILE: GENERAL ACADEMIC PROFILE

7. FIELD OF SCIENCE/ARTS: ART

8. ARTISTIC DISCIPLINE: VISUAL ARTS AND ART CONSERVATION

9. NUMBER OF ECTS POINTS NECESSARY TO OBTAIN THE QUALIFICATION (PROFESSIONAL TITLE): 120 ECTS

- 1) Number of ECTS points, student should obtain during the classes which require direct involvement of academic teachers or another person responsible for them: 60,7 ECTS
- 2) Number of ECTS points, student should obtain during the classes related to carrying out scientific research in the field of discipline or disciplines assigned to study course (with more than 50 % of a total ECTS points): 115 ECTS
- 3) Number of ECTS points, student should obtain during the chosen classes (with more than 30 % of a total ECTS points): 55 ECTS
- 4) Number of ECTS points student should obtain during the humanities and social sciences classes: 5 ECTS

10. THE TOTAL NUMBER OF CLASSESS HOURS: 3355 - including number of classes hours conducted directly by academic teachers or another person responsible for them: **1679**

11. THE CONCEPT AND LEARNING OUTCOMES (including description of the profile of the graduate):

Arts course is based on comprehensive artistic education in the field of Visual Arts which results in gaining knowledge, abilities and social skills in the field of using varying art media used to express own concepts. Framework program is based on visual arts courses development, including traditional and contemporary media and allows to obtain full skills to use interdisciplinary, plastic language, flexible balance between discipline of creative activity. Education within elective areas both directional and facultative including media fundamental for art, bases on learning the skills of use of visual arts media, the application of flexible use of them according to the needs, individual abilities, interlinking them in order to undertake independent artistic work. A continuation of theoretical education directly refers to present issues of the visual arts, especially establishing the present historical, esthetical, social and cultural context leads to conscious creative attitude creation, with very broad horizons, able to carry on multi-dimensional creative activity. Program provides with an opportunity to gain skills to facilitate artist's integration to the labour market, in profession such as: of a great significance for development of creative industries in Świętokrzyskie region, such as graphic design, product design and multimedia. A wide range of possibilities offered within the individual studios at the Institute of Fine Arts, individual approach to students resulting from the studies characteristic allows to choose own way already after II semester. Education within four elective areas: „Artistic creations”,

„Publishing graphic design”, „Digital media”, offers to students the possibility to narrow the most prominent areas of education, according to their interests, creative skills, identification of path of development towards art or design. Master’s diploma implemented from II semester being a work of art developed within the Master’s art studio, Master’s faculty studio including theoretical problem, related to field of visual arts. Master’s diploma arises from the individual predispositions, expressive and intellectual skills, directly reveals theoretical and practical educational achievements, abilities to realize and create work of art, ability to use plastic technique and technology, skills to express himself/herself during public presentation related to the own achievements, has competences necessary for being a independent and autonomy creator.

Learning outcomes:

- gaining knowledge, competencies and social skills required for independent artistic, scientific and professional work based on learning outcomes including student’s personal interests.
- development of the ability to independent explorations of new forms, means of expression and media, allow the use of interdisciplinary contemporary and future language
- development of the full ability to use technology applied to different types of artistic creations.
- ability to increase general humanistic knowledge with a particular consideration of history and theory of art.

The following factors have been taken into consideration when determining the study program:

- tradition of art. education in the field of visual arts, in which a fundamental place for the artistic development is a master studio, a basis for teaching: relations between master and apprentice, furthermore emphasizing the general art education being a base of creative development, the search for individual artistic form, understanding its purpose, basis for conditionality of different lines of activity in the field of digital media, or applied arts,
- on account of the general academic profile – the artistic-research activities carried under University staff in the field of visual arts and art conservation, resulted in development of work direction, reflections, look at the art confronted with the theoretical thoughts, art education and other fields of study
- modern technical and technological development allowing students to create medial complexed works and plastic projects, preparing them for functioning in complicated reality, in which various means of expression mix with each other creating phenomenon described as intermedia and multimedia,
- course placement in University allowing the pursuit of interdisciplinarity and cooperation with representatives of other disciplines and a scientific and artistic field, finally placing students in multicultural, complexed community, offering possibilities of cooperation and contribution to the university
- Świętokrzyskie regional needs, associated with necessity to deliver labour providing support for local creative industry, which are functioning on the basis of strategy for Kielce city and świętokrzyskie voivodship development, and show a big interest in our graduates still at the stage of education, for example: for. institution involved in the dissemination of culture and art, institutions, companies, organizations with promotional structures and companies working closely with advertising, publishing and exhibition design,
- internationalization being an important aspect of modern art, artistic exchange via student’s preparation – future graduates to readiness for changes including those based on place of residence, work, participation in international projects, artistic initiatives, the attitudes of openness toward different beliefs, traditions, cultures and nationalities.

