

## **UNIVERSITY STUDY PROGRAMME**

**The program is valid from the academic year: 2022/2023**

**1. FIELD OF STUDY: VISUAL ARTS**

**2. ISCED CODE: 0213 visual arts**

**3. MODE/MODES OF STUDY: FULL TIME STUDY**

**4. NUMBER OF SEMESTERS: 6**

**5. ACADEMIC DEGREE AWARDED TO GRADUATE: BACHELOR'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): 180 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: 90 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): 169 ECTS
- 3) Number of ECTS points, student should obtain during the chosen classes (with more than 30 % of a total ECTS points): 63 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: 5260** - including number of classes hours conducted directly by academic teachers or another person responsible for them 2676

**11. CONCEPT AND OBJECTIVES OF EDUCATION (including description of the graduate's silhouette):**

The direction of Visual Arts is based on a comprehensive education in the field of visual arts. It leads to knowledge, skills, and social competence in applying various artistic and design media. The program concept is based on the complementarity of the education of the future visual artist, able to meet the demands of modern times and combine the activities of an artist and designer in selected sub-disciplines of fine arts that interest him. On the one hand, it touches on traditional forms of expression, such as painting, drawing, printmaking, and sculpture, but is also based on contemporary techniques and technologies, such as photography, multimedia, and intermedia. On the other hand, it complements the student's stock of skills and competencies with those that are relevant to the job market and are related to taking up design activities in the creative industries, such as the graphic design with exhibition and trade fair stand design, design of applied textiles, game and animation design. The program is supplemented by subjects in art theory and history, contemporary art, classes preparing students to take an active role in contemporary cultural and artistic life, and cooperation with institutions to disseminate visual culture.

A wide range of opportunities offered within the framework of individual studios of the Institute of Visual Arts, personal approach to the student resulting from the nature of the studies allows the student to choose his path based on natural creative predispositions, interests already after the second semester. Education in the framework of the selected blocks of design arts and fine arts allows, on the one hand, to focus on those aspects and forms of creativity that correspond to the student's predispositions and interests and, on the other hand, to combine his search in the area of individual artistic activity (easel painting, printmaking, studio sculpture) with the professional design activity he undertakes (Design of games and animation, Design and styling of textile products, Design of visual advertising and display). An undergraduate diploma constituting an artwork completed within the framework of two equivalent diploma studios selected one each from The Block of Elective Subjects - Design Arts, The Block of Elective Subjects - Fine Arts, together with a prepared theoretical thesis being an independent study of a selected research issue specific to fine arts, leads to the closure of education at the first level of study, confirmation of the obtained learning outcomes, and proves a comprehensive fine arts education.

**Learning Objectives:**

- preparation for comprehensive, independent artistic work in the area of fine arts based on the educational results, taking into account the individual interests of the student,
- training the ability to independently search for new forms, means of expression, and media, enabling the student to use the interdisciplinary language of the present and future,
- developing the ability to move in selected areas of art and design activity of fine arts.
- imparting general theoretical knowledge in the area of fine arts, art sciences, developing a reflective attitude, artistic awareness, perspectives allowing basic research activities in the discipline of fine arts and art conservation,
- preparation for active participation in culture and art at the local, national and international levels as its organizer and participant.

**In creating this study program, the following factors were taken into account:**

- traditions of artistic education in the area of fine arts, in which the essential place of creative development is the master's studio - the basis of didactic work in the master-student relationship, including an emphasis on the essence of education in the area of fine arts for future design cadres,
- due to the all-academic profile of education - the artistic and research activities of the university staff in the discipline of fine arts and conservation of works of art, the directions of work born, as a result, reflections, views on art confronted with theoretical thought, art sciences and other fields of science,
- contemporary technical and technological achievements that allow students to create media-complex works and art projects, preparing them to function in a complex reality in which various means of expression permeate, creating phenomena described as intermedia, multimedia,
- the location of the faculty in a university school allows it to fully strive towards interdisciplinarity and cooperation with representatives of other disciplines and scientific and artistic fields, and finally embedding its students in a multicultural, complex community, allowing them to cooperate and act for the benefit of the university,
- the needs of the Świętokrzyskie region related to the need to provide human resources to feed the local creative industries, which operate based on the development strategies of the city of Kielce, the Świętokrzyskie region, and show great interest in our graduates even at the stage of their education, including for institutions for the dissemination of culture and art, public institutions, companies, organizations with promotional structures and companies working strictly in the field of advertising, publishing, exhibition,
- internationalization, which is an essential aspect of contemporary art, artistic exchange by preparing students - future graduates to be ready for changes, including those related to the place of residence, work, to undertake cooperation in international projects, artistic initiatives, openness to different worldviews, traditions, cultures, nationalities.

