# GDAŃSK UNIVERSITY OF TECHNOLOGY

## Subject card

| Subject name and code | MULTIMEDIA BUSINESS PRESENTATIONS, PG_00061204 | | |
|---|---|---|---|
| Field of study | Management | | |
| Date of commencement of studies | October 2025 | Academic year of realisation of subject | 2027/2028 |
| 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 |
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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
|---|---|---|---|
| | [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 |
| | [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 |

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

| Prerequisites and co-requisites | |
|---|---|

| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
|---|---|---|---|
| | Team project | 60.0% | 30.0% |
| | Practical exercises | 60.0% | 70.0% |

| Recommended reading | Basic literature | Bergström, B. (2008). Essentials of visual communication. Laurence King Pub<br>D. L. Adamy, Preparing and Delivering Effective Technical Presentations, Artech House Publishers, Boston - London, 2001<br>S. Bienvenu, The Presentation Skills Workshop, Amacom, New York, 2000<br>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/<br>example questions/<br>tasks being completed | Create your own multi-track recording session. As a result, an audio presentation on a specific topic is expected<br> Cut the video interview to no more than 4 minutes<br> Create a short video tutorial as a screencast<br> Add interactivity and animation to your video presentation<br> Create a simple 2D animation on a given topic |
| Work placement | Not applicable |

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