GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MULTIMEDIA BUSINESS PRESENTATIONS, PG_00061204
Field of study	MULTIMEDIA BUSINESS PRESENTATIONS

Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026
Education level	first-cycle studies	Subject group	Optional subject group
Mode of study	Full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	English
Semester of study	6	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment

Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology

Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Igor Garnik
	Teachers	dr inż. Igor Garnik

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	0.0	0.0	30
	E-learning hours included: 0.0						
	eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35197						
	Moodle ID: 35197 Multimedia Business Presentations - 2025/2026 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35197						

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	30	5.0	15.0	50

Subject objectives	Preparing students to design and deliver professional business presentations using advanced multimedia and digital tools, based on knowledge of communication principles and information technologies, as well as to develop attitudes of responsibility and independence in applying these technologies in business presentation contexts.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_U07] uses information technology to improve data analysis and decision-making processes	is able to use advanced multimedia and digital tools to create presentations, applying appropriate technologies to enhance the clarity and interactivity of the presented information	[SU1] Ocena realizacji zadania [SU4] Ocena umiejętności korzystania z metod i narzędzi
	[K6_U02] prepares and delivers persuasive verbal and written presentations	is able to design and deliver persuasive business presentations, using a variety of multimedia methods and communication techniques to effectively visualize and present content	[SU5] Ocena umiejętności zaprezentowania wyników realizacji zadania

Subject contents	Course content – laboratory Introduction to data presentation methods Sound processing Creating audio presentations Selection of sound recording equipment Recording and processing of film materials Creating a video tutorial Adding animation and interactivity to videos on websites The use of animation methods in presentations Teamwork - planning and making a presentation

Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assessment of recorded presentation delivery	60.0%	30.0%
	Team project	60.0%	50.0%
	Practical lab assignments	60.0%	20.0%

Recommended reading	Basic literature	• Murray S., Interactive Data Visualization for the Web, 2nd Edition. OReilly Media, 2017. • Bergström, B., Essentials of visual communication. Laurence King Publishing, 2008. • D. L. Adamy, Preparing and Delivering Effective Technical Presentations, Artech House Publishers, Boston - London, 2001. • S. Bienvenu, The Presentation Skills Workshop, Amacom, New York, 2000. • J. Kupsch, P. R. Graves, Here"s How Create High-Impact Business Presentations, NTC/Contemporary Publishing Co., 1998. • Rosenfeld L., Morville P.: Information Architecture for the World Wide Web: Designing Large-Scale Web Sites, 3rd Edition. O'Reilly Media, 2007.
	Supplementary literature	Austin, T., & Doust, R. (2007). New Media Design. Laurence King Publishing, 2007.
	eResources addresses	

Example issues/ example questions/ tasks being completed	Create your own multi-track recording session. As a result, an audio podcast on a specific topic is expected. Edit the video recording of an interview to shorten it to no more than 4 minutes. Create a short video tutorial as a screencast. Add interactivity and animation to your video presentation. Create a simple 2D animation on a given topic.
Practical activites within the subject	Not applicable

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