University of Gdańsk

Subject card

Subject name and code	Computer shop photo media, PG_00152597		
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	3	ECTS credits	3.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Aleksandra Żukowska	
	Teachers	dr Aleksandra Żukowska	

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

1. To introduce tools and techniques of digital photographic image editing, including retouching, work with layers and masks, as well as tonal and color correction.

2. To develop the ability to independently edit and creatively transform photographic images based on students own photographic material.

3. To consolidate knowledge of composition, color, and visual structure in the context of media photography and visual projects.

4. To teach the design of original photographic works and digital collages using principles of conscious visual communication.

5. To familiarize students with selected examples of artistic photography, collage, and creative practices relevant to contemporary visual culture.

6. To prepare students for independent creative and project-based work in the field of digital photography used in media and visual communication.

Learning outcomes			
	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Student is prepared to apply acquired knowledge to solving problems related to digital photographic image editing and to seek consultation and feedback when encountering difficulties in developing a solution independently.	[SK2] presentation/project/paper/ report [SK6] demonstration of practical skills
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	Student is able to prepare and present an extensive photographic project and discuss the solutions applied, using terminology related to photography and digital image editing and referring to analyzed examples and sources.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
	[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.	Student is able to create and present visual photographic messages using digital image-editing tools, adapting the form of communication to its purpose and target audience.	[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	Student has knowledge of the principles and methods of digital photographic image editing, as well as the conscious and ethical shaping of visual communication in media photography.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents	
	Introduction to the subject, course objectives and assessment requirements. The role of digital image editing in media and advertising photography. Fundamentals of working with photographic images in a digital environment graphic software interface, file organization, layer-based workflow and principles of non-destructive editing. Selection and isolation techniques in photographic images selection tools, layer masks and basic methods of refining and smoothing edges. Image editing and integration techniques tonal and color adjustments, combining visual elements into a coherent composition. Composition in digital image editing spatial relationships, scale, perspective and visual hierarchy. Selected artistic strategies in collage and photomontage analysis of works by artists using image montage in contemporary artistic and media practice. Creative approaches to working with photography image interpretation and transformation, building visual narratives using digital tools. Working with color, light, texture and typographic elements in digital images aesthetic and communicative functions of the photographic image. Development of an individual, multi-stage final project focused on digital image editing and image integration, based on the students own photographic material. Presentation and discussion of completed works.
Prerequisites and co-requisites	

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Individual semester project in digital editing and creative processing of photographic images</td><td>51.0%</td><td>100.0%</td></tr>
</table></td></tr>
<tr><td rowspan="4">Recommended reading</td><td>Basic literature</td><td>Core reading

1. Chavez, C., Adobe Photoshop. Official Coursebook. 2023 Edition, Helion Publishing, Gliwice 2023.

2. Eismann, K., Duggan, S., Porto, J., Photoshop: Masking and Compositing, Helion Publishing, Gliwice 2013.

3. Cotton, C., The Photograph as Contemporary Art, Universitas, Kraków 2010.

4. Hornung, D., Color: A Workshop for Artists and Designers, Universitas, Kraków 2009.

5. Kelby, S., The Digital Photography Book: Professional Techniques Step by Step, Helion Publishing, Gliwice 2021.</td></tr>
<tr><td>Supplementary literature</td><td>Supplementary reading

1. Sontag, S., On Photography, Karakter Publishing, Kraków 2023.

2. Arnheim, R., Art and Visual Perception: A Psychology of the Creative Eye, słowo/obraz terytoria, Gdańsk 2004.

3. Berger, J., Ways of Seeing, Aletheia Foundation, Warsaw 2008.

4. Rouillé, A., Photography: Between Document and Contemporary Art, Universitas, Kraków 2024.

5. Zawojski, P. (ed.), Theory and Aesthetics of Digital Photography, National Centre for Culture, Warsaw 2017.

6. Eismann, K., Photoshop Retouching, Helion Publishing, Gliwice 2015.

7. Evening, M., Adobe Photoshop CC for Photographers, Helion Publishing, Gliwice 2016.</td></tr>
<tr><td>eResources addresses</td><td>Basic
https://www.adobe.com/pl/learn/photoshop/paths/photo-compositing - Adobe Learn – Photoshop: official learning materials on digital photo editing, working with layers and masks, retouching, selections, and compositing.</td></tr>
<tr><td></td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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