



Course card

Course title	Digital design		
Semester (winter/summer)	winter/summer	ECTS	4
Lecturer(s)	Adam Panasiewicz, Prof.		
Department	Institute of Art & Design		

Course objectives (learning outcomes)

The aim of the course is to learn or develop the ability to express a range of content using digital media.

Learning issues:

- to familiarise the student with the process of creating a coherent artistic message using contemporary digital media,
- to create a creative message combining multiple digital media and digital media,
- learning strategies for creating original promotional campaigns in contemporary media.

Prerequisites

Knowledge	Advanced knowledge of artistic problems and the development of artistic tasks within the level of MA studies.
Skills	The course content is individually tailored to each student depending on their research topic and level. The level of sophistication is adapted to the student's level. It is possible to take the course from scratch or as a continuation of participation from previous semesters of study.
Courses completed	

Course organization

Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab Atelier)	S (Seminar)	P (Project)	E (Exam)	
Contact hours				50				



Teaching methods:

- an introduction to basic artistic techniques in the form of a series of short lectures supported by practical exercises.
- presentation of examples of realisations illustrating technical and formal problems discussed
- formulation of an artistic problem of each individual student and working out a method of realisation
- implementation of the project in and outside the studios
- individual realisation of works within the framework of assigned themes
- individual and group discussion of the works

Assessment criteria	<ul style="list-style-type: none"> - attendance in class - completion of work on assigned topics - progress made during the semester - appropriateness of the use of resources in relation to the subject undertaken
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Comments	
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Course content (topic list)

- strategies for creating a creative message in contemporary digital media
- creation of an artistic work whose content makes use of a variety of available media and mass media
- learning about multimedia art, intermedia, transmedia
- creating transmedia works of art or commercial activities

Compulsory reading

Dick Higgins, *Statement on intermedia*, Now York, 1966

Recommended reading

The recommended supporting literature is directly related to the topics of the tasks carried out.

Assessment methods:

	E – learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
			X		X	X		X					X