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-00078W**
								Course type	**elective**
Forms and number of hours of educational activities	**L**	**C**	**LC**	**P**	**SW**	**FW**	**S**	**Semester**	**winter**
					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								**-**

LO4	The student acquires practical skills to using graphic, audio and video software in practice of a new business.	**-**
	Social competence:	**-**
LO5	The graduate is ready to team building and teamwork	**-**
LO6	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
LO1	Evaluating of the student's reports and performance in classes	SW
LO2	Evaluating of the student's reports and performance in classes	SW
LO3	Evaluating of the student's project	SW
LO4	Evaluating of the student's project	SW
LO5	Evaluating of the student's project	SW
LO6	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	No. of ECTS credits
Student workload – activities that require direct teacher participation	**35**	**1,4**
Student workload – practical activities	**125**	**5**

Basic references	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	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