# VISUAL COMMUNICATION

**STUDY PLAN** - 2-year full-time 2nd degree studies, major - ***Design*** , specialty - **VISUAL COMMUNICATION**, general academic profile
Faculty of Design Academy of Art in Szczecin
Academic year 2022/2023
Resolution No. 86/2022 of the Senate of the Academy of Art in Szczecin, date 27 May 2022

form of classes: W - lecture; Ć - practice; L - laboratory; P - studio, ind. - individual;
CF - forms of credit: C - credit; C+ - credit+mark; E - exam

| No. | subject | subject code | sum | total number of hours | | | | | | | Year I | | | | | | | | | | | | | | | | Year II | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | in this | | | | | | semester 1 | | | | | | | | semester 2 | | | | | | | | semester 3 | | | | | | | | semester 4 | | | | | | | |
| | | | ECTS | sum | W | Ć | L | P | K | ind. | ECTS | credit | W | Ć | L | P | K | ind. | ECTS | credit | W | Ć | L | P | K | ind. | ECTS | credit | W | Ć | L | P | K | ind. | ECTS | credit | W | Ć | L | P | K | ind. |
| A | **General academic block** | | 52 | 780 | 375 | 405 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Design research | Wz.II.A1 | 4 | 60 | 30 | 30 | | | | | | | | | | | | | 2 | C+ | 15 | 15 | | | | | 2 | C+ | 15 | 15 | | | | | | | | | | | | |
| 2. | Theory and philosophy of design | Wz.II.A2 | 4 | 60 | 60 | | | | | | 2 | C+ | 30 | | | | | | 2 | E | 30 | | | | | | | | | | | | | | | | | | | | |
| 3. | Speculative design | Wz.II.A3 | 12 | 180 | 90 | 90 | | | | | 4 | C+ | 30 | 30 | | | | | 4 | C+ | 30 | 30 | | | | | 4 | E | 30 | 30 | | | | | | | | | | | | |
| 4. | Intellectual and industrial property law | Wz.II.A4 | 2 | 30 | 30 | | | | | | | | | | | | | | | | | | | | | | 2 | C+ | 30 | | | | | | | | | | | | |
| 5. | Psychophysiology of the senses | Wz.II.A5 | 4 | 60 | 30 | 30 | | | | | 2 | C+ | 15 | 15 | | | | | 2 | C+ | 15 | 15 | | | | | | | | | | | | | | | | | | | | |
| 6. | Presentation techniques | Wz.II.A6 | 4 | 60 | | 60 | | | | | | | | | | | | | | | | | | | | | 2 | C+ | | 30 | | | | | 2 | C+ | | 30 | | | | |
| 7. | Design management | Wz.II.A7 | 2 | 30 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | 2 | C+ | 15 | 15 | | | | | | | | | | | | |
| 8. | Introduction to heterodox economics | Wz.II.A8 | 2 | 30 | | 30 | | | | | | | | | | | | | | | | | | | | | 2 | C+ | | 30 | | | | | | | | | | | | |
| 9. | Guest studio | Wz.II.A9 | 16 | 240 | 120 | 120 | | | | | 4 | C+ | 30 | 30 | | | | | 4 | C+ | 30 | 30 | | | | | 4 | C+ | 30 | 30 | | | | | 4 | C+ | 30 | 30 | | | | |
| 10. | Foreign language | Wz.II.A10 | 2 | 30 | | 30 | | | | | 2 | C+ | | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| B | **Block of courses - Visual communication** | | 24 | 360 | | | | | 360 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Major-related design (consultant 1 selected from one of the studios of the Department of Visual Communication) | Wz.II.B1 | 8 | 120 | | | | | 120 | | 4 | E | | | | | 60 | | 4 | E | | | | | 60 | | | | | | | | | | | | | | | |
| 2. | Major-related design (consultant 2 selected from one of the studios of the Faculty of Design) | Wz.II.B2 | 8 | 120 | | | | | 120 | | 4 | E | | | | | 60 | | 4 | E | | | | | 60 | | | | | | | | | | | | | | | |
| 3. | Projektowanie uzupełniające (wybrany konsultant 3 z pracowni kierunkowych Wydziału Wzornictwa lub Architektury Wnętrz) | Wz.II.B3 | 4 | 60 | | | | | 60 | | 2 | E | | | | | 30 | | 2 | E | | | | | 30 | | | | | | | | | | | | | | | |
| 4. | Complementary techniques (consultant 4 selected from one of the studios of the Faculty of Media Art and Faculty of Painting) | Wz.II.B4 | 4 | 60 | | | | | 60 | | 2 | E | | | | | 30 | | 2 | E | | | | | 30 | | | | | | | | | | | | | | | |
| C | **Workshop support techniques block** | | 10 | 150 | | | 150 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Supporting creative processes | Wz.II.C1 | 6 | 90 | | | 90 | | | | 2 | C+ | | | 30 | | | | 2 | C+ | | | 30 | | | | 2 | C+ | | | 30 | | | | | | | | | | |
| 2. | Photography and digital image post-production | Wz.II.C2 | 4 | 60 | | | 60 | | | | 2 | C+ | | | 30 | | | | 2 | C+ | | | 30 | | | | | | | | | | | | | | | | | |
| D | **Diploma block - Visual communication** | | 34 | 210 | 15 | | | | 180 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Diploma project/thesis (main consultant [diploma project/thesis supervisor] selected from one of the studios of the Department of Visual Communication) | Wz.II.D1 | 22 | 120 | | | | | 120 | | | | | | | | | | | | | | | | | | 8 | C+ | | | | | 60 | | 14 | C | | | | 60 | |
| 2. | Diploma project/thesis (auxilliary consultant [diploma project/thesis co-supervisor] selected from one of the studios of the Faculties of Design, Interior Design, Media Art, Painting) | Wz.II.D2 | 6 | 60 | | | | | 60 | | | | | | | | | | | | | | | | | | 6 | C+ | | | | | 60 | | | | | | | | |
| 3. | Written thesis | Wz.II.D3 | 4 | 15 | | | | | | 15 | | | | | | | | | | | | | | | | | | | | | | | | | 4 | C | | | | | | 15 |
| 4. | Methodology of scientific work | Wz.II.D4 | 2 | 15 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | C | 15 | | | | | |
| E | **Interdisciplinary block of elective subjects** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Elective subjects from other fields of study* | Wz.II.E1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | total entire course of study | | 120 | 1500 | 390 | 405 | 150 | | 540 | 15 | 30 | | 105 | 105 | 60 | | 180 | | 30 | | 120 | 90 | 60 | | 180 | | 34 | | 120 | 150 | 30 | | 120 | | 26 | | 45 | 60 | | | 60 | 15 |
| | checksums | | 120 | 1500 | 390 | 405 | 150 | | 540 | 15 | hours per semester: | | 450 | | | | | | hours per semester: | | 450 | | | | | | hours per semester: | | 420 | | | | | | hours per semester: | | 180 | | | | | |

**ECTS credits (elective): 56 which is 46,67% of all points**

* elective courses from other fields of study included in the plan of the interdisciplinary elective course block - the student may obtain 2 ECTS credits. ECTS