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| **FACULTATIVE SUBJECTS** |
| **ANIMATION****21-DKS-CM-S2-E3-ANI** | **COMMUNICATION IN BUSINESS AND IN PROFFESIONAL ACTIVITY****21-DKS-CM-S2-E3-CiB** |

**ANIMATION**

**mgr Tomasz Kosek**

**COURSE DESCRIPTION**:During the course, the student will learn the basics of animation and motion design. The work will be done on Adobe After Effects. Basic knowledge of Adobe Illustrator and Photoshop is recommended. Students will complete projects (simple animations, lyrics video, etc.) These projects will be base for final evaluation. Some of the skills and functions of After Effects that would be explained: Principles of animation, Text Animation, 2D and 2.5D environment, camera movement.

**COMMUNICATION IN BUSINESS AND IN PROFESSIONAL ACTIVITY**

**dr hab. Michał Garcarz, prof. UWr**

**COURSE DESCRIPTION**: To successfully proceed with challenges in any today’s business and/or professional endeavor, one has to find, understand, and learn language means and techniques of efficient communication leading to achieving the aimed goals, on the one hand, and, on the other hand, the same ‘one’ has to minimize the threat of derailing communication as such. Today’s social studies, psychology and neurolinguistics still lack accurate instruments which would bring us closer to answering the question: “how to avoid miscommunication” (?), and so,

we should pay a greater attention to communication obstacles and barriers, as well as to our personal business communication weaknesses to effectively send our message through to the desired addressee(s).

Professional communication is never individual; this is a group/team activity and in the end it usually takes the binary form: “either” vs. “or”: to cooperate (“to win”) or to confront (“to win not”) with others. This course will cover various professional and business communication

issues, such as *i.e.* language strategies, team building and maintaining good interpersonal relations, conducting negotiations, finding ways of assessing and motivating people in organization, time management, and business etiquette which are essential for business people to find their way around the communication “jams” in professional activity.

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| **SPECIALIZATION PROJECT****21-DKS-CM-S2-E3-SP** |
| **DR DOROTA KOKOWICZ** | **DR PATRYCJA ROZBICKA** |

**SPECIALISATION PROJECT**

**DR DOROTA KOKOWICZ**

**“Competitive identity of domestic companies”**

The specialization project is a continuation of the "Nation branding" course for those students who are interested in this topic (however, all students are welcommed to join it).

The final result of this course (in the 2nd semester) will be:

1. to create general rules for brands from your countries that want to communicate their country of origin,
2. to adjust communication of a selected brand that potentially can be exported to Poland in a way that can make it an active player in the process of nation branding.

The first semester will be devoted to carrying out researches related to the image of your country in Poland. What are its most characteristic values? What stereotypes are related to it? What are its strengths and weaknesses that can potentially influence export to Poland? These are only sample questions we are going to answer.

The second semester we will be devoted to the problem of brand personality. On the basis of practical examples, problems such as brand values, benefits, RTB, insight, as well as methods of personality testing of selected brands will be discussed.  As a result of the project, students will create general rules for brands that want to communicate their country of origin, and then adjust communication of a selected brand that potentially can be exported to Poland in a way that can make it an active player in the process of nation branding.

**SPECJALISATION PROJECT**

**DR PATRYCJA ROZBICKA**

During the course, students will implement a project that will allow them to use the

skills and knowledge acquired during their studies. It will be the organization of an

international event, image research project or building a strategy for a selected brand.

The choice of the topic will be made during the class.