



UNIwersYTET
Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	Visual Information and Structures in Business
Faculty	Faculty of Law
Field of study	International Relations
Specialisation	International Business
PQF level	6 PQF
Level of studies	first-cycle studies
Form of studies	full-time studies
Group of activities	-----
Number of ECTS credits	5
Subject type	specialization
Total number of hours	30h
Didactic cycle	2023/2024 winter
Academic semester	5
Academic year	3
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Person responsible for the subject	dr Marcin Cziomer (e-mail: mcziomer@afm.edu.pl)

Semester, number of ECTS credits, class type, number of hours

Semester	Discussion class
5	30h 5 ECTS

2. Subject objectives

C1	The general focus of the subject program allows students to get acquainted more deeply with the visual structures of business.
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3. Prerequisites

The student knows basic forms of visual communication in business.

4. Learning content

W1	Knowledge: recognize basic tools of visual communication in business.	EUK6_W1
U1	Skills: Use the basic tools of visual communication in practice.	EUK6_U4
U2	Skills: choose adequate tools for visual communication for his aims.	EUK6_U4
U3	Skills: create effective visual messages.	EUK6_U4
K1	Social competence: work in a professional team and solve problems using tools of visual communication.	EUK6_KS2

5. Curriculum content

Discussion class (30 h)

Code	Topic blocks (semester: 5)
Kon1	Mind map as a form of visual communication developing creativity. Poster is a basic form of visual communication. The prospectus is a source of information about products and services in business. The leaflet is a condensed source of business information. Effective presentation in business. Basic information about photography as a crucial tool of visual communication. Short clip and advert in visual communication. Web site in contemporary business. Brand, logotype, visualisation in business.

6. Teaching methods

Discussion class	
M3	Brainstorm
M15	Work on projects
M16	Group work
M17	Multimedia presentation

7. Student workload

Form of student activity	Student workload
Discussion class	30h
Including the e-learning method:	0 h
Student's own work	
	95h
Total workload	
Total number of hours for the course	125 h
Total number of ECTS credits	5 ECTS

8. Evaluation criteria

Discussion class	
Grade 5:	Students recognized and applied the many forms of visual communication. Students design and create new ideas related to visual communication. Students have to complete more than 90 % of tasks and projects. Students participate in classes of more than 80 %
Grade 4,5:	Students recognized and applied the basic forms of visual communication. Students design and create new ideas related to visual communication. Students have to complete 80 % of tasks and projects. Students participate in classes of more than 75 %
Grade 4:	Students recognized and applied the basic forms of visual communication. Students design and create new ideas related to visual communication. Students have to complete 70 % of tasks and projects. Students participate in classes of more than 70 %.
Grade 3,5:	Students recognized and applied the basic forms of visual communication. Students have to complete 60 % of tasks and projects. Students participate in classes of more than 65 %.
Grade 3:	Students recognized the basic forms of visual communication. Students have to complete 50 % of tasks and projects. Students participate in classes of more than 60 %.

9. Reading materials

Course reading materials

1. Tony Buzan — Mind Map for business, London, 2010, BBC
Bruce Block — Visual Story, New York, 2007, Amazon

Lecturer's publications

1. Andrzej Dudek-Dürer a multidimensional artist : possibilities of didactic solutions in art education inspired by the figure of the artist

Oficyna Wydawnicza AFM, 2019

2. Selected features of art education in the context of COVID-19 pandemic and distance learning in 2020-2021 in Poland

Antioch University Los Angeles, USA, University of Primorska,

Slovenia and Andrzej Frycz Modrzewski Krakow University, Poland

ISBN 978-1-68489-766-7 Tony Buzan — The Power of Creative Intelligence, London, 2008, BBC

10. Information about academic teachers

Lecturer(s) dr Marcin Cziomer (e-mail: mcziomer@uafm.edu.pl)