

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialisation/ diploma path								Study profile	
Course name	New information technologies and multimedia tools							Course code	IS-FM-00078S
								Course type	elective
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	summer
					30			No. of ECTS credits	5
Entry requirements									
Course objectives	The student has knowledge about process of using new information technologies and creating multimedia projects for business. The student has knowledge about marketing, public relations and creative industries. The student acquires practical skills to using graphic, audio and video software in practice of a new business. The student gets to know examples of successfully multimedia projects.								
Course content	Graphic software and projects. Using videoconference software. Creating team projects using cloud software. Audio and video editing. Creating slideshows and video tutorials. Creating content for Social Media. Getting a new skill in using electronic devices and software e.g.: DaVinci Resolve, Audacity, Gimp, Video Camera.								
Teaching methods	Specialization workshop								
Assessment method	Evaluation of reports, evaluation of project, brainstorming, discussion, business analysis								
Symbol of learning outcome	Learning outcomes							Reference to the learning outcomes for the field of study	
	Knowledge:							-	
LO1	The graduate knows and understands examples of successfully multimedia projects.							-	
LO2	The student has knowledge about marketing, public relations and creative industries.							-	
	Skills:							-	
LO3	The graduate is able to creating multimedia projects							-	

L04	The student acquires practical skills to using graphic, audio and video software in practice of a new business.	-
	Social competence:	-
L05	The graduate is ready to team building and teamwork	-
L06	The graduate is ready to basic multimedia project management	-
Symbol of learning outcome	Methods of assessing the learning outcomes	Type of tuition during which the outcome is assessed
L01	Evaluating of the student's reports and performance in classes	SW
L02	Evaluating of the student's reports and performance in classes	SW
L03	Evaluating of the student's project	SW
L04	Evaluating of the student's project	SW
L05	Evaluating of the student's project	SW
L06	Evaluating of the student's project	SW
Student workload (in hours)		No. of hours
Calculation	Preparation for specialization workshop	30
	Participation in specialization workshop	30
	Working on projects	40
	Participation in student-teacher sessions related to the classes	5
	Case studies/homework	20
	TOTAL:	125
Quantitative indicators		HOURS
Student workload – activities that require direct teacher participation		35
Student workload – practical activities		125
Basic references	<ol style="list-style-type: none"> 1. S. Gitner, Multimedia Storytelling for Digital Communicators in a Multiplatform. World Taylor & Francis Limited, 2022 2. P. Markopoulos, J.-B. Martens, J. Malins, K. Coninx, A. Liapis, Collaboration in Creative Design: Methods and Tools, Springer, 2016. 3. P. J. M. Martin, S. Bhalerao, A. Moger, Multimedia, Subtitling and Captioning: As an Accessible Communication Tool, LAP LAMBERT Academic Publishing, 2016. 4. C. Poole, J. Bradley, Developer's Digital Media Reference: New Tools, New Methods, Taylor & Francis, 2013. 5. N. Salazar, Advances, Tools and Techniques of Digital Image Processing, Willford Press, 2016. 	
Supplementary references	<ol style="list-style-type: none"> 1. Ch. Marsh, D. W. Guth, B. P. Short Strategic Writing: Multimedia Writing for Public Relations, Advertising and More 5th Edition. Routledge, New York 2021. 	

	2. K. Paulsen, Moving media storage technologies: applications & workflows for video and media server. Elsevier, Amsterdam, 2011.	
Organisational unit conducting the course	International Department of Logistics and Service Engineering	Date of issuing the programme
Author of the programme	Tomasz Trochimczuk, MA	22.02.2022

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar