

Subject card

Subject name and code	Creative Computer Graphics in Advertising, PG_00206410						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2026/2027	
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	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Barbara Pawłowska, prof. UG				
	Teachers						
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		18.0	50
Subject objectives	The aim of the course is to familiarize students with the possibilities of using computer graphics in the promotional activities of a business or organization, such as a university. Students become acquainted with a computer graphics design tool and learn how to use it to develop and implement their own concepts for promoting a selected event, initiative, or issue.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to observe, understand, and analyze economic and social phenomena and can use computer graphics for their visualization and communication in promotional activities.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses, and resolves dilemmas and various solution options related to graphic design and promotional activities.	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student is able to set appropriate priorities, plan and organise tasks related to the design, production and deployment of graphic materials in promotional activities, as well as monitor and evaluate project progress.	[SU5] implementation of a problem task
	[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	The student is able to independently set priorities in the implementation of a graphic design project.	[SU5] implementation of a problem task
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student possesses advanced knowledge of the rules and norms —legal, organizational, and ethical—that shape economic structures and institutions, with particular emphasis on the international market	[SW2] presentation/project/paper/report
	[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	The student knows and understands the basic concepts and principles of protecting the ownership of graphics and visual materials.	[SW1] oral statement/conversation/discussion
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student understands the necessity of expanding the knowledge in the field of computer graphics creation.	[SK2] presentation/project/paper/report
	[EKONL3_W09] has an advanced knowledge of the evolution of theories describing economic entities and organisations as well as public institutions, and is familiar with the functional links within them	The student is familiar with theories related to economic organizations and public institutions and understands their functional relationships. They are able to create graphic materials tailored to the communication specifics of these entities.	[SW1] oral statement/conversation/discussion
	[EKONL3_U12] can independently plan and implement own lifelong learning	The student is able to plan and organize tasks related to the execution of graphic design projects.	[SU2] presentation/project/paper/report
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student is able to create graphic materials tailored to the specific communication needs of these entities.	[SW2] presentation/project/paper/report
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student communicates effectively in an international creative environment, applying international economic terminology while working on graphic projects.	[SU5] implementation of a problem task
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of using computer graphics in promotional activities, understands the principles of graphic design, and recognizes its impact on consumer decisions.	[SW2] presentation/project/paper/report

	<table><tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr><tr><td>[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence</td><td>The student is prepared to think and act entrepreneurially within the field of computer graphics for promotional activities; they can adapt to the dynamic realities of the advertising market, take on creative design challenges, remain resilient in the face of setbacks, and identify threats and assess risks during the creation and implementation of promotional materials.</td><td>[SK5] implementation of a problem task [SK6] demonstration of practical skills</td></tr></table>	Course outcome	Subject outcome	Method of verification	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is prepared to think and act entrepreneurially within the field of computer graphics for promotional activities; they can adapt to the dynamic realities of the advertising market, take on creative design challenges, remain resilient in the face of setbacks, and identify threats and assess risks during the creation and implementation of promotional materials.	[SK5] implementation of a problem task [SK6] demonstration of practical skills						
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Subject contents	Session 1: Using Corel software suite for product/company visualization - basics of working with a graphic program (2 hours) 1. Basic differences between vector and raster graphics; 2. Most popular graphic formats; 3. Introduction to the basics of CorelDRAW; 4. Corel workspace settings. Sessions 2 and 3: Basics of working with CorelDRAW - exercises (4 hours) 1. Precise object transformations, resizing, positioning, working with objects; 2. Aligning and distributing objects, modifying shape, grouping and merging, shaping objects; 3. Editing Bezier curves and creating complex shapes using the shape tool, working on nodes, disconnecting and connecting objects; 4. Creating example objects; 5. CorelDRAW support tools: layer and object manager, view manager, clip folders. Sessions 4 and 5: Advanced transformations of vector and raster graphics (2 hours) 1. Working with layers; 2. Importing formats not supported by the vector graphics program; 3. Combining vector and bitmap graphics; 4. Interactive effects; 5. Bitmap effects; 6. Limitations of CorelDRAW and modification of resolution and size. Sessions 5, 7, and 8: Basic concepts of using form, color, and additional effects in visualizing a company logo (6 hours) 1. Creating a graphic logo using clipart objects; 2. Working with text; 3. Converting text to curves; 4. Fitting text to a path. Sessions 9 and 10: Working with cliparts (4 hours). Sessions 11, 12, and 13: Poster preparation (6 hours): 1. Graphic development of the poster background. 2. Text placement. Sessions 14 and 15: Project (4 hours). This outline provides a detailed overview of the course structure, focusing on practical exercises using CorelDRAW and related graphic design tools, aimed at enhancing students' proficiency in digital design for promotional activities.												
Prerequisites and co-requisites	Elements of knowledge in marketing and forms of promotion.												
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Preparation of project components</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Attendance</td><td>75.0%</td><td>10.0%</td></tr><tr><td>Project</td><td>51.0%</td><td>60.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Preparation of project components	51.0%	30.0%	Attendance	75.0%	10.0%	Project	51.0%	60.0%
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Recommended reading	<table><tr><td>Basic literature</td><td>1. J. Altkorn, Wizualizacja firmy, Instytut Marketingu, Kraków 1999. 2. S. Godin, To jest marketing!, MT Biznes Ltd., 2019, ISBN: 9788380877597 (e-book); 3. D. F. DAlessandro, Kreowanie marki. Jak wypracować perfekcyjny wizerunek firmy i produktu, Wyd. RM, 2001, ISBN: 9788372431950;</td></tr><tr><td>Supplementary literature</td><td>1. G. Miłkowski, Niech Cię widzą w sieci! Blog lub serwis branżowy od podstaw, Wyd. Onepress, 2020, ISBN 9788328366275 2. Websites with CorelDRAW exercises and assignments.</td></tr><tr><td>eResources addresses</td><td></td></tr></table>	Basic literature	1. J. Altkorn, Wizualizacja firmy, Instytut Marketingu, Kraków 1999. 2. S. Godin, To jest marketing!, MT Biznes Ltd., 2019, ISBN: 9788380877597 (e-book); 3. D. F. DAlessandro, Kreowanie marki. Jak wypracować perfekcyjny wizerunek firmy i produktu, Wyd. RM, 2001, ISBN: 9788372431950;	Supplementary literature	1. G. Miłkowski, Niech Cię widzą w sieci! Blog lub serwis branżowy od podstaw, Wyd. Onepress, 2020, ISBN 9788328366275 2. Websites with CorelDRAW exercises and assignments.	eResources addresses							
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Example issues/ example questions/ tasks being completed	During consultations, the details of project implementation will be discussed, and any questions or concerns regarding individual projects will be clarified. Current issues and challenges raised by students will also be addressed.												
Work placement	Not applicable												