DIGITAL MEDIA & CMC SEMESTER PROGRAM IN ENGLISH AT THE UNIVERSITY OF LOWER SILESIA, WROCLAW, POLAND, FEBRUARY - JUNE 2012
www.digitalmedia.dsw.edu.pl

The Department of Journalism and Communication ULS invites students who are interested in digital media and computer mediated communication to participate in a semester program taught in English offered between February 27th and June 3rd 2012. The program is devoted to both theoretical and practical issues connected with Internet and multimedia study and design. Students have the opportunity to get familiar with polish new media industry as well as with local digital entertainment market. Participants are given practical tasks related to various kinds of production and design processes. They also get broad theoretical background of new media studies, cyberculture and social influences of new digital technologies. The faculty comes from both academia and industry.

A possibility to stay in the city during Euro2012 Football Cup is an additional value of coming to Wroclaw next year!

The Program is basically offered for Erasmus Program undergraduates and graduates but students from non EU/EFTA countries are also eligible to apply and warmly welcomed. If you are interested please get in touch with Ms. Jadwiga Dobrowolska-Dyrcz, Head of the International Programmes Office and EU Programmes Coordinator (dobrowolska@dswe.pl) and professor Marek Staniewicz as a Department coordinator of the program (marek.staniewicz@wp.pl).

Please see also International Students site for details about enrolling, accommodation, etc. (http://www.uls.edu.pl/index.php?id=3233)

Courses offered:

- **History of new media**, 15 h. 3 ECTS-credits (Jan Stasieńko)
  The aim of the course is to observe the main historical shifts which shaped up the new media. Historical and archeological perspective will be used to describe various technologies from visual media sphere as well as from history of calculating machines and first computers. We will be exploring the evolution of Internet and growing industry of video games. We will discuss selected media arts projects from the past which are crucial to understand digital era. The evolution of hypertext concept and electronic literature will be also examined. Some social and cultural influences on new media history will be recognized.

- **Cyberculture**, 15 h. 3 ECTS-credits (Jan Stasieńko)
  The course is designed to analyze main social and cultural impact of digital era on construction of politics, identity, community, religion and sexuality. Participants are introduced to new models of participation in culture after web 2.0 revolution and to growing sphere of social sites. They get familiar with various definitions of informational and open society. The course gives an opportunity to get familiar with the main theories of new media, digitality and virtual reality.

- **Digital games narratives**, 21 h. 3 ECTS-credits (Marcin M. Drews)
  Within the course participants can learn how to create an interactive story with the popular Adventure Maker engine. Students are presented ways of multilinear interactivity as well as rules for using variables. They have possibility to create their own adventure game related to local community, history or culture. Point & click system will be a method of building narration.

- **Cyberactivism and persuasion**, 15 h. 2 ECTS-credits (Agnieszka Dytman-Stasieńko)
  The course focuses on characteristics of new media activism and the use of digital technologies by social movements. The background of the course is a theory of persuasion. We will recognize persuasive
strategies which appear in both alternative and dominant discourse. Participants get familiar with the field of alternative media, tactical media, open source movement and hactivism (electronic civil disobedience). We will explore the most significant artistic projects connected with media activism. Students will be given tools to make their own campaigns and actions using new media.

- **Social media marketing**, 15 h. 2 ECTS-credits (Marta Klimowicz)
  The course focuses on social media tools used in PR and marketing activities. The participants get familiar with the most popular and useful services and applications used in Poland and worldwide. They also get to know their specifics and the best practices. Students are presented the current stats and trends of social media tools. During the whole course students prepare their own marketing strategy with use of social media.

- **TV journalism**, 21 h. 3 ECTS-credits (Dariusz Lechański)
  The course consist: reporting and writing techniques, writing to pictures, narrating stories in all formats. Within the course students will also learn the techniques of shooting with cameras. Participants get most necessary knowledge about TV production: the matter of organizational structure of television channels, the formats of a stories and huge range of instructions on communications and research skills.

- **Online journalism**, 21 h. 3 ECTS-credits (Marek Staniewicz)
  The course deals with connections between analog and electronic media, the convergence of new media, the features of electronic publications and the influence of Internet on new communications’ methods as well. We consider the Internet in two aspects: as a place of storing the information (within such Internet services as World Wide Web, Usenet etc.) and the place of publishing the information (portals, blogs, newsgroups, citizen journalism). Within the course we also show how to create and develop typical texts of the Internet journalism, such as flash, news and the big picture.

- **Video production for new media**, 15 h. 3 ECTS-credits (Dariusz Lechański)
  The course reflects all the needs of the rapidly expanding market of television and new media industries. In the time of the course students will have possibilities to develop a full spectrum of their skills including web streaming, digital film making as well as video production. The course consists the most necessary technical knowledge, but also encourage to develop students skills by performing all productions functions in both field environments and studio.

- **E-pr**, 15 h. 2 ECTS-credits (Marek Staniewicz)
  This course deals with exploring new opportunities of Public Relations in connection with the Internet unique way of effective communication between the producer or service supplier and the client. We discuss the matter of creating the new electronic tools of PR information like newsletters, flash mobs and lip dubs. We also show how to build the information society supporting promotional aspects of a product or service. One of the most important topics within the course is managing the information strategy and monitoring the effects of PR affairs in the Internet.

- **Interactive photography and new photo techniques**, 15 h. 2 ECTS-credits (Marcin M. Drews)
  The course focuses on new photographic techniques. Students are introduced to High Dynamic Range (HDR) photography as a hyperreal representation of reality. They also get familiar with particle effects animating the bitmap and 360 degree panoramas. They are able to create a movie from pictures and film stills. They are aware of photo file formats and ways of their conversion.

- **Foreign Language – English**, 30 h. 2 ECTS-credits

- **Foreign Language – Polish**, 30 h. 2 ECTS-credits (Jagoda Dobrowolska)