**Graduate Profile:**

A graduate of the visual arts major is a comprehensively trained artist - a visual artist using the interdisciplinary language of art, moving freely both in the area of the chosen sub-discipline of fine arts and design arts. Thus, he is prepared to conduct basic artistic and design activities in his chosen areas of fine arts. He has the experience to combine classical and contemporary art media and use them for applied purposes. Subjects in art theory and history, promotion and dissemination of visual culture lead to his gaining a broader cognitive perspective, developing a creative attitude, open to new challenges for artists and taking on various roles related to functioning in society as an artist. Graduates are prepared to a basic degree for creative professional work in institutions of visual culture, mass-media, design teams and promotional structures, independent artistic work as well as continuation of artistic education at the master's level in the discipline of fine arts and art conservation. He knows a foreign language at the B2 proficiency level.

**Opportunities for continuing education:**

Graduates have the opportunity to continue their education in a second degree program (complementary master's degree) in the discipline of fine arts and art conservation. Graduates can broaden their education in postgraduate studies in fine arts, but also in other fields.

## 12. LEARNING OUTCOMES:

Symbols of Learning Outcomes for the field	After graduation, the graduate:	Relate learning outcomes to:		
		universal characteristics for a given level of the Polish Qualification Framework (the Act on the ZSK)	second-degree characteristics for a given level of the Polish Qualification Framework (regulation of the Ministry of Science and Higher Education)	characteristics of the second level of learning outcomes for qualifications at level 6 of the Polish Qualification Framework for the arts (Regulation of the Ministry of Science and Higher Education)
Description of symbols: EDUP– course symbol A– General Academic Profile 1 – level of education W – Knowledge Category U – Skill Category K – Social Competence category				
in terms of KNOWLEDGE				
EDUP1A_W01	Has a basic knowledge of the implementation of artistic and design works in the area of fine arts, the means of expression used within them, workshop skills	P6U_W	P6S_WG	P6S_WG
EDUP1A_W02	Knows and understands the primary developmental lines of art history and publications related to these issues	P6U_W	P6S_WG	P6S_WG
EDUP1A_W03	Has knowledge of art styles and art traditions in the field of visual arts and related with them creative and reproductive traditions and contemporary development tendencies	P6U_W	P6S_WG	P6S_WG
EDUP1A_W04	Has knowledge of issues related to the use and application of the technology in selected fields of visual arts, including the latest solutions, and is aware of its development	P6U_W	P6S_WG	P6S_WG
EDUP1A_W05	Has knowledge of fundamental terms and principles of protection of copyright, financial, marketing, and law aspects relating to visual artist profession	P6U_W	P6S_WK	P6S_WG
EDUP1A_W06	Knows the connections and relationships between the theoretical and practical aspects of artistic creation	P6U_W	P6S_WG	P6S_WG
in terms of SKILLS				
EDUP1A_U01	Has ability to create creates and implement own art conceptions in selected fields of visual arts, including both design arts, fine arts, and has skills of expressing them.	P6U_U	P6S_UW	P6S_UW
EDUP1A_U02	Has ability to use art and design workshop tools in a conscious way in the visual arts.	P6U_U	P6S_UW	P6S_UW

