

SUBJECT CARD

1. Basic information

Subject	Visual information and structures in business
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	specialization
Total number of hours	30 h
Didactic cycle	2024/2025 winter
Academic semester	5
Academic year	3
Education profile	general academic
Year of implementation	2026/2027
Language of instruction	English
Teacher(s)	dr Marcin Cziomer

Semester, number of ECTS points, type of subject, number of hours

Semester	Discussion class
5	30 godz. 3 ECTS

2. General objectives

C1	The general focus of the subject program allows students to get acquainted more deeply with the visual structures of business.
----	--

3. Introductory requirements

The student knows basic forms of visual communication in business.

4. Learning outcomes

W1	Knowledge: recognize basic tools of visual communication in business.
S1	Skills: Use the basic tools of visual communication in practice.
S2	Skills: choose adequate tools for visual communication for his aims.
S3	Skills: create effective visual messages.
K1	Social competence: work in a professional team and solve problems using tools of visual communication.

5. Course program

Discussion class (30 h)

Code	Detailed description of the topic blocks (semester: 5)
Kon1	Mind map as a form of visual communication developing creativity. S1 S2 Poster is a basic form of visual communication. S3 The prospectus is a source of information about products and services in business. W1 The leaflet is a condensed source of business information W1 Effective presentation in business. S1 Basic information about photography as a crucial tool of visual communication. S1 Short clip and advert in visual communication. S2 Web site in contemporary business. W1 S3 Brand, logotype, visualisation in business K1 W1

6. Didactic methods

Discussion class	
M3	Brainstorm
M15	Work on projects
M16	Group work
M17	Multimedia presentation

7. Student workload

Number of hours under supervision	Student workload
Discussion class	30 h
Including e-learning:	0 h

Student's own work	
	45 h

Total workload	
Total number of hours for the course	75 h
Total number of ECTS points	3 ECTS

8. Conditions for course completion

Discussion class	
Grade 5:	Students recognized and applied the many forms of visual communication. Students design and create new ideas related to visual communication. Students have to complete more than 90 % of tasks and projects. Students participate in classes of more than 80 %
Grade 4,5:	Students recognized and applied the basic forms of visual communication. Students design and create new ideas related to visual communication. Students have to complete 80 % of tasks and projects. Students participate in classes of more than 75 %
Grade 4:	Students recognized and applied the basic forms of visual communication. Students design and create new ideas related to visual communication. Students have to complete 70 % of tasks and projects. Students participate in classes of more than 70 %.
Grade 3,5:	Students recognized and applied the basic forms of visual communication. Students have to complete 60 % of tasks and projects. Students participate in classes of more than 65 %.
Grade 3:	Students recognized the basic forms of visual communication. Students have to complete 50 % of tasks and projects. Students participate in classes of more than 60 %.

9. Literature

Basic literature

1. Tony Buzan — Mind Map for business, London, 2010, BBC
Bruce Block — Visual Story, New York, 2007, Amazon

Lecturer's publications

1. Andrzej Dudek-Dürer a multidimensional artist : possibilities of didactic solutions in art education inspired by the figure of the artist
Oficyna Wydawnicza AFM, 2019
2. Selected features of art education in the context of COVID-19 pandemic and distance learning in 2020-2021 in Poland
Antioch University Los Angeles, USA, University of Primorska, Slovenia and Andrzej Frycz Modrzewski Krakow University, Poland
ISBN 978-1-68489-766-7

Additional aids

Tony Buzan — The Power of Creative Intelligence, London, 2008, BBC

10. Additional information for students

Please send projects and tasks to the e-mail :
marcincziomerafm@gmail.com

11. Information about academic teachers

The person responsible for the card

dr Marcin Cziomer (e-mail: mcziomer@uafm.edu.pl)

Teacher(s) conducting the subject

dr Marcin Cziomer (e-mail: mcziomer@uafm.edu.pl)