Profile of the graduate:

Graduate has a knowledge, skills and social competencies of comprehensive visual artist, active visual arts creator and modern culture organizer. Has ability to realize and promote visual and multimedia creations with complexed form and content. Is prepared to perform social functions as visual artist – visual arts graduate, is able to carry on an independent artistic activity, undertake professional employment in institution of culture and art, centres for spreading visual culture, mass-media, promotional and advertising structures, design team.

Graduate finishing education within „Artistic creation” block is an interdisciplinary creator who is able to perform artistic statement in a field of personal interests and predispositions. Has additional knowledge, skills and competencies in the field of using complexed, interdisciplinary language, is able to freely combine media, technic and technology. It is person who is capable of undertaking independent artistic activities in chosen field of visual arts, cooperate with institutes for art and culture popularization.

Graduate finishing education within „Publishing graphic design” block is an artist-designer of visuals of various printed and digital publications including monographs, periodicals, book and press illustrations, posters. Has ability to undertake employment in design, publishing and widely understood mass media studio.

Graduate finishing education within „Industrial design” block is an artist-designer capable of creating various functional products, including textiles, can be responsible for the project creation process from the development of an idea, to its complex modelling and prototyping. Has ability to undertake employment in design studio and team, manufacturing facility.

Graduate finishing education within „Multimedia design” block is a creator - designer of various types of multimedia messages, including computer animation, graphic animation and video movies. A person is capable of working in a studio and interactive, movie, graphic agency.

Possibilities of continuing education:

Graduate has a possibility of continuing education on the third level degree (doctoral programmes) in the visual arts discipline: visual arts and art conservation in authorized educational units, can individually apply for the award of the academic degree of doctor in the specified discipline in authorized educational units.

Graduate can broaden education during postgraduate studies in the field of visual arts, and other, including pedagogical studies with qualification in school teaching.

12. LEARNING OUTCOMES:

Symbols of Learning Outcomes for the field	Description of symbols: EDUP– course symbol A– General Academic Profile 1 – level of education W – Knowledge Category U – Skill Category K – Social Competence category	Reference to learning outcome to:		
		General characteristics for the given level of Polish Qualifications Framework (ZSK Regulations)	Characteristics of the second level for the given Polish Qualifications Framework (MNiSW Regulations) level	Characteristics of the second level of learning outcomes for qualifications at the level 6. Polish Qualifications Framework for the field of art (MNiSW Regulations)
After completing the Programme the graduate:				
In terms of KNOWLEDGE				
EDUP2A_W01	Has detailed knowledge of the artistic realizations in the selected areas of visual arts in the field of traditional and contemporary art. media, including painting and drawing, multimedia and intermedia activities, works and messages of functional nature.	P7U_W	P7S_WG	P7S_WG
EDUP2A_W02	Has extended knowledge about the historical, cultural, social context of visual arts, and their relations with selected areas of modern life.	P7U_W	P7S_WG	P7S_WG
EDUP2A_W03	Knows rules for creating art and design work, creating artistic activities in selected fields of visual arts with a	P7U_W	P7S_WG	P7S_WG

	high degree of originality with regard to knowledge of stylistic transformations, related to them creative and reconstructive traditions and issues connected with technology used in selected fields of visual arts and technical development related to profession of visual artist.			
EDUP2A_W04	Has an understanding of relations between theoretical and practical visual art aspects and uses this knowledge for further artistic development.	P7U_W	P7S_WG	P7S_WG
EDUP2A_W05	Knows and understands patterns underlying the artistic creation, allowing freedom and independence of artistic speech.	P7U_W	P7S_WG	P7S_WG
EDUP2A_W06	Has knowledge of fundamental terms and principles in the field of protection of copyright, financial, marketing and law aspects relating to visual artist profession.	P7U_W	P7S_WK	P7S_WG

In terms of SKILLS				
EDUP2A_U01	Uses highly developed artistic personality in order to create, realize and express independent, unique concepts of visual art.	P7U_U	P7S_UW	P7S_UW
EDUP2A_U02	Creates own artistic and design realizations in selected fields of visual arts in accordance with the personal predispositions, interests and motivation.	P7U_U	P7S_UW	P7S_UW
EDUP2A_U03	Is capable of making own decisions concerning the creation of concept and realization of various artistic and design works.	P7U_U	P7S_UW	P7S_UW
EDUP2A_U04	Is able to predict results of the designed and realized artistic works in esthetic, social and legal aspect.	P7U_U	P7S_UW	P7S_UW
EDUP2A_U05	Is capable of undertaking activities as a part of a team and taking role of a leader.	P7U_U	P7S_UK P7S_UO	
EDUP2A_U06	Benefits from workshop skills to the extent necessary in order to achieve personal artistic and design works in selected fields of visual arts and applies effective exercise techniques to achieve continuous self-development through independent work.	P7U_U	P7S_UW P7S_UU	P7S_UW P7S_UU
EDUP2A_U07	Uses patterns underlying the artistic creation, allowing freedom and independence of artistic speech.	P7U_U	P7S_UW	P7S_UW
EDUP2A_U08	Has skills to prepare extended written works and public speeches, comprising specific issues in the field of visual arts, and its different areas by using basic theoretical approaches and various sources.	P7U_U	P7S_UW	P7S_UW
EDUP2A_U09	Knows a foreign language at level B2 of the Common European Framework of Reference of the Council of Europe.	P7U_U	P7S_UK	
EDUP2A_U10	Has responsible approach to public speeches related to art work presentations, is able to organize independently various artistic project, including exhibitions, workshops and other, shows skills to make contact with the audience.	P7U_U	P7S_UK	P7S_UK

