University of Gdańsk

Subject card

Subject name and code	Bilingual Course: Computer Graphics, PG_00179745		
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	dr Aleksandra Żukowska	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	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	53.0	75

Subject objectives
1. Introducing students to examples and principles of designing diverse graphic forms in contemporary visual communication. 2. Developing basic skills in using software for creating raster and vector graphics. 3. Developing the ability to design simple visual materials in accordance with the principles of contemporary graphic design. 4. Developing basic skills in digital editing and processing of photographic images.

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.	The student is able to design and present an original visual message using vector graphic tools and to justify the adopted design solutions in relation to the communication objective and target audience.	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	The student is prepared to critically analyze graphic design projects and consciously evaluate the visual and communicative solutions applied.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
[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 prepared to apply acquired knowledge in the design process and to use feedback to further develop and improve their own solutions.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[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 the principles of designing visual messages, particularly graphic signs, as well as the functions of composition, color, and typography in creating effective visual communication.	[SW2] presentation/project/paper/ report

Subject contents

Introduction to the subject and overview of course requirements and assessment criteria.

Fundamentals of constructing visual messages in various forms of graphic and visual design.

Overview of selected contemporary trends in graphic design and analysis of their practical applications.

Principles of graphic design in the context of contemporary digital media and visual communication.

Fundamentals of digital photographic image editing.

Fundamentals of vector graphic design.

Basic typographic principles and the role of typography in visual communication.

Combining typographic, photographic and vector elements in simple graphic design projects.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
ndividual graphic sign project, including a basic application and documentation of the design process	51.0%	100.0%

Recommended reading	Basic literature	Supplementary reading 1. Willberg, H. P., Forssman, F., *First Aid in Typography*, słowo/obraz terytoria, Gdańsk 2004. 2. Arnheim, R., *Art and Visual Perception: A Psychology of the Creative Eye*, Oficyna, Warsaw 2004. 3. Itten, J., *The Art of Color*, d2d, Kraków 2015. 4. Elam, K., *Geometry of Design: Studies in Proportion and Composition*, d2d, Kraków 2014. 5. Lenk, K., *Short Texts on the Art of Design*, słowo/obraz terytoria, Gdańsk 2011. 6. Lenk, K., *Projects and Scribbles*, słowo/obraz terytoria, Gdańsk 2010. 7. Llop, R., *Graphic Systems in Book Cover Design: In Search of a Parametric Language*, d2d, Kraków 2018. 8. French, N., D'Andrade, H., *Create a Typographic Design*, d2d, Kraków 2017. 9. Rypson, P., *Nie gęsi. Polish Graphic Design 1919–1949*, Karakter Publishing, Kraków 2017. 10. Wicha, M., *Guest Appearances: Pieces on Design*, Karakter Publishing, Kraków 2024.

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	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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