

Subject card

Date of commencement of studies	Subject name and code	MULTIMEDIA BUSINESS PRESENTATIONS, PG_00061204							
Date of commencement of studies Subject group Coptomal subject gr	•	_							
Internation	•								
Mode of study		October 2025					2027/2028		
Semester of study	Education level	first-cycle studies		Subject group			Optional subject group		
Semester of study Learning profile Department Of Informatics In Management -> Faculty Of Management And Economics -> Wydziały Politechniki Gdariskej Name and Surname of Icecturer (lecturer) Lesson types and methods of instruction Learning activity and number of study hours Learning activity and number of study hours Learning outcomes Course outcome IRG_U02] prepares and delivers persuasion understoad and presentations Learning outcomes Course outcome IRG_U02] prepares and delivers presuasive presuasive presuasive verbel and written presentations Subject contents Subject contents Subject contents Subject contents Subject passing criteria Percentations Assessment del Recording and making a presentations Selection of sound recording equipment Recording and presentations Subject passing criteria Percentations Percentations Subject passing criteria Percentations Percentations Percentations Assessment of subility to presentations Selection of sound recording equipment Recording and processing of Immaterials Adding animation and interactivity for videos on websites The use of animation making a presentations The use of animation making a presentations Subject exercises Subject exercises Subject exercises Subject passing criteria Percentations, Accidently presentation of Subject passing criteria Percentations, Accidently presentations Percentations Recommended reading Basic literature Bergström, B. (2008) Prejected words mowych mediów. Wydyawnicko Naukowe PWN Austral, Cooling Presentation on Subject passing criteria Percentations, NTC/Contemporary Publishing Co., 1988 Supplementary literature Austral, T., & Doust, R. (2008) Projectwown mediów.	Mode of study	Full-time studies		Mode of delivery			at the university		
Learning profile general academic profile Assessment form assessment	Year of study	3		·			English		
Department Of Informatics in Management – Faculty Of Management And Economics → Wydziały Pollectniki Gdańskie] Name and surname of lecturer (lecturers) Subject upservisor Teachers Teachers	Semester of study	6					2.0		
Politechniki Gdańskie	Learning profile	general academic profile		Assessment form			assessment		
Cesson types and methods of instruction Cesson types Cestor and number of study hours Cesson types Cesson types Cestor and number of study hours Cesson types Cesson type	Conducting unit	Department Of Informatics In Management -> Faculty Of Management And Economics -> Wydziały						działy	
Lesson types and methods of instruction Number of study hours Determined to the property of the property	Name and surname			dr inż. Igor Garnik					
Mumber of study Nouns E-learning hours included: 0.0 Participation in didactic disasses included in study plan Participation Part	of lecturer (lecturers)								
Learning activity and number of study hours Learning activity Participation in didactic classes included in study plan Self-study SUM Sumber of study hours Number of study Sum Self-study Sum Sum Sum Self-study Sum Self-study Sum Self-study Sum Sum Self-study Self-study Sum Self-study Self-study Sum Self-study Se	Lesson types and methods	Lesson type	Lecture	Tutorial	Laboratory	Project	t	Seminar	SUM
Learning activity and number of study hours Number of study hours Number of study hours Number of study hours Subject objectives Uses technical multimedia and Internet means in order to obtain effective transfer of information and ideas			0.0	0.0	30.0			0.0	30
Classes included in study Consultation hours Consultation Consultation hours Consultation Consultation hours Consultation Consultation Consultation Consultation Consultation hours Consultation hours		E-learning hours inclu	uded: 0.0						
Subject objectives Uses technical multimedia and Internet means in order to obtain effective transfer of information and ideas Course outcome	Learning activity and number of study hours	classes include					Self-study		SUM
Course outcome Subject outcome Method of verification IK6_U02 prepares and delivers persuasive verbal and written presentations using various multimedia and internet resources IK6_U07 uses information technology to improve data analysis and decision-making processes IK6_U07 uses information technology to improve data analysis and decision-making processes Introduction to data presentations uses advanced multimedia technologies to create presentations subject to create presentations Introduction to data presentations processing or film materials or creating a video tutorial adding animation of sound recording equipment Recording and processing or film materials or animation methods or animation methods in presentations reamwork - planning and making a presentations			30		5.0		15.0		50
IK6_U02] prepares and delivers persuasive verbal and written presentations using various present the results of task presentations uses advanced multimedia and internet resources.	Subject objectives	Uses technical multimedia and Internet means in order to obtain effective transfer of information and ideas							
Dersuasive verbal and written presentations Dersuasive verbal and internet resources Description Description		Course outcome		Subject outcome			Method of verification		
technology to improve data analysis and decision-making processes use methods and tools		persuasive verbal and written		presentations using various					
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 Assessment methods and criteria Subject passing criteria Passing threshold Percentage of the final grade Team project Practical exercises 60.0% 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		technology to improve data analysis and decision-making		technologies to create					
Assessment methods and criteria Subject passing criteria Passing threshold Percentage of the final grade Team project Practical exercises 60.0% Practical exercises 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	Subject contents	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							
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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		Practical exercises		60.0%					
Wydawnictwo Naukowe PWN	Recommended reading	Basic literature	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						
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Example ledade,	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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