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| FACULTY: | Faculty of Architecture and Design |
| FIELD OF STUDY: | Design |
| ERASMUS COORDINATOR OF THE FACULTY: | Jolanta Kwarciak |
| E-MAIL ADDRESS OF THE COORDINATOR: | [kwarciakjolanta@gmail.com](mailto:kwarciakjolanta@gmail.com) jolanta.kwarciak@tu.koszalin.pl |
| COURSE TITLE: | Poster and advertisement graphics 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>18WPP2-2Pr |
| ACADEMIC YEAR: | 2024/2025 |
| SEMESTER:  (W – winter, S – summer) | S |
| HOURS IN SEMESTER: | 60 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | project (practical) |
| 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, presentations |
| COURSE CONTENT: | Designing advertisement campaign for a series of summertime events for young people called “Martwy sezon” (pl. “Off Season”) for both – digital content and printed matters. Coming up with the Key Visual and applying it to a variety of formats, places and methods of distribution as well as the time span of the campaign. |
| ADDITIONAL INFORMATION: | The task is supported by the introduction exercise consisting of resizing of a simple key visual. |

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