

Subject card

Subject name and code	Design and Production of Literary Events, PG_00179108						
Field of study	Management of Artistic Institutions						
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 Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Agnieszka Żukowska				
	Teachers						
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		18.0	50

Subject objectives	The aim of the course is to equip participants with both theoretical knowledge and practical skills necessary for planning, organizing, and delivering literary events within a social and cultural context. It is designed for individuals interested not only in literature as an art form, but also in its role and place in the contemporary world as a tool for community building, fostering social dialogue, and shaping cultural and civic awareness. The course offers a creative fusion of literary passion with skills in cultural project management, cultural animation, and social communication. Through active participation in sessions, workshops, and group projects, students will engage with every stage of event creation from the initial idea and programme concept, through logistical and financial planning, to promotion, communication strategy, implementation, and evaluation. Special emphasis is placed on understanding the role of literature in building spaces for dialogue both locally and globally. Literature, as a multidimensional medium, becomes a point of departure for discussions on identity, collective memory, exclusion, diversity, and ecology. Literary events, viewed not only as opportunities to meet authors and engage with texts, but also as socially engaged actions, can serve integrative, educational, therapeutic, or emancipatory purposes. Throughout the course, students will learn to develop original concepts for events such as literary festivals, author readings, panel discussions, writing workshops, literary walks, performative events, participatory initiatives involving local communities, and interdisciplinary projects that combine literature with other art forms. They will explore how to design programming tailored to diverse audiences: children and young people, seniors, migrants, and socially excluded groups. The course also includes the analysis of best practices and case studies from both local and national literary and cultural contexts. Participants will be encouraged to think critically about the structure, goals, promotional strategies, funding sources, and audience engagement methods of various literary initiatives. Classes are interactive and workshop-based. Each participant will have the opportunity to design their own literary event project, which will be evaluated in terms of feasibility, content quality, communication coherence, relevance to the target audience, and practical implementation potential. A key component of the course is the development of soft skills essential in the roles of cultural animator, literary project manager, or educator such as teamwork, interpersonal communication, problem-solving, negotiation, time and resource management, cognitive flexibility, and empathy. Students will also reflect on the role of the cultural event organiser as a socially responsible agent promoting democratic values, tolerance, solidarity, and openness to diversity. This elective prepares students for work in cultural institutions, NGOs, literary foundations, publishing houses, the media, community centres, or for running their own cultural initiatives. Designing and producing literary events is not only an opportunity to develop knowledge and practical skills, but also a space for reflection on how literature can impact social life, inspire action, connect people, and build bridges between communities. Participants will be encouraged to engage creatively and consciously with the tools of literary culture not merely to organise events, but to meaningfully transform social reality through words, encounters, and dialogue.
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Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZIAL3_U03] They are capable of communicating effectively using specialized terminology in arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Is able to communicate effectively using specialized terminology used in the design and production of literary events.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills; they understand the importance of ongoing learning and professional development in managerial and/or artistic activity.	Is prepared for a critical assessment of his/her knowledge of the design and production of literary events; understands the importance of ongoing learning and professional development in managerial activity	[SK1] oral statement/conversation/discussion
	[ZIAL3_U04] They are capable of actively participating in debates regarding art, literature, and arts management, presenting, evaluating, and discussing various viewpoints.	Is able to actively participate in debates regarding design and production of literary events, presenting, evaluating, and discussing various viewpoints.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZIAL3_W03] They possess detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	Possesses detailed knowledge of specific topics related to the design and production of literary events, with a focus on practical applications in managerial activity.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	• Introduction to the organisation of literary events • The literary landscape in the Tricity area and across Poland • Identifying themes and topics for literary event development • From concept to evaluation stages of project implementation • Roles and responsibilities of a literary event production manager • Event formats: festivals, workshops, author talks, and other literary events • Analysing the needs and expectations of diverse audience groups • Budget planning, scheduling, and event logistics • Promotion tools, methods, and strategic approaches • Fundamentals of literary project management • Presentation and discussion of students original event concepts		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	40.0%
	presentation with discussion	51.0%	60.0%

Recommended reading	Basic literature	1) Czapliński, P., 2024. <i>Rozbieżne emancypacje</i>. Kraków: Wydawnictwo Literackie. 2) Budnik, A., Jankowicz, G., Pałęcka, A. & Sowiński, M., 2024. <i>Pisać może dziś każdy</i>. Gdańsk: Gdańska Galeria Miejska. 3) Wojciechowska, M., Laskowska, J. i Sitkiewicz, P., 2023. <i>Gdańsk jako miasto literatury: badanie wizerunku</i>. Warszawa: Stowarzyszenie Bibliotekarzy Polskich. 4) Gawęł, Ł., Konior, A., Pluszyńska, A., (red.), 2020. <i>Zarządzanie w kulturze. Teoria i praktyka</i>. Warszawa: Wydawnictwo Naukowe PWN.
	Supplementary literature	1) Karp-Szymańska, A. (2023) <i>Droga do czytelnika: diagnoza potrzeb dziecięcego odbiorcy wydarzeń kulturalnych</i>. Wydawnictwo NCK (Narodowe Centrum Kultury). https://nck.pl/upload/2024/03/droga-do-czytelnika-diagnoza-potrzeb-dzieciecego-odbiorcy.pdf 2) Ilczuk, D., 2012. <i>Ekonomika kultury</i>. Warszawa: Wydawnictwo Naukowe PWN. 3) Ryszard Koziołek, R., 2016. <i>Dobrze się myśli literaturą</i>. Kraków: Wydawnictwo Universitas.
	eResources addresses	Supplementary https://ruj.uj.edu.pl/server/api/core/bitstreams/9797e737-04b5-4233-9e5c-a01fead1dca0/content - Gawęł, Ł., Konior, A., Pluszyńska, A., (red.), 2020. <i>Zarządzanie w kulturze. Teoria i praktyka</i>. Warszawa: Wydawnictwo Naukowe PWN. https://open.icm.edu.pl/server/api/core/bitstreams/9029e4e1-6bb7-461b-b33a-8d9a371a4344/content - Wojciechowska, M., Laskowska, J. i Sitkiewicz, P. (2023) <i>Gdańsk jako miasto literatury: badanie wizerunku</i>. Warszawa: Stowarzyszenie Bibliotekarzy Polskich. https://miastoliteratury.com/wp-content/uploads/2024/10/ml-pisac_moze_kazdy-web-240326.pdf.pdf - Budnik, A., Jankowicz, G., Pałęcka, A. & Sowiński, M., 2024. <i>Pisać może dziś każdy</i>. Gdańsk: Gdańska Galeria Miejska.
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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