

| MK 01 | Moduł ogólny | w | | | | ects | I semestr | | | II semestr | | | III semestr | | | IV semestr | | | V semestr | | | VI semestr | | | Forma zal. | |
|--|--|------|-----|------|-----|------|-----------|----|----|------------|----|-----|-------------|----|---|------------|---|----|-----------|---|-----|------------|----|-----|------------|------|
| | | 30 | 95 | 6 | 0 | | 35 | 0 | 0 | 60 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 |
| 1 | Szkolenie biblioteczne | 1 | 1 | | | | | 1 | | | | | | | | | | | | | | | | | ZAL | |
| 2 | Szkolenie BHP | 4 | 4 | | | | | 4 | | | | | | | | | | | | | | | | | ZAL | |
| 3 | Wychowanie fizyczne I/II | 60 | 60 | | | | | 30 | | 30 | | | | | | | | | | | | | | | ZO | |
| 4 | Etyka | 15 | 15 | 2 | | | | | | | | | | | | | | | | | | 15 | 2 | | ZO | |
| 5 | Ochrona własności intelektualnej | 15 | 15 | 2 | | | | | | | | | | | | | | | | | | 15 | 2 | | ZO | |
| 6 | Technologie informacyjne | 30 | 30 | 2 | | | | | 30 | 2 | | | | | | | | | | | | | | | ZO | |
| MK 02 Moduł językowy | | 120 | 0 | 120 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| 1 | Język obcy I/II | 120 | | 120 | 8 | | | | | | | | | | | | | | | | | 60 | 4 | 60 | 4 | ZO/E |
| MK 03 Moduł podstawowy | | 105 | 105 | 0 | 8 | 105 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| 1 | Wybrane zagadnienia z filozofii | 15 | 15 | 1 | 15 | 1 | | 15 | 1 | | | | | | | | | | | | | | | | ZO | |
| 2 | Wiedza o komunikacji | 15 | 15 | 1 | 15 | 1 | | 15 | 1 | | | | | | | | | | | | | | | | E | |
| 3 | Wiedza o kulturze / Wiedza o sztuce | 15 | 15 | 1 | 15 | 1 | | 15 | 1 | | | | | | | | | | | | | | | | ZO | |
| 4 | Wiedza o literaturze | 15 | 15 | 1 | 15 | 1 | | 15 | 1 | | | | | | | | | | | | | | | | ZO | |
| 5 | Wprowadzenie do problematyki nowych mediów | 30 | 30 | 3 | 30 | 3 | | 30 | 3 | | | | | | | | | | | | | | | | E | |
| 6 | Wprowadzenie do socjologii | 15 | 15 | 1 | 15 | 1 | | 15 | 1 | | | | | | | | | | | | | | | | ZO | |
| MK 04 Moduł kierunkowy | | 630 | 150 | 480 | 66 | 15 | 120 | 13 | 15 | 120 | 15 | 105 | 75 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 120 | 15 | 15 | 45 | 6 |
| 1 | Kreatywne pisanie / Strategie pisarskie | 30 | 30 | 4 | | | | | | | 30 | 4 | | | | | | | | | | | | | | ZO |
| 2 | Arcydzieła literatury polskiej / Arcydzieła literatury światowej | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | | 30 | 4 | | E |
| 3 | Gatunki internetowe | 30 | 15 | 15 | 3 | | | | | | 15 | 15 | 3 | | | | | | | | | | | | | E |
| 4 | Gatunki prasowe | 30 | 15 | 15 | 3 | | | | | | 15 | 15 | 3 | | | | | | | | | | | | | E |
| 5 | Gatunki radiowe | 30 | 15 | 15 | 3 | | | | | | 15 | 15 | 3 | | | | | | | | | | | | | E |
| 6 | Gatunki telewizyjne | 30 | 15 | 15 | 3 | | | | | | 15 | 15 | 3 | | | | | | | | | | | | | E |
| 7 | Podstawy fotografii / Cyfrowe nośniki obrazu | 30 | 30 | 3 | | 30 | 3 | | | | | | | | | | | | | | | | | | | E |
| 8 | Savoir vivre | 30 | 30 | 3 | | 30 | 3 | | | | | | | | | | | | | | | | | | | ZO |
| 9 | Kultura języka I,II | 60 | 60 | 6 | | 30 | 3 | | 30 | 3 | | | | | | | | | | | | | | | ZO/E | |
| 10 | Mass media / Media społecznościowe | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | 30 | 4 | | | ZO |
| 11 | Media a literatura współczesna I/II | 60 | 30 | 30 | 6 | | | | 15 | 15 | 3 | 15 | 15 | 3 | | | | | | | | | | | | ZO |
| 12 | Metodologia badań humanistycznych | 15 | 15 | 1 | | | | | | | 15 | 1 | | | | | | | | | | | | | | ZO |
| 13 | Metody badań medjoznawczych | 15 | 15 | 1 | | | | | | | 15 | 1 | | | | | | | | | | | | | | E |
| 14 | Krytyka artystyczna / Analiza tekstów kultury | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | | 15 | 1 | | ZO |
| 15 | Wprowadzenie do projektowania graficznego / Nośniki i technologie cyfrowe | 30 | 30 | 3 | | 30 | 3 | | | | | | | | | | | | | | | | | | | ZO |
| 16 | Podstawy warsztatu naukowego | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | 15 | 1 | | | ZO |
| 17 | Prawo prasowe i autorskie | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | | 15 | 1 | | ZO |
| 18 | Researching i copywriting / Reklama i marketing | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | 30 | 4 | | | ZO |
| 19 | Retoryka i erystyka / Perswazja w dyskursie medialnym | 15 | 15 | 1 | | | | | | 15 | 1 | | | | | | | | | | | | | | | ZO |
