GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Multimedia and Internet Technologies, PG_00040537		
Field of study	Engineering Management		
Date of commencement of studies	October 2019	Academic year of realisation of subject	2021/2022
Education level	first-cycle studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	Part-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	5	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Informatics in Management -> Faculty of Management and Economics		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Igor Garnik	
	Teachers	dr inż. Igor Garnik	

Lesson types and methods of instruction

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	0.0	16.0	0.0	0.0	16

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	16	5.0	29.0	50

Subject objectives

Acquainting with the basics of using multimedia and internet technical means in order to obtain effective transfer of information and ideas, as well as providing theoretical and practical knowledge in the field of audiovisual techniques and specialized software. Multimedia and the Internet are an inseparable element of modern business communication, not only in the field of marketing or PR, but also in order to share knowledge within the organization.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_W11] has the basic knowledge of mathematics, physics and chemistry necessary to solve technical problems	The student has basic knowledge of exact sciences and is able to present it using multimedia techniques.	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
[K6_U01] interprets and analyses the phenomena and processes taking place in the economy and organisation using basic theoretical knowledge of economics, management and science	The student is able to acquire and present data and analyse the phenomena and processes occurring in the economy and in a single organization, as well as interpret and present the results of his or her analyses.	[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task
[K6_W05] knows the statistical and IT methods and tools that enable the acquisition and presentation of data on the organisation's resources, including technical resources	Student knows how to acquire and process data; knows the rules of correct structure of information transfer.	[SW2] Assessment of knowledge contained in presentation

Subject contents

- Creating Web pages.
- Creating interactive objects on Web sites.
- Digital sound processing.
- Digital video processing.
- 2D Animations.
- Creating a multimedia presentation.

Prerequisites and co-requisites

Basic knowledge of computer operating systems. Ability to manage system files and directories (folders). Ability to use office software, especially the software for creating electronic presentations.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
3 projects	60.0%	100.0%

Recommended reading	Basic literature	1. A set of laboratory exercises prepared by the teachers. 2. Kiełtyka L. (red.), Multimedia w Biznesie i Zarządzaniu, Diffin 2009. 3. Bednarek J., Multimedia w kształceniu, PWN 2016. 4. Wieczorkowska A., Multimedia. Podstawy teoretyczne i zastosowania praktyczne, Wyd. PJATK 2008. 5. Goban-Klas T., Media i komunikowanie masowe, PWN 2004. 6. Flakiewicz W., Pojęcie informacji w technologii multimedialnej. Wyd. SGH 2005.
	Supplementary literature	No requirements
	eResources addresses	Podstawowe http://www.codeavengers.com/ - Online digital technology education service. http://www.codecademy.com/ - Online courses in the field of programming languages used in creating websites. https://www.w3schools.com/ - W3Schools - online courses on programming, multimedia, as well as office software. http://webmaster.helion.pl/index.php - HTML and CSS online manual
Example issues/ example questions/ tasks being completed	• Creating an online video tutorial • Creating a 2D animation • Creating a web site	
Work placement	Not applicable	