University of Gdańsk

Subject card

Subject name and code	Advertising Photography , PG_00152643		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	3.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Zbigniew Treppa	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30	2.0	43.0	75

Subject objectives	Acquiring basic knowledge in the field of advertising photography. The ability to evaluate photos in terms of the effectiveness of the media message. Using photographic means of expression. The ability to use photography in the creation of intermedia visual messages.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student has in-depth and structured knowledge of photographic visual persuasion.	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills
[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	The student has language skills in the field of photographic visual persuasion.	[SK1] oral statement/conversation/ discussion
[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The student is able to use the tools of photographic visual persuasion.	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills
[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	The student recognizes the need to constantly update and deepen knowledge in the field of photography.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student is able to consciously use the language of photography.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	able to use methods, tools and acquired workshop skills to the extent necessary to implement his own photographic projects.	[SK8] observation of student's independent or team work

Subject contents

Documentary, autobiographical and metaphorical layers in photography. 2. Photography technique and technology. 3. Development of creative personality through photography. 4. Photographic image of a man. Photographic conventions for showing faces and figures. Positive and negative ways of shaping a person's image. 5. Using means of photographic expression: lighting contrast, motif contrast, shooting plan, viewing angle, perspective, frame proportions. 6. Experiment and provocation in photography. 7. Possibilities of the photographic image and its functions in controlling expression.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
pass with grade	51.0%	100.0%

Recommended reading

Basic literature	H u n t e r F., Biver S., Fuqua P., Light in photography, Łódź 2009.F e i n i n g e r A., Nauka o fotografie, Warszawa 1987.L a n g f o r d M., F o x A., S m i t h S., Photography according to Langford for photographers. Or how to master this art, Warsaw 2012P a k a l s k i L . J., Kaleidoscope of photography. Between technology and art, Gliwice 2012
Supplementary literature	-
eResources addresses	

Example issues/ example questions/ tasks being completed

Idealistic image of an object

Work placement

Not applicable

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