EDUP2A_U11	Applies forms of behavior related to public presentations of own artistic achievements, including organization of cultural events such as exhibitions, artistic workshops.	P6U_U	P7S_UK	P6S_UK
In terms of SOCIAL COMPETENCE				
EDUP2A_K01	Understands the need for lifelong learning and developing, is able to inspire and organize development process and improving creative competencies and artistic expression of other persons.	P7_UK	P7S_KK P7S_KR	P6S_KR
EDUP2A_K02	Integrates gained knowledge independently and undertakes new and complexed artistic activities in an organized way, including cases when limited access is granted to information.	P7_UK	P7S_KK P7S_KR	P7S_KR
EDUP2A_K03	Has abilities to use psychological mechanisms supporting artistic actions in a conscious and supported by experience way, including projects and initiatives of cultural-social character.	P7_UK	P7S_KR	P7S_KK
EDUP2A_K04	Is capable of self-evaluation, including constructive criticism of creative activity of other persons.	P7_UK	P7S_KK	P7S_KK
EDUP2A_K05	Acts social role of visual artist - graduate of visual arts studies, engages in a reflection on the social, scientific and ethical aspects of creative work, effectively communicates and initiates activities in society, including usage of contemporary information technology.	P7_UK	P7S_KO	P7S_KO P7S_KR
EDUP2A_K06	Knows and understands the basic concepts, rules in the field of protection of an industrial property and copyright law, and need to manage the intellectual property resources.	P7_UK	P7S_KR	

Subjects		The minimum number of ECTS points	Details Syllabus	Relation to learning outcomes
I.	BLOCK OF GENERAL EDUCATION SUBJECTS			
1.	Polish language B2+	4	Specialist vocabulary relevant to the studied field of study. Function language: discussions, interpretations of statistical data, charts, presentations, e.g. articles, research results, abstracts of publications, thesis, specialist articles or other written works appropriate for the studied field of study. Grammatical content: Repetition and consolidation of the most important grammatical problems (practically and expertly conditioned). Language functions: Allowing students to communicate in a foreign language, expressing opinions, arguing, making summaries of specialist publications relevant to the studied field, making presentations.	EDUP2A_U09
2.	Aesthetics	2	Classes are based on a broad and in-depth analysis of the history of aesthetics, the research methods and methods used within it, a review of the problems of contemporary aesthetics and development perspectives: the subject of aesthetics, prehistory of aesthetics - empiric anthropology, the birth of aesthetics - from Baumgarten to Lessing, from the aesthetics of Kant to Hegel, aesthetics as the philosophy of art, aesthetics as a science, the aesthetics of	EDUP2A_W02 EDUP2A_W03 EDUP2A_U08 EDUP2A_K01 EDUP2A_K03

