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| FACULTY: | Faculty of Architecture and Design |
| FIELD OF STUDY: | Design |
| ERASMUS COORDINATOR OF THE FACULTY: | Mateusz Rybarczyk |
| E-MAIL ADDRESS OF THE COORDINATOR: | mateusz.rybarczyk@tu.koszalin.pl |
| COURSE TITLE: | SELECTED DESIGN STUDIO 2  Poster and Advertisement Design Workshop |
| LECTURER’S NAME: | Mateusz Rybarczyk |
| E-MAIL ADDRESS OF THE LECTURER: | mateusz.rybarczyk@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 6 |
| COURSE CODE (USOS): | 1211>2102-WPP2sem4 |
| ACADEMIC YEAR: | **2025/2026** |
| SEMESTER:  (W – winter, S – summer) | S |
| HOURS IN SEMESTER: | 60 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | project |
| LANGUAGE OF INSTRUCTION: | **• English full time scheme for classes with 5 and more International Erasmus+ students enrolled/accepted;**  **• English 50% individually with the teacher + Polish 50% with Polish students or individual project work- scheme for classes with less than 5 International Erasmus+ students enrolled/ accepted;** |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | project work, presentation, continuous assessment |
| COURSE CONTENT: | Designing of an advertisement campaign; practical task to teach the students the importance and complexity of such design, with the idea of a time-frame as well as the area of presented materials; finding connection between the claim and the graphic elements, ability of flexible design ready to be adapted to different dimensions and destinations (both printed and digital), correct use of logos according to their brandbooks etc. |
| ADDITIONAL INFORMATION: | 2nd grade course (4th semester) |

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