EDUP1A_U03	Has ability to use proper technique and technology in a conscious way while implementation of fine arts and design arts.	P6U_U	P6S_UW	P6S_UW
EDUP1A_U04	Has ability to take independent actions regarding implementation and drafting of own art and design work	P6U_U	P6S_UW	P6S_UW
EDUP1A_U05	Is prepared to work as a part of a team	P6U_U	P6S_UK P6S_UO	
EDUP1A_U06	Has a wide range of workshop skills including fine arts and design arts	P6U_U	P6S_UW	P6S_UW
EDUP1A_U07	Uses the workshop skills enabling to implicate own art and design conceptions and use the techniques of exercising those skills, enabling their constant development by independent work.	P6U_U	P6S_UW	P6S_UW P6S_UU
EDUP1A_U08	Implements own art and design creations resulting from using imagination, intuition and emotions freely and independently	P6U_U	P6S_UW	P6S_UW
EDUP1A_U09	Has skills to prepare standard written works and public speeches, comprising specific issues in the field of artistic activity; knows how to use basic theoretical approaches and various sources	P6U_U	P6S_UW	P6S_UK
EDUP1A_U10	Knows a Polish as a foreign language at level B2 of the Common European Framework of Reference of the Council of Europe	P6U_U		
EDUP1A_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	P6S_UK	P6S_UK
EDUP1A_U12	Understands and develops the need for lifelong learning, is able to organize and arrange conditions for learning for others.	P6U_U	P6S_UK P6S_UU	P6S_UW P6S_UU P6S_UK
EDUP1A_U13	Has communicative skills, presents own art and design achievements during self-organized or organized by artistic society presentations.	P6U_U	P6S_UK	P6S_UK
<b>In terms of SOCIAL COMPETENCIES</b>				
EDUP1A_K01	Is able to undertake work independently, demonstrating a high capacity to collect, analyses and interpret information, developing ideas and critical arguments, internal motivation and work organization	P6U_K	P6S_KK	P6S_KR
EDUP1A_K02	Uses with the greatest effectiveness imagination, intuition, emotionality, ability to think creatively and creative work when solving problems, flexible thinking, ability to adapt to new and changing circumstances	P6U_K	P6S_KK	P6SKK P6S_KR
EDUP1A_K03	Controls his behavior related to public presentations, has ability to effectively communicate and initiates action in society and presents own artistic achievements in an easily accessible form, including implementation of information technology.	P6U_K	P6S_KK	P6SKK P6S_KR
EDUP1A_K04	Reflects on the social, scientific, and ethical aspects of his work, the ethos of the artist's	P6U_K	P6S_KO	P6S_KO P6S_KR

	profession fulfills the social role of the visual artist - a graduate of art studies; is capable of self-assessment, also constructive criticism in relation to the creative activities of others		P6S_KR	
EDUP1A_K05	Knows and understands the basic concepts and principles of industrial property protection and copyright law	P6U_K		

### 13. CLASSES WITH THE ASSIGNED ECTS POINTS, LEARNING OUTCOMES AND SYLLABUS DETAILS:

Subjects		The minimum number of ECTS points	Program content	Relation to learning outcomes
<b>I</b>	<b>GENERAL EDUCATION SUBJECTS:</b>			
1.	Polish language	9	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 elements of translation 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.	EDUP1A_U10 EDUP1A_K02 EDUP1A_K03
2.	Information and communication techniques	1	Computer and its structure. Peripheral devices: printer, scanner, multimedia projector - application, use. Windows operating system, Mac Os X. Basic computer software. Techniques and technologies used in communication and distance learning.	EDUP1A_W04 EDUP1A_U03 EDUP1A_K02
3.	Protection of industrial property and copyright	1	Concept of work, personal, and property copyrights. Permitted use. Related rights. The invention, biotechnological invention, and patent. Trademarks and trademark protection rights. Industrial designs. Utility models.	EDUP1A_W05 EDUP1A_K05
4.	Entrepreneurship		The concept, the genesis of entrepreneurship, factors affecting entrepreneurship development, and strengthening and weakening of entrepreneurial characteristics. Innovation and its types. Basic economic concepts and their impact on running a business and household. Promotion as an element that increases demand for the sale of goods and services. Business plan and SWOT analysis. Running a business - the concept of business, entrepreneur, and consumer; the procedure for starting an individual business; labor costs (including wage costs). Internal and external sources of business financing. Discussion of selected forms of business activity.	EDUP1A_W05
5.	Aesthetics	2	Aesthetics as a cognitive discipline and its leading research area. Fundamental problems and categories in aesthetic reflection. Understanding of art and beauty in antiquity. Aesthetics of the Middle Ages. Modern aesthetics of the Renaissance, Baroque, and Enlightenment eras. Aesthetics of modernism and postmodernism and their influence on	EDUP1A_W02 EDUP1A_U09 EDUP1A_K01 EDUP1A_K04

