University of Gdańsk

# Subject card

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| Subject name and code | The visual aspects of communication in advertising, PG_00152567 | | |
| Field of study | Journalism and Social Communication | | |
| Date of commencement of studies | October 2025 | Academic year of realisation of subject | 2025/2026 |
| Education level | Master's studies | Subject group | Obligatory subject group in the field of study<br>Optional subject group<br>Specialty subject group<br>Subject group related to practical vocational preparation |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 1 | Language of instruction | Polish |
| Semester of study | 1 | ECTS credits | 3.0 |
| Learning profile | practical | Assessment form | credit |
| Conducting unit | Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector | | |
| 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 | 30.0 | 0.0 | 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**

Knowledge of the basics of visual communication and the principles of image composition in relation to contemporary advertising forms.

Developing the ability to analyze a visual advertising message and assess its effectiveness in relation to the principles of design.

Knowledge of the basics of visual persuasion in advertising and the rhetoric of visual messages.

Ability to analyze various visual identification systems and their elements. Learning the basics of typographic culture in graphic design.

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena. | The student is able to use the knowledge and competences acquired during classes to independently critically evaluate advertising messages in the broader context of visual culture and the general cultural, social and political background. | |
| [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 has knowledge of methods of researching visual persuasive messages and current theoretical reports in this area, thanks to which he is able to independently research such messages. | |
| [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. | The student has knowledge of how to create, analyze and interpret advertising messages in the context of the principles of visual communication design. | |
| [DZiKSMU2_U08] He/she can conduct debates and participate in them, make substantive arguments using his/her own views and the views of other authors, formulate conclusions and create synthetic summaries. | The student is able to use basic tools for analyzing visual and audiovisual advertising based on the current literature on the subject. | |
| [DZiKSMU2_K05] He/she correctly identifies and responsibly resolves professional and social dilemmas, maintains the work ethos, observes and develops the ethics of the profession. | The student is able to independently, critically assess, resolve issues related to the ethics of advertising messages and pay attention to them in the context of social responsibility. | |
| [DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies. | The student has knowledge of the nature of contemporary design of visual advertising communication and its role in the mediasphere. | |
| [DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content. | The student is able to critically receive and analyze visual advertising messages. | |
| [DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks. | The student is able to analyze and, to a basic extent, create visual advertising messages, distinguishing their various types and appropriately selecting the means of expression. | |

## Subject contents

1. Introduction to the semiotics of visual and audiovisual advertising.2. Designing an advertising image - principles, types of composition, role of colors.3. Narration and storytelling in visual and audiovisual advertising - types, functions, techniques.4. Constructing visual messages in social advertising, social advertising and commercial advertising.5. Relationships between words and images in visual advertising. Basics of typography in advertising, narrative typography.6. Methods of analysis and interpretation of visual and audiovisual advertising messages.

## Prerequisites and co-requisites

## Assessment methods and criteria

| Subject passing criteria | Passing threshold | Percentage of the final grade |
|---|---|---|
| Passing grade | 51.0% | 100.0% |

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| Recommended reading | Basic literature | 1.Bergstrom B., Visual communication, Ed. Naukowe PWN, Warszawa 2010. 2. Lewiński P., Retoryka reklamowe, Wydawnictwo Uniwersytewrze Wrocławskiego, Wrocław, 1999. 3. Rose G., Interpreting visual materials: critical methodology of visuality research, Ed. Scientific PWN, 2010. 4. Ryłko-Kurpiewska A., Advertising as the art of repetition, Novae Res, Gdynia 2016. 5. Tkaczyk P., Narratologia, Ed. Naukowe PWN, Warszawa 2017. 6. Tyliszczak J.J., Włoszczyński A.L., Image of the city what, how, why, Wydawnictwo internet e-bookowo, 2016. 7. Tkaczyk P., Nooks and crannies of the brand. Things you may not have known, forgotten or omitted when building your brand, OnePress, Gliwice 2011. 8. Young M., Ogilvy on advertising in the digital age, Arkady publishing house, Warsaw 2018. 9. Wasilewski P., Maison D., Propaganda of good hearts, or a story about social advertising, part 1 and 2, Agencja Wasilewski, Kraków, 2002. 10. Wszołek M., Manual: advertising - a textbook on communication design, Libron, Wrocław 2017. |
| | Supplementary literature | 11. Ambrose G., Harris P., Pre-press. A guide for graphic designers, ed. Scientific PWN, Warsaw, 2010. 12. Arnheim R., Art and visual perception, psychology of the creative eye, Officyna s.c., Warsaw, 2004. 13. Bogunia-Borowska M., Sztompka P., Photosociety. Anthology of texts on visual sociology, Kraków 2012. 14. Causse J-G., The incredible power of colors, Ed. Sonia Draga, Katowice, 2015. 15. Dębowski P., Mrowczyk J., Widzieć/Wiedzieć, Wydawnictwo Karakter, Kraków, 2011. 16. Doliński D., Psychological mechanisms of advertising, GWP, Gdańsk 2011. 17. Folga-Januszewska D., Here is the art of the Polish poster, Ed. Bosz, Olszanica 2018. 18. Frutiger A., Man and his signs, d2d Publishing House, Kraków, 2015. 19. Itten J., Sztuka Color, Ed. d2d, Kraków, 2015. 20. Kolesar Z., Mrowczyk J., History of graphic design, Karakter, Kraków 2018. 21. Lenk K., Short texts on the art of design, word image / terytoria, Gdańsk, 2011. 22. Lenk K., Projects and doodles, word image / terytoria, Gdańsk, 2010. 23. Ries L., The visual hammer. How to drive a brand's message through the emotional power of an image, Helion 2016. 24. Rutkiewicz M., Dymna E., Polish outdoor, Wydawnictwo Klucze, Warsaw, 2009. 25. Toscani O., Advertising - smiling trash, Agencja Wydawnicza Delta, Warsaw, 1995. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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