

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                           |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Contemporary mainstream animated cinema, PG_00176996                                                                                                                                                                                                                                                                      |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
| Field of study                              | Film and Audio-Visual Culture Studies                                                                                                                                                                                                                                                                                     |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                              |                                                          | Academic year of realisation of subject                                                                                                                                                                                  |                                     | 2025/2026                                                                                                                    |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                                        |                                                          | Subject group                                                                                                                                                                                                            |                                     | Obligatory subject group in the field of study<br>Optional subject group                                                     |            |     |
| Mode of study                               | part-time studies                                                                                                                                                                                                                                                                                                         |                                                          | Mode of delivery                                                                                                                                                                                                         |                                     | at the university                                                                                                            |            |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                                                                         |                                                          | Language of instruction                                                                                                                                                                                                  |                                     | Polish<br>none                                                                                                               |            |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                                                                         |                                                          | ECTS credits                                                                                                                                                                                                             |                                     | 2.0                                                                                                                          |            |     |
| Learning profile                            | practical                                                                                                                                                                                                                                                                                                                 |                                                          | Assessment form                                                                                                                                                                                                          |                                     | credit                                                                                                                       |            |     |
| Conducting unit                             | Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector                                                                                                                                                                                                                              |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                        |                                                          | dr Marta Maciejewska                                                                                                                                                                                                     |                                     |                                                                                                                              |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                  |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                               | Lecture                                                  | Tutorial                                                                                                                                                                                                                 | Laboratory                          | Project                                                                                                                      | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                     | 20.0                                                     | 0.0                                                                                                                                                                                                                      | 0.0                                 | 0.0                                                                                                                          | 0.0        | 20  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                                            |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                                                                         | Participation in didactic classes included in study plan |                                                                                                                                                                                                                          | Participation in consultation hours |                                                                                                                              | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                     | 20                                                       |                                                                                                                                                                                                                          | 2.0                                 |                                                                                                                              | 28.0       | 50  |
| Subject objectives                          | The aim of the course is to supplement students' knowledge of issues relating to recent mainstream animated film, with an emphasis on its aesthetic and thematic dominants, production and distribution context (cinemas and VOD). The class addresses issues that are not usually covered extensively in course classes. |                                                          |                                                                                                                                                                                                                          |                                     |                                                                                                                              |            |     |
| Learning outcomes                           | Course outcome                                                                                                                                                                                                                                                                                                            |                                                          | Subject outcome                                                                                                                                                                                                          |                                     | Method of verification                                                                                                       |            |     |
|                                             | [WOFKAL3_W05] He/she knows professional terminology in the area of art sciences and cultural sciences, with particular emphasis on film studies and audiovisual culture.                                                                                                                                                  |                                                          | Familiar with professional terminology in the arts and cultural sciences, with a particular focus on recent mainstream animated cinema.                                                                                  |                                     | [SW4] test/exam - oral or written<br>[SW1] oral statement/<br>conversation/discussion<br>[SW3] text preparation/written work |            |     |
|                                             | [WOFKAL3_W02] He/she has advanced knowledge of the historical and cultural context of cinema and the media and their relationship with other areas of science and areas of contemporary life.                                                                                                                             |                                                          | Has advanced knowledge of the historical and cultural context of mainstream animated cinema and its relationship to other areas of study and fields of contemporary life.                                                |                                     | [SW4] test/exam - oral or written<br>[SW3] text preparation/written work                                                     |            |     |
|                                             | [WOFKAL3_W03] He/she has a well-organized knowledge of the history and principles of functioning of new media and the history of cinema.                                                                                                                                                                                  |                                                          | Has a structured knowledge of the history and principles of mainstream animated cinema and the history of cinema.                                                                                                        |                                     | [SW4] test/exam - oral or written<br>[SW3] text preparation/written work                                                     |            |     |
|                                             | [WOFKAL3_U20] He/she has the ability to prepare written works in Polish or a foreign language of various forms, purposes, lengths and styles, using basic theoretical approaches, sources, footnotes, as well as professional terminology.                                                                                |                                                          | Has the ability to prepare written work in Polish of varying form, purpose, volume and style, using basic theoretical approaches, sources, footnotes, and professional terminology on contemporary mainstream animation. |                                     | [SU3] text preparation/written work                                                                                          |            |     |

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| Subject contents                                               | The market for full-length mainstream animation from 1989 to 2024,<br><br>Aesthetic, technological and ideological changes and the commercialisation of full-length Hollywood animation,<br><br>Animated film as an industrial and corporate product with enormous cultural and commercial reach,<br><br>Key players in the animation market (including. Disney, Pixar, DreamWorks, Illumination, Laika, Netflix Animation, among others)<br><br>Culture and production practices, work structure and pipeline, operating models and market strategies specific to key players specialising in mainstream full-length animation production,<br><br>Animated film as a tool of cultural hegemony and a vehicle for social values and norms,<br><br>Streaming and the transformation of the animation market (New Wave of Animation). |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Prerequisites and co-requisites                                | Subject selection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Percentage of the final grade |
|                                                                | attendance and active participation in classes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 80.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 30.0%                         |
|                                                                | Credit test (written or oral) or written paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 70.0%                         |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Brown Noel, <i>Contemporary Hollywood Animation. Style, Storytelling, Culture and Ideology Since the 1990</i> , Edinburgh University Press, Edynburg 2021.<br><br>Sitkiewicz Paweł, <i>Animacja i Kino Nowej Przygody</i> , [w:] Szyłak Jerzy et al., <i>Kino Nowej Przygody</i> , Wydawnictwo słowo/obraz terytoria, Gdańsk 2011, s. 63-77.<br><br>Sitkiewicz Paweł, <i>Między tradycją i Nowym Hollywood. Ewolucja pełnometrażowej animacji dla dzieci</i> , [w:] <i>Sztuka dla dziecka. Tradycja we współczesności</i> , red. Grzegorz Leszczyński, Hanna Gawrońska, Centrum Sztuki Dziecka w Poznaniu, Poznań 2011, s. 197-209.<br><br>Wojnach Andrzej, <i>Film animowany. Sztuka czy biznes?</i> , Wydawnictwo Wojciech Marzec, Warszawa 2017. |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Hooks Ed, <i>Craft Notes for Animators. A Perspective on a 21st. Century Career</i> , Routledge, Nowy Jork 2017.<br><br>Larsen Darl, <i>Moving Pictures. A History of American Animation from Gertie to Pixar and Beyond</i> , Rowman & Littlefield, Lanham-Boulder-New York-London 2024.<br><br>Wells Paul, <i>Computer Animation: Margins to Mainstream</i> , [w:] <i>The Wiley-Blackwell History of American Film</i> , red. C. Lucia, R. Grundmann, S. Art, Blackwell Publishing, t. 1-4, s. 1-24.<br><br>Wells Paul, <i>The Fundamentals of Animation</i> , AVA Publishing, Lozanna 2006.                                                                                                                                                      |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Example issues/<br>example questions/<br>tasks being completed | What is the New Wave of Animation?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |
|                                                                | How has streaming affected the distribution and production of animation cinema?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |

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| Work placement | Not applicable |
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