			the formation of modern doctrines. Aesthetics of physicality and sensuality.	
6.	Sociology of art	3	Culture, art, and society as components of research. Culture and art in sociological reflection. Functions of art and the social nature of art. Sociology of art as a perspective for understanding artistic phenomena. Social issues in the visual arts - art and the case of cultural gender (gender), feminist and women's art, postcolonial art, queer art.	EDUP1A_W02 EDUP1A_U09 EDUP1A_K01 EDUP1A_K04
7.	Courses in the scope of students' support in the learning process - student enters optionally 2 subjects from 3	2	Propedeutics of 2D programs Propedeutics of 3D programs Propedeutics of multimedia programs	EDUP1A_W01 EDUP1A_U12 EDUP1A_K01
<b>II. DIRECTIONAL EDUCATION MODULE:</b>				
8.	Art history	8	Prehistoric art (Paleolithic and Neolithic). Ancient art and architecture (Art of Mesopotamia, Egypt, Greece, and Rome). Early Christian art and architecture. Romanesque art and architecture of Italy, France, Germany, and Poland. Gothic art and architecture of France, Germany, and Poland. Art and architecture of the Renaissance of Italy, the Netherlands, and Poland. Art and architecture of the Baroque, Rococo (the decisions of the Council of Trent and its influence on the formation of the initial principles for the art and architecture of the Baroque, separate discussion of the Baroque of Italy, France, Spain, Germany, Poland, Rococo in France, Germany, Poland). Art and architecture of classicism of France, Germany, and Poland. Art and architecture of the 19th century (romanticism, historicism, industrial architecture, symbolism). Modern art and its consequences for developing art and visual culture in the second half of the 20th century (impressionism, neo-impressionism, fauvism, expressionism, cubism, futurism, constructivism, dadaism, surrealism).	EDUP1A_W02 EDUP1A_W03 EDUP1A_U09 EDUP1A_U12 EDUP1A_K01 EDUP1A_K04
9.	Contemporary art	4	Tascist and informel tendencies in European and American art after World War II, with particular emphasis on action painting. The new figuration of the 1960s: the work of Dubuffet, de Kooning, Francis Bacon, Lucian Freud. New French realism: Daniel Spoerri, César, Jean Tinguely, Yves Klein, Arman, Niki de Saint-Phalle, Martial Raysse. Concrete art after World War II with particular emphasis on the trends of hard-edge painting, kineticism, and op-art. Toward the art of ideas - minimalism and conceptualism. Actions in space - happening art, performance art, land art, and their documentation. Art in the face of popular culture and consumerism: pop art, hyperrealism. Art in public space, including examples of artistic resistance movements and street art. The phenomenon of critical art in Poland the late. XX and XXI centuries.	EDUP1A_W02 EDUP1A_W03 EDUP1A_U09 EDUP1A_U12 EDUP1A_K01 EDUP1A_K04
10.	Basics of visual culture animation	6	Introductory classes - getting acquainted with the course charter and requirements. The concept and significance of animation. Analysis of the problems of animation in the modern world. Theoretical issues of cultural animation. Project method. Good practices in the animation of social groups, research based on the literature of the subject - 3 groups: theoretical studies, documentary, methodological. Arts animation techniques in	EDUP1A_W01 EDUP1A_W05 EDUP1A_W06 EDUP1A_U05 EDUP1A_U09

