Summer semester for the Erasmus+ students
at the School of Social Sciences and Journalism
academic year 2015/2016

Cyberculture

Cyberculture is the study that examines the ways in which digital technology and culture mutually affect each other. The course, however, leaves out the basic and simplistic notions behind cyberculture studies (for instance, those about how our everyday lives are becoming computerized, mechanized and automated) in order to pursue profounder questions about human cognition, human communication, distribution of cultural representations in the age of cyberculture. In other words, the course will investigate the ways in which human ‘thought apparatus’ changes as we adapt to an environment in which machines and computers are increasingly omnipresent. The course readings will include some significant texts that focus on cultural analyses of computing practices. During the course, students investigate the new electronic forms of culture and attempt to decipher the novel messages that are conveyed with the use of digital media. Attention will also be paid to social aspects of cyberculture, the so-called “virtual communities” in particular.

Visual communication

The subject introduces the students into participation in visual culture through analysis and interpretation of messages which are available in modern media, but also through practical exercises in designing and creating visual messages with the use of photography and digital graphics (depending on their specific media application). By the end of this course, students will have profound knowledge of visual communication; perform an efficient analysis of press, TV and the Internet in the context of visual means employed in these works; prepare briefs and creative concepts of visual messages along with the visualization of the concept; choose technical and symbolic means in the process of creation of visual messages.

Contemporary media systems

The aim of the course is to introduce the students to the recent stage of mass-media development in the world, particularly in the biggest and development trendsetting countries. The lecture focuses on three basic topic groups: categories and conceptual apparatus; general knowledge of ongoing processes in media environment; typology of media systems; relations between media, politics and economy; technological evolution and its influence on media; profiles of the biggest press markets in the world (the USA, Japan, the UK, France, Italy, Spain, The Benelux Union, Central and Eastern Europe countries) – similarities, differences, autonomy and susceptibility to universal, global processes; profiles of the biggest digital (radio and TV) media markets in the world (the USA, Japan, the UK, Germany, Italy, France and the Central and Eastern Europe countries) – similarities, differences, autonomy and susceptibility to universal, global processes.

Economy and law in media production

The aim of the course is to introduce students to the basic legal and economic aspect of media productions, particularly film. During the course the student will learn selected issues related to copyright and intellectual property rights, data and image protection, commercial law. Second part of the course will focus on the economic aspects of media production. Students will also get
to know how to create media and business plans. Therefore, after completing the course, student will be able to plan the production costs of advertising, television and film materials.

**Introduction to sound recording and production**

The course introduces the students to the basics of sound production. During the course, students will learn about construction of recording equipment and practice recording of sound samples in the recording studio. Students will also acquire the basic sound-editing skills and information on using appropriate sound editing software. Upon the completion of the course, student will produce their own radio programme which will be broadcast by Radio BIT- an internet radio station.

**History of animation and VFX**

The course introduces students to the history of moving image, the beginnings of classical animation and history of classical animation. The classes concentrate on the topic of Polish and world animation, with particular emphasis on Disney animation, works of Max Fleisher, Zbigniew Rybczyński animation, and the Polish Animation School. Issues related to the development of special effect technology, digital effect in particular, will be taken into account. The aim of the course also encompasses raising awareness of realization of cartoons and production of visual effects regarded as cultural activities.

**Script writing and storytelling**

The course is devoted to shaping basic abilities of script-writing with a particular emphasis on animated the film. Students will learn about the structure of the narrative film work, learn the principles of building selected film forms, and write a screenplay of a short animated film. During the process of screenwriting, students will use selected rules of dramatic-tension building, for instance, principles of counterpoint, three unities principle etc. They will also learn how to effectively build a colourful and compelling film characters and will get acquainted with their typology.

**Polish language and culture**

The aim of the course is to teach students rules of the Polish language which are necessary for basic communication. During the course student will learn the basic rules of Polish grammar, honorifics and phrases which are useful in everyday communication. Interesting context/aspects of intercultural communication will be taken into account. Students will also get to know selected issues of Polish culture and customs.

**Motion capture workshop2**

The course shows opportunities of the use of motion capture systems in media production. Students will be prepared to use the system and to work with it as actors. They will get to know how mocaps are used in contemporary feature films and animations. Special attention will be paid on facial mocap system that students will have a chance to use during the workshop.