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| FACULTY: | Faculty of Architecture and Design |
| FIELD OF STUDY: | Design |
| ERASMUS COORDINATOR OF THE FACULTY: | Mateusz Rybarczyk |
| E-MAIL ADDRESS OF THE COORDINATOR: | mateusz.rybarczyk@tu.koszalin.pl |
| COURSE TITLE: | Product visualization |
| LECTURER’S NAME: |  |
| E-MAIL ADDRESS OF THE LECTURER: |  |
| ECTS POINTS FOR THE COURSE: | 2 + 2 |
| COURSE CODE (USOS): | 1211>2100-WP-w.5 + 1211>2101-WPćw |
| ACADEMIC YEAR: | **2025/2026** |
| SEMESTER:  (W – winter, S – summer) | W |
| HOURS IN SEMESTER: | 30 + 30 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | lecture + exercises |
| LANGUAGE OF INSTRUCTION: | **• English fulltime scheme for classes with 5 and more International Erasmus+ students enrolled/accepted;**  **• English 50% individually with the teacher + Polish 50% with Polish students or individual project work- scheme for classes with less than 5 International Erasmus+ students enrolled/ accepted;** |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | project work, presentation, continuous assessment |
| COURSE CONTENT: | Presenting a product design project through photography; finding the way to present its design and its purpose by the art of photography and interesting framing; designing marketing elements for a product: a logo / a poster (marketing) / a leaflet / a business card, a gadget etc |
| ADDITIONAL INFORMATION: | 3rd grade course (5th semester) |