			professional work. Functions of dissemination of cultural goods. The essence of the process of dissemination of culture in the modern era. Institutions disseminate visual culture, its characteristics, and methods of action. Animator of culture in the work of activating the environment. Free time as an essential condition of animation. The role of the media in the dissemination and promotion of visual culture. Timeless dimension of animation and education through art. Animation activity in defense against pathologization of social life.	EDUP1A_U12 EDUP1A_U13 EDUP1A_K01 EDUP1A_K03 EDUP1A_K04
11.	Animation workshops	5	Methods of cultural animation in the field of visual arts. Visual arts techniques and technologies used in visual arts animation. Implementation of animation workshops taking into account the needs of target groups. Documentation of animation activities undertaken.	EDUP1A_W01 EDUP1A_W05 EDUP1A_W06 EDUP1A_U01 EDUP1A_U05 EDUP1A_U06 EDUP1A_U08 EDUP1A_U12 EDUP1A_U13 EDUP1A_K01 EDUP1A_K01 EDUP1A_K03 EDUP1A_K04
12.	Art exhibitions	4	Types and types of exhibition projects used in the activities of institutions disseminating visual culture. Promotion and dissemination of exhibition projects using marketing tools, public relations, animation, and educational activities. Principles of developing materials for publications used in the dissemination of exhibition projects: curatorial text, artist statement, biographical note, catalog/folder for an exhibition, poster for an exhibition. The spatial arrangement of an individual / collective exhibition. Documentation of the exhibition project. Participation in the work related to implementing the current exhibition program of the Academic Art Gallery.	EDUP1A_W01 EDUP1A_W04 EDUP1A_W05 EDUP1A_U01 EDUP1A_U03 EDUP1A_U05 EDUP1A_U06 EDUP1A_U08 EDUP1A_U12 EDUP1A_U13 EDUP1A_K01 EDUP1A_K01 EDUP1A_K03 EDUP1A_K04
13.	Visual structures and mechanisms of vision	9	Image as a field of vision. The structure of the image and its determinants. Types of composition. Division of the plane (linear divisions, achromatic plane divisions, chromatic divisions). Modulus and proportion of the plastic system. Impressions and perceptions -	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01

			basic phenomena of visual perception. Color vision and its psychophysiological perception. Defining color (exercises on expanding the valor and color scale). Figure and background - relationships. Synthesis of plastic form - towards creating a sign (practices related to the basics of visual perception and semiotics). Construction of the letter (light and mass of the letter, proportions) and typology of typefaces (construction of tool type, construction of spatial letters). Text as rhythm. Defining rhythmic composition on the plane and in space. The concept of space-time. Division of space (linear divisions, achromatic plane divisions, chromatic divisions) - modeling of linear and plane forms.	EDUP1A_U04 EDUP1A_U08 EDUP1A_K01 EDUP1A_K02
14.	Drawing basics	8	General knowledge of drawing, and drawing practice, including the technical and artistic possibilities underlying the medium. The study of nature based on observation of still life, human figures, interior, architecture, and preparation for treating drawing as the basis for developing creative consciousness and the starting point of any artistic creation. Fundamentals of artistic drawing: two-dimensionality of drawing, the illusion of space in drawing, perspective, and its types, the concept of composition and its types, valor, chiaroscuro, valor contrast, line, contour, the canon of the human head, the canon of the human figure and basic knowledge of human proportions, human structure, the human figure in motion as a whole and organic unity.	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U07 EDUP1A_U12 EDUP1A_K01
15.	Drawing	9	Techniques and technologies used in drawing conceived both as an auxiliary and autonomous medium. Analysis of visual phenomena in the environment and the selection of appropriate formal means to express them in a drawing study. Drawing study of still life, interior, open space (outdoor classes), human figure (nude), figure in the interior (nude in the interior), multifigural group (sketches in public space).	EDUP1A_W01 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U04 EDUP1A_U07 EDUP1A_U08 EDUP1A_U11 EDUP1A_U13 EDUP1A_K01 EDUP1A_K02 EDUP1A_K03
16.	Painting basics	8	In various compositional arrangements, the implementation of various studio works (still life, interior, human figure, landscape) in the selected painting technique. Principles, specifics, and workshop possibilities arise from selected painting techniques (tempera, acrylic, oil). Implementation of painting studies from nature as a starting point for their painting search and the formation of their art form. Learning to see the relationships existing within the analyzed visual phenomena and expressing them through adequate, diverse formal means. Seeing and defining color, including learning to obtain derivative, complementary colors, shaping with its help the density in the picture. Gesture and texture as elements of the matter of a painting. Professional art terminology used in	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U07 EDUP1A_U12 EDUP1A_K01



