



Subject card

Subject name and code	Interactive visualisation, PG_00067411						
Field of study	Data Engineering, Data Engineering						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2029/2030		
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			3.0		
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						
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	3.0		42.0		75
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_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.			[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[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_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		
Subject contents	Course content – laboratory <ul style="list-style-type: none">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	<ul style="list-style-type: none"> • 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	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> - 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. 	
Practical activities within the subject	Not applicable	

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