			the twentieth century, the end of art, gender in aesthetics, and aesthetics. Aesthetics of new media.	
3.	Sociology of Art	3	Classes are based on a broad and in-depth analysis of socio-historical aspects of art, methods and methods of research applied in the field of sociology of art. An overview of the problems of contemporary sociology of art and perspectives of its development. Art as an object of sociological research. Sociological aesthetics. Social history. Empirical sociology – of "Art World". The reception of art. Problems of social interpretation. Dialectics of creativity: from the sociology of domination to the sociology of identity. Sociology of art - from relativism to pragmatic sociology. Issues of the "end of art". Sociology of art towards the newest art. Art in the face of contemporary challenges. exercises. Art in the perspective of sociological research. Francastela's concept of the sociology of art.	EDUP2A_W02 EDUP2A_W04 EDUP2A_U08 EDUP2A_K01 EDUP2A_K02
4.	Courses in the scope of students' support in the learning process - student enters optionally 1 subject: <i>Forms of Art Documentation, Self-Presentation</i>	1	<u>Forms of Art Documentation:</u> Forms of documentation and description of artistic realization - flat. Forms of documentation and description of the artistic and spatial implementation. Forms of documentation and description of artistic realization - multimedia, intermedia. Forms of documentation and description of project implementation in the field of visual communication or product creation. Artistic / design portfolio. Website with the presentation of artistic / design works. <u>Self-Presentation:</u> artistic / design dossier. Biography and artist statement. Promotion of own artistic and design creativity using the Internet, including social media, as part of the actively conducted professional activity and participation in reviews, creativity contests.	EDUP2A_W02 EDUP2A_W06 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUP2A_K02 EDUP2A_K05
II. BLOCK OF BASIC EDUCATION SUBJECTS				
5.	Contemporary Culture and Art	5	The course is conceived as a presentation of key phenomena in contemporary art. The topics of particular classes, inscribed in the general chronological order, are based around the fundamental problems accompanying artistic activity of the man in the twentieth and twenty-first century, such as: the changing idea of modernity (modernism, avant-garde, postmodernism, neo-avant-garde), re-formulation of traditional artistic concepts and formulas, absorption non-European models and globalization of art, social and political involvement of contemporary artists, the role of artistic critics and exhibition institutions in shaping contemporary art, reception and experiencing modern art, new media and ways of creating, commercialization of art. The lectures focus on the interpretation of works of art and artistic phenomena based on theoretical, philosophical and critical texts accompanying the discussed problems.	EDUP2A_W02 EDUP2A_W03 EDUP2A_U08 EDUP2A_K01 EDUP2A_K03
6.	Current Art - Participation	2	Institutions for the dissemination of the culture and art of Kielce, the Świętokrzyskie region and the country. Cultural and artistic magazines of Kielce, the Świętokrzyskie region and the country. Obligatory participation in artistic events at the Jan Kochanowski University in Kielce including vernissages, lectures organized by the University Library, XS Gallery and XS Lab Art Laboratory of the Institute of Fine Arts. Systematic participation in artistic	EDUP2A_W02 EDUP2A_W04 EDUP2A_W06 EDUP2A_U03 EDUP2A_U05

			events organized in institutions promoting visual culture of Kielce (BWA in Kielce, Instytut Dizajnu in Kielce, Winda Gallery of the Kieleckie Centrum Kultury and others), the Świętokrzyskie region (BWA in Ostrowiec Świętokrzyski, BWA in Busko Zdrój, BWA in Sandomierz and other), Poland (Centrum Rzeźby Polskiej in Orońsko, Centrum Sztuki Współczesnej w Radomiu, Muzeum Sztuki in Łódź, Narodowa Galeria Sztuki Zachęta in Warsaw, Centrum Sztuki Współczesnej in Warsaw). Realization of own artistic project in a public space / art gallery. Participation in the organization of an artistic project.	EDUP2A_U07 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUP2A_K02 EDUP2A_K05
7.	Promotion of Visual Culture	4	Institutions of visual culture of the public / non-governmental / private sector - legal status, organizational status, management. European / national / regional cultural policy. Visual culture in public space. Cultural project, artistic project - models and management methods. Exhibition projects - art exhibitions. Projects in the public space - exhibitions, happening / performative activities outside the official institutions of culture and art. Art criticism - meaning and functions. Elements of marketing in visual culture. Elements of public relations in cultural institutions (the concept of external and internal PR, building the image of visual culture institutions, media relations).	EDUP2A_W02 EDUP2A_W06 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUP2A_K02 EDUP2A_K05
8.	Painting and Drawing Activities	11	Contemporary technics and technologies of painting and drawing. Creation rejects-a holistic approach to the creation of a painting / drawing image. Work with classical elements of the workshop and drawing (still life, model, tasks from the imagination). Means of artistic expression, comparative analysis of painting and drawing. Events and dreams. Material and virtual reality in the context of individual searches for creative inspirations. Flatness and depth in the picture. What is the light and shade modeling and how: color, matter and light influence the creation of illusory space. Improving the skills of both disciplines, broadening the imagination, forming with other fields of art, building artistic awareness.	EDUPA2_W01 EDUP2A_W02 EDUP2A_W03 EDUP2A_W05 EDUP2A_U01 EDUP2A_U02 EDUP2A_U04 EDUP2A_U06 EDUP2A_K01 EDUP2A_K02 EDUP2A_K05
9.	Intermedia Activities	11	History of intermedia in art (from the beginning of the 20th century to today). Presentation of the specifics of intermedia forms of communication and their development. Showing the variety of artistic forms of intermedia works and their significance in the evolution of visual arts. Independent and team-oriented exercise of basic elements of intermedia structures such as: spatial permanent structures and ephemeral spatial activities, performances, art of nature, art in public space, art of intervention, socially engaged art. Designing, creating and presenting own intermedia works. The use of basic methods of working with different techniques and the search for techniques appropriate for the realization of the idea of the work. Documentation and archiving of creative achievements.	EDUP2A_W01 EDUP2A_W02 EDUP2A_U01 EDUP2A_U02 EDUP2A_U06 EDUP2A_U07 EDUP2A_K01 EDUP2A_K03 EDUP2A_K05
10.	Multimedia Activities	10	Multimedia in the latest art. Presentation of the specifics of current technological and multimedia forms of communication. Presentation of a variety of artistic forms of multimedia works and their meaning in art and culture. Independent and team realization of exercises addressing advanced problems of multimedia structures such as a film with sound, in situ projection, sound projection, video wall, video fresco, environment with digital	EDUPA2_W01 EDUP2A_W03 EDUP2A_W04 EDUP2A_U01 EDUP2A_U02