| 20 | Autoprezentacja / Kreacja wizerunku | 30 | 30 | 4 | | | | | | 30 | 4 | | | | | | | | | | | | | | | ZO |
| 21 | Sztuka nowych mediów / Obraz w mediach | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | 15 | 1 | | | ZO |
| 22 | Teoria mediów / Historia mediów | 15 | 15 | 1 | 15 | 1 | | 1 | | | | | | | | | | | | | | | | | | E |
| 23 | Projekt medialny | 30 | 30 | 5 | | | | | | | | | | | | | | | | | | 30 | 5 | | | E |
| MK 05 Moduł przygotowania egzaminu dyplomowego | | 15 | 0 | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 1 |
| 1 | Przygotowanie do egzaminu dyplomowego | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | | | 15 | 1 | ZAL |
| MK 06 Moduł praktyk zawodowych | | 0 | 0 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 30 | 0 | 0 | 0 | 0 |
| 1 | Praktyki zawodowe* | 0 | 0 | 30 | | | | | | | | | | | | | | | | | | 30 | 0 | 0 | 0 | ZO |
| MK 07 Moduł warsztatowy | | 285 | 0 | 285 | 34 | 0 | 75 | 9 | 0 | 120 | 13 | 0 | 30 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 60 | 8 |
| 1 | Warsztaty z montażu I,II,III | 90 | 90 | 12 | | 30 | 4 | | 30 | 4 | | 30 | 4 | | | | | | | | | | | | | ZO |
| 2 | Warsztaty podstawy pracy z kamerą / Warsztaty podstawy pracy przed kamerą | 15 | 15 | 1 | | 15 | 1 | | 15 | 1 | | | | | | | | | | | | | | | | ZO |
| 3 | Warsztaty lektora | 30 | 30 | 4 | | 30 | 4 | | | | | | | | | | | | | | | | | | | ZO |
| 4 | Warsztaty fotograficzne | 30 | 30 | 3 | | | | | 30 | 3 | | | | | | | | | | | | | | | | ZO |
| 5 | Warsztaty edytorskie | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | | 30 | 4 | | ZO |
| 6 | Warsztaty publikacji elektronicznej i projektowania stron www | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | | 30 | 4 | | ZO |
| 7 | Warsztaty radiowe | 30 | 30 | 3 | | | | | 30 | 3 | | | | | | | | | | | | | | | | ZO |
| 8 | Warsztaty telewizyjne | 30 | 30 | 3 | | | | | 30 | 3 | | | | | | | | | | | | | | | | ZO |
| MK 08 Moduł specjalnościowy: Multimedia i projektowanie graficzne | | 255 | 0 | 255 | 27 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 75 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 105 | 11 | 0 | 75 | 7 |
| 1 | Projektowanie graficzne / Cyfrowe technologie medialne | 30 | 30 | 4 | | | | | | | | 30 | 4 | | | | | | | | | | | | | ZO |
| 2 | Corel - warsztat obsługi programu / Photoshop - warsztat obsługi programu | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | | 15 | 1 | | ZO |
| 3 | Grafika intermedialna / Multimedia i projektowanie | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | 30 | 4 | | | ZO |
| 4 | Wprowadzenie do gatunków fotograficznych / Wybrane zagadnienia z historii i teorii przekazów audiowizualnych | 15 | 15 | 1 | | | | | | | 15 | 1 | | | | | | | | | | | | | | ZO |
| 5 | Fotografia prasowa / Fotografia reportażowa | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | 15 | 1 | | | ZO |
| 6 | Fotografia użytkowa / Fotografia produktowa | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | 15 | 1 | | | ZO |
| 7 | Fotografia artystyczna / Kompozycja obrazu fotograficznego | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | 15 | 1 | | | E |
| 8 | Podstawy budowy obrazu filmowego / Podstawy montażu komputerowego | 30 | 30 | 4 | | | | | | | 30 | 4 | | | | | | | | | | | | | | ZO |
| 9 | Montaż filmowy | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | 30 | 4 | | | ZO |
| 10 | Projekty filmowe i multimedialne / Reklama i wideoclip | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | | 30 | 4 | | ZO |
| 11 | Grafika w tekstach kultury / Visual merchandising | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | | 15 | 1 | | ZO |
| 12 | Projekt użytkowe - reklama telewizyjna / Projekty użytkowe - reklama internetowa | 15 | 15 | 1 | | | | | | | | | | | | | | | | | | | 15 | 1 | | ZO |
| OGÓLEM | | 1535 | 285 | 1250 | 180 | 120 | 230 | 30 | 15 | 300 | 30 | 105 | 180 | 30 | 0 | 0 | 0 | 30 | 0 | 0 | 285 | 30 | 45 | 255 | 30 | |
| MK 08 Moduł specjalnościowy: Public Relations, Social Media i reklama | | 255 | 0 | 255 | 27 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 75 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 105 | 11 | 0 | 75 | 7 |
| 1 | Public Relations w Internecie - warsztaty / Media Relations w Internecie - warsztaty | 30 | 30 | 4 | | | | | | | | | | | | | | | | | | | | | | |