			communication with artists and viewers.	
17.	Printmaking basics	8	The technology of graphic image recording and its transformation. Procedures for preparing the matrix for printing and using inks with different physical characteristics. Printing on substrates with other properties. Selected relief techniques, intaglio, flat printing, and new methods of graphic imaging. The peculiarities of graphic recording transposing images from nature and imagination into the language of line, plane, and texture. Construction of various compositional arrangements on the plane, with the grasp of the relationship between the primary means of artistic expression: line, plane, color, value, texture, and scale. Application of adequate means of expression to the graphic technique used.	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U07 EDUP1A_U12 EDUP1A_K01
18.	Sculpture basics	8	Formation of spatial thinking and imagination based on observations from nature, including the human figure, the natural world based on modeling in clay and casting in plaster. Creating spatial compositions is a form of one's interpretation of the problem posed, the issue using classical and contemporary techniques and sculpting technologies. Arriving at the final development of the concept of a spatial piece by making preliminary sketches on the plane, spatial sketches, and making decisions on the choice of sculptural technique and material. Sculpture in space - exhibition arrangement, documentation of the sculptural object.	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U08 EDUP1A_U12 EDUP1A_K01
19.	Photography basics	5	Basics of digital camera/smartphone camera operation. Basics of digital photography post-production. Basics of working in a professional lighting studio (exercises). Basics of photographic composition and framing. Selection of adequate photographic means for simple tasks, both in and out of a professional lighting studio. Artificial and natural light arranged and found light - as elements of creation in black and white and color photography (exercises). Public presentation of the progress of completed tasks and finished photographic projects. Discussion and discussion of the means of the photographic workshop used and inspirations and reflections related to the presentations. Preparation of a photography show (exercises).	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U08 EDUP1A_U12 EDUP1A_K01
20.	Interdisciplinary plein-air	2	Analysis of permanent and ephemeral phenomena in open space - observations, sketches, notes, problem studies. Space in the image: color relativity, perspective, the ambiguity of forms and structures, diversity of expressive means. Creative work based on previously made observations, collected material including drawing sketches, painting, photographs, and others, processing of defined visual phenomena based on individual observations, an emotional and intellectual sphere of the student.	EDUP1A_W01 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U04 EDUP1A_U06 EDUP1A_U07 EDUP1A_U12 EDUP1A_U13 EDUP1A_K01 EDUP1A_K02

				EDUP1A_K03
21.	Photography and multimedia	10	Discuss key artistic phenomena and practices in the 20th and 21st centuries in the field of photography and multimedia, the relationship between photography and multimedia, starting with inventions in the field of art, and communication, which contributed to the formation of new forms of artistic expression. To present the peculiarities of photographic and multimedia forms of communication. To show the variety of artistic forms of photographic and multimedia works and their importance in art and culture. Independent and team implementation of exercises addressing multimedia structures' fundamental problems using photography, film, and projection with sound. Designing, creating, analyzing, and presenting their multimedia works. Applying basic working methods with devices and programs for recording, editing, and editing image and sound. Combining image and sound into coherent structures. Exploring and designing new technological possibilities. Documentation and archiving of creative achievements. Distribution and publication in multimedia media of creative accomplishments.	EDUP1A_W01 EDUP1A_W04 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U04 EDUP1A_U05 EDUP1A_U06 EDUP1A_U07 EDUP1A_U08 EDUP1A_U11 EDUP1A_U13 EDUP1A_K01 EDUP1A_K02 EDUP1A_K03 EDUP1A_K04
22.	Intermedia	10	Discussing the definition, specificity, area of intermedia art and its various manifestations in relation to Dick Higgins' diagram with particular reference to visual music, graphic music, concrete, and sound poetry, happening and performance art, conceptual art, and activities of Franciszka and Stefan Themersons, Fluxus grouping, Joseph Beuys, Film Form Workshop, Viennese Actionists, and others. Creating intermedia structures situated in different spatial-temporal and conceptual contexts located on the borderline between static and dynamic image, spatial and flat, sound, and text. Creating situations for interaction with the viewer in planning happening-performative activities. Documentation and presentation of activities, and intermedia explorations. Distribution and publication in the media of intermedia creative achievements.	EDUP1A_W01 EDUP1A_W04 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U04 EDUP1A_U05 EDUP1A_U06 EDUP1A_U07 EDUP1A_U08 EDUP1A_U11 EDUP1A_U13 EDUP1A_K01 EDUP1A_K02 EDUP1A_K03 EDUP1A_K04
23.	Pro-seminar	2	Research methodology - analysis of art work. Definition of the research/project problem in the form of a preliminary scientific search - supported by an individual multimedia presentation. Development of a work plan.	EDUP1A_W02 EDUP1A_W06 EDUP1A_W06