			images and sound, internet art, including designing, creating, analyzing and presenting own multimedia works. The use of advanced methods of working with devices and programs for recording, editing, and editing of image and sound. Combining image and sound into coherent structures. Research and design of new technological possibilities. Creating advanced audiovisual and multimedia structures. Documentation and archiving of creative achievements. Distribution and publication in the media of own multimedia creative achievements.	EDUP2A_U03 EDUP2A_U06 EDUP2A_U10 EDUP2A_K02 EDUP2A_K04
11.	Artistic Photography	6	Basics of classical and alternative techniques. Independent use of a wide range of photographic workshop and hardware resources in the context of artistic creation (classes / exercises). Individual selection of topics in the field of artistic photography with the assumption of their independent implementation in relation to the student's interests and predispositions. Analysis of the problems posed, inspired by historical and contemporary achievements in the field of artistic photography. Constructing and analyzing the creative concept. Implementation of subjective artistic statements using appropriately selected photographic means. Documentation of emerging projects - from inspiration to implementation (classes / exercises). Independent public presentation of documentation of emerging projects and discussion of progress and finished results of works. Open discussion on the subject of individually used means of photographic workshop as well as inspiration and reflection related to presentations, in the context of knowledge about historical and contemporary artistic photography. Self-contained preparation of an exhibition showing the use of artistic photography (classes / exercises).	EDUPA2_W01 EDUP2A_W03 EDUP2A_W04 EDUP2A_U01 EDUP2A_U02 EDUP2A_U03 EDUP2A_U06 EDUP2A_U10 EDUP2A_K02 EDUP2A_K04
III.	BLOCK OF ELECTION SUBJECTS: ARTISTIC CREATIONS			
12.	Monumental Painting	8	The classic techniques of wall painting. Contemporary techniques and technologies used in wall painting, experiments in this field. Painting in architecture. Painting in a confined space. Painting in public space. Art expression means used in monumental painting. Scale as a means of expression. Picture frame. Forms of painting. Theme presenting and not presenting in monumental painting. Searching for individual inspirations and methods of transforming an idea into a monumental visual form.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUP2A_K02 EDUPA2_K03 EDUPA2_K04 EDUPA2_K05

13.	Digital Graphics	3	The concept of the matrix in digital graphics, forms of digital matrix formation, concepts: code, system, algorithm, logarithm, fractal geometry, etc. Techniques and technologies of digital printing in artistic graphics. Static digital image - means of artistic expression, image structure. Dynamic digital image - means of artistic expression, image structure.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUPA2_K02 EDUPA2_K03 EDUPA2_K04 EDUPA2_K05
14.	Printmaking Combined Techniques	7	The technology of graphic image recording and its transformation, techniques of graphic design - workshop, digital and industrial projects. The specificity of graphic recording - traditional and digital matrix. The use of different means of expression of individual techniques and the possibilities of combining them to achieve the intended artistic effects. The use of screen printing, digital printing in mutual correlation.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUPA2_K02 EDUPA2_K03 EDUPA2_K04 EDUPA2_K05
15.	Art Projects in Public Space	8	Contemporary materials, tools, techniques, and sculptural technologies. Sources of inspiration: nature, technology, culture, and society. Spatial form: defining formal features, separating and modifying forms. New media in shaping spatial forms. Tasks circulating around problems: Spatial object / Object in space - Spatial event / Event in space - Spatial situations / Situations in space. Methods of documenting spatial forms and activities.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04

				EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUP2A_K02 EDUPA2_K03 EDUPA2_K04 EDUPA2_K05
III.	BLOCK OF ELECTION SUBJECTS: PUBLISHING GRAPHIC DESIGN			
16.	Publishing Design	8	Types of publications, including books, periodicals, printed and digital publications, job-related publications. Art expression used in the design of publications. Combining the text and illustration layers - looking for the right proportions. Grid and layout of the graphic design in the publishing design - the architecture of the publication. Creation of original publishing concepts, including books - an illustrated book for the recipient in childhood, an adult recipient, textbook, lexicon, music publication, comic, publication series, illustrated magazine, journal, digital book (e-book).	EDUPA2_W01 EDUPA2_W03 EDUPA2_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_K01 EDUPA2_K02 EDUP2A_K03 EDUPA2_K04 EDUP2A_K05
17.	Typography and Typesetting	3	Historical determinants of the art of typography, typographic design. Graphic concept and the type of text, publications. Art expression in typography designing. Types of typographic systems. Rules and rules for the use of typography in graphic design due to the function, purpose, specificity of the medium. Rules for submitting, breaking simple and complex texts, technical editing.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUPA2_K04
18.	Poster Design	7	Means of artistic expression in graphic design - aspect of form, "poster architecture". Metaphors, symbols and visual allegories - the semantic aspect in the visual message. The structure of the visual message, and the information architecture - form as a carrier of content. Poster based on graphic form - illustrative. Poster based on text form - typographic. Photo poster. System poster. Features of contemporary posters (social and cultural posters, advertising posters, author's posters, etc.). Polish School of Poster. Constructivism in poster art, including photomontage, typography experiments. Poster as a form of artistic expression.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07

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19.	Illustration Graphic	8	Graphics techniques and technologies used in the design of book illustrations. The specificity and structure of a graphic narrative. Work with literary texts - references to selected genres, e.g. fiction, poetry, fairy tales and fairy tales for children, journalism. Comics - the specifics and structure of the comic narrative. Means of expression, artistic convention in the design of the graphic illustration. Preparation for printing.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_K01 EDUPA2_K02 EDUP2A_K03 EDUPA2_K04 EDUP2A_K05
III.	MODULE OF ELECTION SUBJECTS: MULTIMEDIA DESIGN			
20.	Interfaces Design	8	Genesis and development of the digital environment and graphical computer interfaces. The real world and digital environments. Basic elements of communication with the user - interface. Application functionality - Workflow. Interface layout - Layout. Interface appearance - Skin. Interface readability. Designing the logical structure of the application. Designing basic graphic elements for the application interface. Designing layout (layout) and interface functionality for specific environments. Interface in a PC / MAC environment. Interface in the online environment. Interface in mobile environments. Interface division: static, responsive, adaptive, fluid. UX - user experience design - User experience design.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U02 EDUP2A_U04 EDUP2A_U10 EDUP2A_K01 EDUPA2_K04 EDUP2A_K05
21.	Multimedia Graphics	3	Techniques and technologies used in the multimedia area. Creation and editing of graphics and audiovisual material for the needs of the Internet, broadly understood digital environments. Graphic design for the needs of the Internet: website architecture, website graphic design layout, static and dynamic graphic elements of websites. Graphical software used in graphic design for multimedia.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U01 EDUPA2_U02 EDUP2A_U04 EDUP2A_U10 EDUP2A_K01 EDUPA2_K04 EDUP2A_K05

22.	Audiovisual Techniques	7	Digital techniques and technologies used in the creation of audiovisual forms. Registration and editing of image and sound. Work with a digital camera. Audiovisual support in the studio and outdoor conditions. Operation and operation of equipment for recording, emission and sound mixing. Assembly and preparation of film materials synchronized with the sound layer. Realization of audiovisual forms of the artistic character.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U01 EDUPA2_U02 EDUP2A_U04 EDUPA2_U05 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUPA2_K04 EDUP2A_K05
23.	Animation and Character Modeling	8	Genesis and development of graphics modeling and animation. The basics of the 3D environment. The basics of the concept of the character and the environment. Modeling techniques: sculpting, retopology, low poly. Texture and material in 3D modeling. Techniques and concepts in 3D animation: keyframes, rigging, animation, camera. Basics of rendering. Embedding animations in virtual interactive environments and physical engines such as unity.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U01 EDUPA2_U02 EDUP2A_U04 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUPA2_K04 EDUP2A_K05
III.	BLOCK OF ELECTION SUBJECTS: UTILITY DESIGN			
24.	Product Desing	8	Techniques and technologies used in design - analysis of selected project implementations in the field of product design. Legal and marketing conditions of the designer's profession. The design process, design thinking elements. Developing an individual design path and searching for methods and tools appropriate to the assumptions made. Spatial modeling and shaping the product form in relation to the issue of harmony of shape, functionality, economic and material aspect.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_K02 EDUPA2_K04 EDUP2A_K05
25.	Prototyping	3	Conceptual, ergonomic, structural, functional models, prototypes. Modeling, modeling, prototyping at all stages of design while maintaining the correlation of shapes, structures, masses. Computer-aided prototyping.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_K02

