

# Digital advertising - opis przedmiotu

| Informacje ogólne   |                                                                   |
|---------------------|-------------------------------------------------------------------|
| Nazwa przedmiotu    | Digital advertising                                               |
| Kod przedmiotu      | 15.3-WE-BizEIP-DA-Er                                              |
| Wydział             | <a href="#">Wydział Informatyki, Elektrotechniki i Automatyki</a> |
| Kierunek            | Biznes elektroniczny                                              |
| Profil              | praktyczny                                                        |
| Rodzaj studiów      | Program Erasmus pierwszego stopnia                                |
| Semestr rozpoczęcia | semestr zimowy 2022/2023                                          |

| Informacje o przedmiocie        |                                                                          |
|---------------------------------|--------------------------------------------------------------------------|
| Semestr                         | 1                                                                        |
| Liczba punktów ECTS do zdobycia | 4                                                                        |
| Typ przedmiotu                  | obowiązkowy                                                              |
| Język nauczania                 | angielski                                                                |
| Sylabus opracował               | <ul style="list-style-type: none"><li>dr inż. Łukasz Hładowski</li></ul> |

| Formy zajęć  |                                         |                                        |                                            |                                           |                     |
|--------------|-----------------------------------------|----------------------------------------|--------------------------------------------|-------------------------------------------|---------------------|
| Forma zajęć  | Liczba godzin w semestrze (stacjonarne) | Liczba godzin w tygodniu (stacjonarne) | Liczba godzin w semestrze (niestacjonarne) | Liczba godzin w tygodniu (niestacjonarne) | Forma zaliczenia    |
| Wykład       | 15                                      | 1                                      | -                                          | -                                         | Zaliczenie na ocenę |
| Laboratorium | 30                                      | 2                                      | -                                          | -                                         | Zaliczenie na ocenę |

## Cel przedmiotu

Providing knowledge on digital media, including current technologies and requirements of electronic media industry.

Teaching the principles of advertising media creation. Teaching principles of acquisition and digital processing of pictures, video and audio materials.

Teaching principles of practical Internet publishing of different contents.

## Wymagania wstępne

Technological aspects of the Internet.

## Zakres tematyczny

- Principles of color management.* The role of the color profile. Working spaces. Practical generation and use of color profiles for input and output devices. Principles of the color profile use for printing devices.
- Multimedia input (digital still cameras, video cameras, microphones, scanners) and output (monitors, printers, speakers) devices.* Device parameters and methods for device selection.
- Use of digital cameras.* Principles of photography. Camera and lens selection based on the photographed scene: macro photography, pack shot, portrait photography.
- Digital image processing.* Image formats. Analysis and editing of digital images. Principles of typography. Use of ready-made materials for making business graphics.
- Use of digital video cameras.* Principles for video capture. Practical use of miniature wireless microphones. Principles of use of the photographic reflector during a video filming.
- Audio.* Audio acquisition. Principles of audio processing (denoise, special effects, filtration). Video and audio integration and synchronization.
- Principles of lighting control.* The DMX protocol. Practical application of the DMX controller for managing a set of RGB lights.
- Principles of content use.* Principles of copyright law. Licensing of software and materials (e.g. photographs, videos, music, fonts). Law constraints for photography. Banks of licensed stock materials.

## Metody kształcenia

Lecture - conventional lecture using a beamer,

Lab - hands-on classes in a computer lab.

## Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

| Opis efektu                                                                                                                                                                           | Symbole efektów | Metody weryfikacji                                         | Forma zajęć                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------|--------------------------------------------------------|
| Knows principle kinds, parameters and selection methods for input and output devices. Understands the meaning of the lens focal length, aperture, depth of field and ISO sensitivity. |                 | <ul style="list-style-type: none"><li>sprawdzian</li></ul> | <ul style="list-style-type: none"><li>Wykład</li></ul> |

| Opis efektu                                                                                                                                                                         | Symbole efektów | Metody weryfikacji                                                                                               | Forma zajęć                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Can use stock banks. Can give technical requirements for such materials.                                                                                                            |                 | <ul style="list-style-type: none"> <li>• sprawdzian</li> </ul>                                                   | <ul style="list-style-type: none"> <li>• Wykład</li> <li>• Laboratorium</li> </ul> |
| Understands the importance of the color management and a role of color profiles. Can properly select a working space taking into account the presentation method (Internet, print). |                 | <ul style="list-style-type: none"> <li>• sprawdzian</li> </ul>                                                   | <ul style="list-style-type: none"> <li>• Wykład</li> <li>• Laboratorium</li> </ul> |
| Knows principles of photography and can use a digital camera for macro photography and simple pack shots. Can use digital video camera to create a simple advertisement.            |                 | <ul style="list-style-type: none"> <li>• sprawdzian</li> <li>• practice test</li> </ul>                          | <ul style="list-style-type: none"> <li>• Laboratorium</li> </ul>                   |
| Knows principles of business graphics. Can create a simple landing page, invitation and presentation. Can do a simple digital picture, sound and video editing.                     |                 | <ul style="list-style-type: none"> <li>• sprawdzian</li> <li>• creating a presentation, practice test</li> </ul> | <ul style="list-style-type: none"> <li>• Wykład</li> <li>• Laboratorium</li> </ul> |
| Knows principle rules for media licensing and is aware of the law constraints for photographs.                                                                                      |                 | <ul style="list-style-type: none"> <li>• sprawdzian</li> </ul>                                                   | <ul style="list-style-type: none"> <li>• Wykład</li> </ul>                         |

## Warunki zaliczenia

Lecture - oral or written test administered at the end of the semester.

Lab - final grade is a weighted average for all elements of the course. A grade is given for the preparation to the task (written test) and a practical result of the task.

Final grade = Weighted average calculated with 50% lecture mark and 50% lab mark.

## Literatura podstawowa

1. Fraser, B., Real world color management, 2nd Edition, Peachpit Press, 2004,
2. Williams, R., The Non-Designer's Design and Type Books, Deluxe Edition, Peachpit Press, 2007,
3. Ball, J., Carman, R., From Still to Motion: A photographer's guide to creating video with your DSLR, New Riders, 2010,
4. Earnest, A., The New Lighting for Product Photography: The Digital Photographer's Step-by-Step Guide to Sculpting with Light, 2nd Edition, Amherst Media, 2019.

## Literatura uzupełniająca

1. Varis, L., Skin: The Complete Guide to Digitally Lighting, Photographing, and Retouching Faces and Bodies, 2nd Edition, Sybex 2010.

## Uwagi

Zmodyfikowane przez dr inż. Łukasz Hładowski (ostatnia modyfikacja: 20-04-2022 23:13)

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