Subject card

Subject name and code	Interactive visualisation, PG_00045377
Field of study	Data Engineering

Date of commencement of studies	October 2024	Academic year of realisation of subject	2027/2028
Education level	first-cycle studies	Subject group	Optional subject group Subject group related to scientific research in the field of study
Mode of study	Full-time studies	Mode of delivery	at the university
Year of study	4	Language of instruction	English
Semester of study	7	ECTS credits	4.0
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	30.0	0.0	0.0	30
	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	30	2.0	68.0	100

Subject objectives	The aim of the course is to acquire the skills needed to construct interactive visual communication in the visual business communication with the help of IT tools and solutions.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W03] identifies veracious sources of information relevant to the analyzed issues	The student knows where to obtain reliable information, and when creating presentations provides the source of its origin.	[SW2] Assessment of knowledge contained in presentation
	[K6_W07] analyzes business processes in an advanced way in the technical, legal, economic, financial and social context	The student has knowledge of advanced methods of analysis and visualization of business information.	[SW1] Assessment of factual knowledge
	[K6_U02] prepares and presents convincingly professional presentations of the results of undertaken activities, with their advanced interpretation	Has the ability to use appropriately selected methods and IT tools to present the results of his/her activities.	[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task [SU1] Assessment of task fulfilment

Subject contents	Basics of digital processing of audiovisual materials. Visualization in the diagnosis, evaluation and analysis of economic phenomena. Applications of computer graphics in information visualization. Dynamic data presentation in selected applications. Advanced visualization techniques in intraorganizational communication.
Prerequisites and co-requisites	Completion of the course: Visualization of economic data

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	2 individual projects	60.0%	50.0%
	Team project	60.0%	50.0%

Recommended reading	Basic literature	Murray S., Interactive Data Visualization for the Web, 2nd Edition. O'Reilly Media. 2017
		Bergström, B., Essentials of visual communication. Laurence King Pub. 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 in Graphic Design. Harry N. Abrams, Inc
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	- creating an audio presentation, - visualization of a selected project concerning data analysis, - interactive audiovisual presentation of a selected topic within the scope of the field of study.	
Work placement	Not applicable	

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