26.	3D Modeling	7	Prototype and final modeling. Theoretical models. Ergonomics in the design process. Analysis of the method of product implementation. Work in the material. Digital modeling.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_K02
27.	Textiles Product Design	8	Design of utility textiles concerning functional aspects of technology, anthropometric. Contemporary trends in the design of utility textiles. Factors shaping trends in the design of utility textiles. Author's collection of clothes. Author's collection of clothing accessories. Functional textile items. The consistency of the elements of the collection. Fabrics, knitted fabrics used in the design of utility textiles. The construction of the outfit and the texture and structure of the materials used. Presentation techniques used in utility textiles.	EDUPA2_W01 EDUPA2_W03 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_K02 EDUPA2_K04 EDUP2A_K05
IV.	BLOCK OF OPTIONAL SUBJECTS			
28.	Student enters optionally 1 subject: <i>Painting, Printmaking, Sculpture</i>	7	<p><u>Painting:</u> Developing and deepening the painting technique in the scope of free application of techniques and technologies, including their mutual combination, as well as awareness in the area of formal analysis of visual phenomena, used means of expression, creative expression. Developing the student's ideological and intellectual attitude, capable of implementing mature, complex creative concepts. Implementation of a series / series of paintings resulting from the creative transformation of phenomena observed from nature, resulting from the individual look of the student, his imagination or reflection on various areas of contemporary life.</p> <p><u>Graphic:</u> Advanced procedures for preparing a print matrix. Methods of applying paints with different physical characteristics. Print on substrates with different properties. The use of different expressive means of individual techniques and the possibility of combining them in order to implement own artistic statements. The use of specific properties for graphics, the development, and printing of the matrix and the use of digital matrix capabilities. Implementation of authorial cycles of graphic works corresponding to the student's interests.</p> <p><u>Sculpture:</u> Advanced techniques and technologies used in artistic sculptural creations. Shaping complex sculptural objects corresponding to the student's natural creative abilities, his technical and technological skills as well as the intellectual and world-outlook represented. Assumed possibility to implement individual exercises proposed by the student. This applies to mature and thought-out projects. Composition based on selected fragments of the human body (modeling in clay, gypsum cast, patina, solid materials such as wood, stone). Developing a consistent student's creative path in the area of sculpture. Expanding the area of individual inspirations and interests of the student building his creative consciousness.</p>	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUP2A_K02 EDUPA2_K03 EDUPA2_K04 EDUPA2_K05

29.	Drawing	6	Drawing as an autonomous form of artistic creation. Drawing as a kind of recording of observation and analysis of reality, a direct means of interpreting nature and creative expression. Sketches based on observations, drawing from memory, drawing from the imagination. A sketchbook as a source of inspiration, a record of a creative path, an area of artistic self-reflection. Searching for own, unique drawing tools, formal solutions, inspiration in artistic creation concerning selected visual phenomena. Deepening the ability to observe visual phenomena and their creative transformation. Implementation of series / cycles of drawing works reflecting creative predispositions, intellectual attitude, world-outlook of the student.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUP2A_K02 EDUPA2_K03 EDUPA2_K04 EDUPA2_K05
V.	BLOCK OF DIPLOMA SUBJECTS			
30.	Master Artistic Studio	14	artistic / project creation acquired during the studies. Individual creative artistic / project work resulting from the problem, artistic / project assumptions that require the application of specific and appropriate methods and forms of implementation. Workshop of artistic / design work and its organization. The creative process - its structure, logic. Development of the concept of artistic / project implementation presentation. Developing the concept of documenting artistic / project work.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUP2A_K02 EDUPA2_K04 EDUPA2_K05

31.	Master optional Studio	3	Recapitulation of knowledge, skills and competencies in the field of artistic creation in the field of fine arts, acquired during the program of the chosen optional subject (Painting or Graphics or Sculpture). Expanding and deepening individual predispositions in the use of original artistic expressions, arousing the self-reflective factor, developing an open, searching creative attitude. Implementation of the author's series of works corresponding to the student's interests, resulting from his natural predispositions, the attitude of the world view. Development of the concept of presentation of artistic realization. Developing the concept of artistic work documentation.	EDUPA2_W01 EDUPA2_W03 EDUPA2_W04 EDUP2A_W05 EDUPA2_U01 EDUPA2_U02 EDUPA2_U03 EDUP2A_U04 EDUP2A_U06 EDUP2A_U07 EDUP2A_U11 EDUPA2_K01 EDUP2A_K02 EDUPA2_K05 EDUPA2_K04
32.	Proseminary	1	Recapitulation of knowledge about artistic creation acquired during studies. Individual artistic creative work, choosing a problem and working out a concept of work. Development of the concept of presentation of artistic realization. Developing the concept of art work documentation.	EDUP2A_W04 EDUP2A_W06 EDUP2A_U08 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUP2A_K02 EDUP2A_K03 EDUP2A_K04 EDUP2A_K06
33.	Seminary	4	Determining the individually applied research methodology with detailed consideration of the analysis of the work. Critical problem analysis based on the preliminary scientific query - supported by an individual multimedia presentation. Elaboration of a written work constituting a separate solution to the problem, theoretical issues set in the master's artistic / project implementation, in accordance with the requirements of the regulations of the Institute of Fine Arts's diploma process.	EDUP2A_W04 EDUP2A_W06 EDUP2A_U08 EDUP2A_U10 EDUP2A_U11 EDUP2A_K01 EDUP2A_K02 EDUP2A_K03 EDUP2A_K04 EDUP2A_K06