				EDUP1A_U09 EDUP1A_U12 EDUP1A_K01 EDUP1A_K03 EDUP1A_K04 EDUP1A_K05
24.	Seminar	5	Development of the structure of the written work. Selection of literature for the analyzed artistic or design problem. Collection and verification of materials to analyze the artistic or design issue adopted in the thesis. Developing a description of the work using the principles of writing scientific texts with respect to copyright and the Polish language culture. Preparation for a public presentation of the results of artistic or design activities.	EDUP1A_W02 EDUP1A_W06 EDUP1A_W06 EDUP1A_U09 EDUP1A_U12 EDUP1A_K01 EDUP1A_K03 EDUP1A_K04 EDUP1A_K05
<b>III.</b>	<b>OPTIONAL MODULE OF DESIGN ARTS</b>			
25.	Game and animation design	28	Storyboard and concept graphic Introduction to animation Introduction to game design  Choice of one subject from two: Animation - diploma studio Game Design - diploma studio	EDUP1A_W01 EDUP1A_W04 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U04
26.	Design and styling of functional textiles	28	Graphics and drawing in textile design Introduction to garment construction and design Introduction to textile design and accessories  Choice of one subject from two: Fashion design - diploma studio Design of textile fabric and accessories - diploma studio	EDUP1A_U06 EDUP1A_U07 EDUP1A_U08 EDUP1A_U11 EDUP1A_U13 EDUP1A_K01 EDUP1A_K02
27.	Visual advertising and exposure design	28	Typographic design Introduction to 2D advertising graphics Introduction to 3D advertising graphics with display design  Choice of one subject from two: 2D advertising design - diploma studio 3D advertising and display design - graduating studio	EDUP1A_K03

<b>III.</b>	<b>OPTIONAL MODULE OF FINE ARTS</b>			
28.	Optional subjects one to choose from:	20	Easle painting Printmaking Studio sculpture	EDUP1A_W01 EDUP1A_W04 EDUP1A_W06 EDUP1A_U01 EDUP1A_U02 EDUP1A_U03 EDUP1A_U04 EDUP1A_U06 EDUP1A_U07 EDUP1A_U08 EDUP1A_U11 EDUP1A_U13 EDUP1A_K01 EDUP1A_K02 EDUP1A_K03
<b>IV.</b>	<b>PRACTICE MODULE</b>			
29	Continuing apprenticeship	4	Implementing mandatory continuous professional practice is the workplace chosen by the student whose areas of activity coincide with the program of study. The internship is carried out during the period free from academic classes for a total of 100 hours**	EDUP1A_W05 EDUP1A_W06 EDUP1A_U04 EDUP1A_U05 EDUP1A_K01 EDUP1A_K02 EDUP1A_K03 EDUP1A_K04 EDUP1A_K05

Full-time students are required to take physical education classes of 60 hours in semesters II and III. These classes are not assigned ECTS points.

Students are obliged to undergo training on safe and hygienic educational conditions, amounting to no less than 4 hours, within the scope that takes into account the specifics of education at the university and the type of technical equipment used in the educational process. These classes are not assigned ECTS points.

Students are required to undergo library training of 2 hours. These classes are not assigned ECTS points.

Students are obliged to undergo training in premedical first aid of 4 hours in the first semester (0 ECTS). These classes are not assigned ECTS points.

**\*\* All matters related to the organization and conduct of the internship are regulated by the Procedure for the Course and Organization of Internships No. WSZJK-WS/6 together with annexes appropriate to the field of study. The student is obliged to keep an internship logbook and collect documentation of the design process. Monitoring of the mid-year professional**

practice is carried out with the participation of the directional practice supervisor. The directional internship supervisor must develop an individual program for the student's apprenticeship, which is part of the achievement of the directional learning outcomes, and monitor the practice site with its facilities. After the internship, the directional internship supervisor evaluates the internship in the course of discussion with the intern.

#### 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, Faculty Procedure for verification of learning outcomes No. WSZJK-WS/2.

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) the graduation process - the subject of which is the visual arts work realized within the framework of the master's art and design studio and the theoretical work, arising within the framework of the Proseminar and Master's Seminar, which is an independent development of a research problem specific to the area of visual arts. The diploma realization verifies the assumed learning outcomes and is evaluated by the supervisor, the theoretical thesis supervisor, the annex supervisor and the 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 labor 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 performed 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.

Forms and methods of teaching, as well as assessment criteria and its components are specified in the course charter. Details of verification of learning outcomes are defined by - Faculty Procedure for Verification of Learning Outcomes WSZJK\_WS\_2.

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