

Subject card

Subject name and code	Visual Communication (Practical Workshop), PG_00206688						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		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 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	2		ECTS credits		1.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Maciej Kabroński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		0.0		10.0	25
Subject objectives	Preparing students to work in the editorial team of an online news portal, developing skills in selecting and managing both visual and written content (publishing), and developing the ability to analyse website traffic statistics and online activity (market analysis).						

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 is able to communicate content effectively in online media, selecting appropriate forms and modes of presentation for different audiences and using available digital tools.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[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 analyse and compare selected visual communication solutions in online media and present conclusions using digital tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[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 acquired knowledge to critically analyse contemporary phenomena in online media, including trends, content publishing strategies, and mechanisms of influence and manipulation.	[SU5] implementation of a problem task
	[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 in-depth knowledge of the principles of visual communication in online media and understands contemporary phenomena and patterns shaping the reception of online content, including the impact of trends, illustration methods and website usability.	[SW1] oral statement/conversation/discussion
	[DZiKSMU2_W05] He/she has well-structured knowledge of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication, as well as of the functioning of media institutions and social communication departments, and understands the goals and challenges associated with their operation.	The student has structured knowledge of how an online news portal newsroom is organised and understands the goals and challenges related to the operation of online media.	[SW1] oral statement/conversation/discussion
	[DZiKSMU2_W07] He/she has 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 is familiar with the principles of creating online and visual messages, understands their functions and effectiveness, and applies ethical standards in media practice.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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.	The student is able to select and organise visual and written content for publication in an online portal and analyse basic online traffic statistics.	[SU2] presentation/project/paper/report
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.	The student is able to critically evaluate content encountered in online media, including its visual form and the way it is presented.	[SK1] oral statement/conversation/discussion

	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is ready to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student is able to responsibly carry out tasks related to preparing and publishing content for an online portal and collaborate within a team.	[SK8] observation of student's independent or team work
Subject contents	Organisation and workflow structure in an online news portal newsroom Analysis of current online trends Online illustration techniques Legal aspects of online journalism Search engine optimisation and usability Portal publishing techniques Statistics analysis Manipulation techniques		
Prerequisites and co-requisites	Basic knowledge of online journalism, the functioning of electronic media and the media market (including familiarity with leading horizontal portals and social networking platforms).		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Newsy w sieci. Internet i dziennikarstwo, Allan Stuart, Kraków 2009 Ius Internet. Między prawem, a etyką, Joanna Kulesza, Warszawa 2010 E-wangeliści. Ucz się od najlepszych twórców polskiego internetu, Tomasz Cisek, Paweł Nowacki, 2012 Information Graphics, Sandra Rendgen, Köln 2012 Design for Information, Isabel Meirelles, Beverly 2013 Pułapki myślenia. O myśleniu szybkim i wolnym, Daniel Kahneman, Poznań 2012	
	Supplementary literature	-	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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