Subject card

Subject name and code	MULTIMEDIA BUSINESS PRESENTATIONS, PG_00061204		
Field of study	Management		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2026/2027
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 -> Wydziały Politechniki Gdańskiej		

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

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	5.0	15.0	50

Subject objectives	Uses technical multimedia and Internet means in order to obtain effective transfer of information and ideas

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_U07] uses information technology to improve data analysis and decision-making processes	uses advanced multimedia technologies to create presentations	[SU4] Assessment of ability to use methods and tools
	[K6_U02] prepares and delivers persuasive verbal and written presentations	designs and presents professional presentations using various multimedia and internet resources	[SU5] Assessment of ability to present the results of task

Subject contents	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
	Practical exercises	60.0%	70.0%
	Team project	60.0%	30.0%

Recommended reading	Basic literature	Bergström, B. (2008). Essentials of visual communication. Laurence King Pub 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
	Supplementary literature	Austin, T., & Doust, R. (2008). Projektowanie dla nowych mediów. Wydawnictwo Naukowe PWN
	eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	Create your own multi-track recording session. As a result, an audio presentation on a specific topic is expected Cut the video interview 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
Work placement	Not applicable

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