GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Multimedia in business communication, PG_00073971		
Field of study	Engineering Management		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
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	2	Language of instruction	English
Semester of study	4	ECTS credits	2.0
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		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	30.0	0.0	0.0	0.0	30

E-learning hours included: 0.0

eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=42846

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

Preparing students to design and create multimedia materials for business communication based on knowledge of audio-visual techniques and shaping attitudes related to the critical assessment of one's own knowledge and its supplementation by using the knowledge of experts in the context of engineering management.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K03] is prepared to critically assess the knowledge they possess, which is necessary for solving cognitive and practical problems, and to supplement any gaps with opinions from external experts.	Is ready to critically evaluate his/her own knowledge and supplement it by using the knowledge of experts in the field of engineering management.	[SK2] Assessment of progress of work
[K6_U05] designs innovative solutions for complex management processes by utilizing appropriate methods and techniques.	Is able to design multimedia materials for business communication purposes, using appropriate methods and techniques for their creation.	[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools

Subject contents

Course content – exercises

Sound processing
Selection of sound recording equipment
Creating audio presentations
Recording and processing of film materials
Creating a video tutorial
Adding animation and interactivity to videos on websites
Teamwork - creating a website

Prerequisites and co-requisites

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Practical tasks</td><td>60.0%</td><td>20.0%</td></tr>
<tr><td>Individual projects</td><td>60.0%</td><td>60.0%</td></tr>
<tr><td>Team project</td><td>0.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>• Murray S., Interactive Data Visualization for the Web, 2nd Edition. OReilly Media, 2017.
• Bergström, B., Essentials of visual communication. Laurence King Publishing, 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.</td></tr>
<tr><td>Supplementary literature</td><td>Austin, T., & Doust, R. (2007). New Media Design. Laurence King Publishing, 2007.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">audio podcast
infographics
video instructional presentation (tutorial)
website</td></tr>
<tr><td>Practical activites within the subject</td><td colspan="2">Not applicable</td></tr>
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