34.	Elements of Health and Safety with Ergonomics		The essence of regulations regarding health and safety at work. Responsibilities of the organizers of work processes and contractors (cooperation as a condition of success). Causes of accidents (technical area - material work environment, an organization of work processes, human behavior). Prevention as a health and safety priority.	EDUP1A_W05 EDUP1A_U02 EDUP1A_U12 EDUP1A_K01
35.	Library Information		University Library (history, location, tasks and mission, organizational structure, collections). Explanation of library procedures related to writing to BU. Discussing the principles of using the BU collections and services, with particular reference to the rules for access to collections. Discussion of the contents of the BU website. Analysis of databases available in the network of the Jan Kochanowski University. Practical search and order in the following electronic catalogs: ALEPH, traditional (card)	EDUP1A_W02 EDUP1A_U12 EDUP1A_K01
total		120		

Students are obligated to participation in training regarding Elements of Health and Safety with Ergonomics, of not less than 4 hours, with regard to specificity of education at university and existing technical equipment used in the process of education. 2 hours of The Library Training number is an obligatory course for the students.

14. METHODS AND MEANS FOR VERIFICATION OF LEARNING OUTCOMES ACHIEVED BY THE STUDENT DURING A FULL CYCLE OF STUDY

Evaluation of the effectiveness of achieved learning outcomes is carried out in accordance with the WSZJK-U/2 procedure at the Jan Kochanowski University. Tutor lays down the detailed rules for learning outcomes and verification procedure, then places them in the syllabus. The achievement of all learning outcomes specified for individual classes means meeting the implementation of assumptions of the educational concept on the field of study and achievement of learning outcomes (achieving graduate profile). Assessment and verification of learning outcomes achieved by student during a full cycle of study is performed by:

- 1) **Procedure for a dissertation** – whose subject is being a work of art developed within the Masters’s art studio, Masters’s optional studio and theoretical work developed within Master Seminars and Proseminars, being independent development of a research issue in the field of visual arts. Completion of diploma verifies specified learning outcomes and is being evaluated by promoter and reviewer.
- 2) **International student exchange** – obtaining information’s from students regarding gained knowledge, skills and social competencies in the context of visiting partner university
- 3) **scientific circles achievements**- feedback information through an obtained external review (scientific publications, presentations from conferences, Rector’s and Minister’s scholarship),
- 4) **art and design students achievements** – obtaining feedback information regarding gained knowledge, skills and social competencies while participating, organizing, co-organizing exhibitions, various artistic projects such as workshops, summer and winter art academy, shows, competitions, art and design reviews
- 5) **monitoring the fate of graduates** - obtaining feedback information regarding gained knowledge, skills and social competencies and their efficiency and relevance to labour market

- 6) **Surveys of opinion of employers**- Surveys of opinion of employers regarding study programme, including specified learning outcomes and method of verification, especially regarding practical education.

Additionally, the assessment of the implementation of the learning outcomes are:

- 1) **Phased work** - undertaken by students during their studies, such as:
- 2) – in case of theoretical classes (lectures and classes): *tests, examinations, course-work, papers, presentations, case studies*. Tests, examinations, course-work, project – as instructed provided by the tutor. All additional ways of passing the subject needs further instructions.
- in case of practical classes (classes): *course-work – artistic course-work – design including wide range of artistic media, such as painting, drawing, sculpture, print making, digital graphic, graphic design, movie and animation, intermedia and multimedia forms, construction works presented as completed art or design realizations appropriate documentation (photographic, descriptive) saved on print and digital media*. Those forms require additional information:
- 3) **examination of subjects**. Prepared examination questions should not go beyond what is included in syllabus carried out within lectures. The student has the right to know the reasons for the scores awarded by tutor.
The form of an examination: oral, written, test or practical is determined by tutor and included in syllabus.
 - a) **Oral examination** should be carried out in the presence of other students or workers.
 - b) **Written examination** can be organized in test or written form. The examination is performer in the didactic room, where the appropriate student arrangement is possible, comfort and independence of work is assured. The examiner has a right to stop or revoke examination process, in a case of dependence of a student's work (student uses nonapproved materials, device or help of other persons).
- 4) **Test and test with credit**. Tutor defines the criteria of credit, gives the components and written justification of the mark awarded to a student.

The form and methods of teaching and detailed criteria for the evaluation are reported in the syllabus.

All verification procedure of student's achievement obtained during selected semester are reported in the student's periodic achievement form.