



**Offer of classes in 2026/2027  
Graphic design**

<b>Plein-air-design workshop</b>	<b>2 ECTS</b>
<b>Graphic workshop</b>	<b>6 ECTS</b>
<b>Advertising creation</b>	<b>5 ECTS</b>
<b>Portfolio</b>	<b>6 ECTS</b>
<b>Internships in other partners</b>	<b>16 ECTS Bachelor Degree 8 ECTS Masters Degree</b>
<b>Professional communication</b>	<b>3 ECTS</b>
<b>Basic Group Work Skills</b>	<b>3 ECTS</b>
<b>Humanistic perspective on mankind</b>	<b>4 ECTS</b>
<b>English in professional use</b>	<b>3 ECTS</b>
<b>Design collaborations</b>	<b>5 ECTS</b>
<b>Visual identity</b>	<b>5 ECTS</b>
<b>Internships CSHARK</b>	<b>16 ECTS</b>
<b>Creative Coding</b>	<b>3 ECTS</b>
<b>User Experience Design</b>	<b>2 ECTS</b>
<b>Social Sciences and Humanities Lecture</b>	<b>3 ECTS</b>





**Offer of classes in 2026/2027  
Graphic design**

**Plein-air-design workshop**

2 ECTS

The main goal of the course is to sensitize students to the logic and characteristics of the design process. The key attributes of the subject are its interdisciplinary nature and attention to group processes. The subject is taught outside the university campus during a 4-day workshop. The University provides accommodation and meals. The subject is available to first-cycle students. You will learn to work in a design team and solve specific design problems using particular design methods and tools. Additionally, you will understand the concept of interdisciplinary and participatory design. The leading characteristic of project work is the concept of learning by doing and learning by failing. By choosing this course, you join the student group outside campus. The subject is taught in English.

**Graphic workshop**

6 ECTS

The Graphics Workshop aims to develop students' creative personalities based on traditional graphic workshops. The acquired skills will allow students to use visual tools in their artistic and design projects freely. First, you will learn traditional graphic techniques using convex or flat printing techniques. You will carry out your works based on conceptual sketches, analysis of form and content, and graphic techniques to reproduce engravings. First, you will train your creative attitude within the framework of content agreed with the instructor. The subject is conducted individually – in cooperation with the instructor in English.

**Advertising creation**

5 ECTS

A subject with a design and problem profile, in which students, in the form of a design studio, carry out tasks in subversive creation, social campaigns and image campaigns for design briefs prepared by representatives of creative sectors. You will learn to design advertising campaigns in which the end user's attention is the main currency. You will learn how to design advertising that successfully performs both communication and image functions – you will know what it means that advertising is a poisonous gas (G. Lois). After all, advertising tells you who you will be when you own the advertised product (D. Ogilvy). The subject is carried out in small Polish and English-speaking design teams.

**Portfolio**

6 ECTS

The course aims to support students in individual work with their portfolios. The course raises awareness of the function of a portfolio in the creative industry as: 1. a process of active learning and verification of competencies (working and reflective portfolio) and 2. a product presenting selected design achievements for representative and evaluation purposes. You will learn about the functions, types and



elements of a portfolio. You will learn how to work with a portfolio as a tool for developing competencies and categorizing and verifying project achievements. You will learn how to present your achievements using sample techniques and methods. You will develop your portfolio for a specific representative or evaluative purpose. You will learn how to place your work in the broader context of design studies. The subject is conducted individually – in cooperation with the instructor in English.

### **Internships in other partners**

Summer semester internship in a SWPS University business partners both from digital design and visual communication design field of expertise. The apprenticeship does not interfere with other classes and might be conducted in both in-person and online collaboration. The course is available for both a master's and bachelor's degree. You will check your skills and knowledge in real-world collaboration within creative professions like advertising agencies, design studios, media houses and NGOs. Deciding on the internship as an Erasmus course, you agree to be placed by the career office in a particular business partner from Wrocław. The subject is taught in English.

16 ECTS  
Bachelor  
Degree  
8 ECTS  
Masters  
Degree

### **Professional communication**

The course aims to develop teamwork competencies in an international design team, drawing attention to the issue of cultural differences and the characteristics of work in the creative sector. The course is available for a master's degree, but bachelor students might attend in some circumstances. You will learn what to pay attention to when working in an international team, implement a project in an interdisciplinary design team, and learn the strategic design methodology in detail. The subject is taught in English.

3 ECTS

### **Basic Group Work Skills**

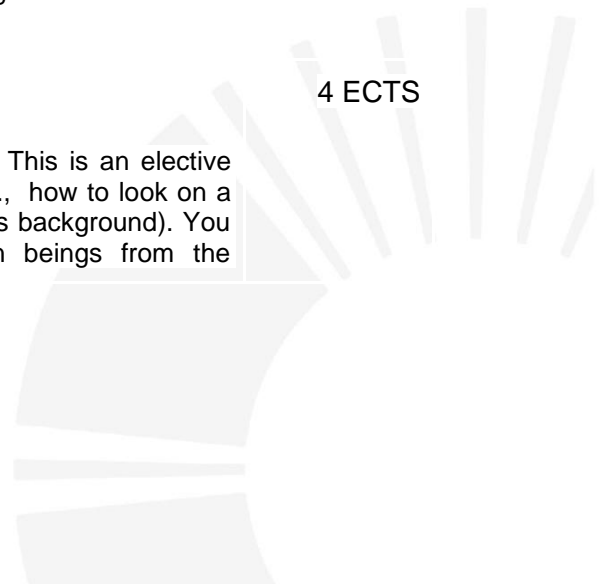
The main aim is to learn (mainly in practical exercises) how to cooperate with other people. You will learn basic issues related to human functioning in a social environment (e.g., group members and leaders or how to deal with difficult situations) and theories explaining these phenomena. Moreover you will learn how to plan and organize teamwork, and how to cooperate with other members of a team. This workshop will be held together with a group of Psychology in English students.

3 ECTS

### **Humanistic perspective on mankind**

The subject consists on a workshop (tutorials) and e-learning. This is an elective course. Each year we may propose different detailed topic (e.g., how to look on a mankind from the perspectives of different cultures and religious background). You will get broader and more practical perspective on human beings from the

4 ECTS





perspectives of humanistic theories and research. This workshop will be held together with a group of Psychology in English students.

### **English in professional use**

3 ECTS

As part of the course, students learn about issues related to their own and other people's work. The subject develops competencies in English as a foreign language, allows the use of English-language literature and trains competencies appropriate for working in a linguistically and culturally diverse professional environment. By learning specialized vocabulary in visual communication design and media creation, you will gain the knowledge and competencies necessary in the labour market of creative sectors. You will present, negotiate and discuss design, communication, and media studies topics. The subject is available to both second and first-cycle students. The subject is taught in English.

### **Design collaborations**

5 ECTS

A subject in the socially responsible design field carried out in cooperation with a market partner – CSHARK. The subject is a simulation of the design process in an agency mode – a design studio in the area of a digital product. You will learn how to identify the needs of users of digital products through designing and conducting research. Then, you will learn to transform research results into specific functional requirements and learn to design digital product interfaces based on them. Our approach will focus on connecting design with real-world problems and finding technological solutions. Additionally, you will become thoroughly familiar with the design process, which is adapted to the requirements of the modern technology market. The subject is taught in English.

### **Visual identity**

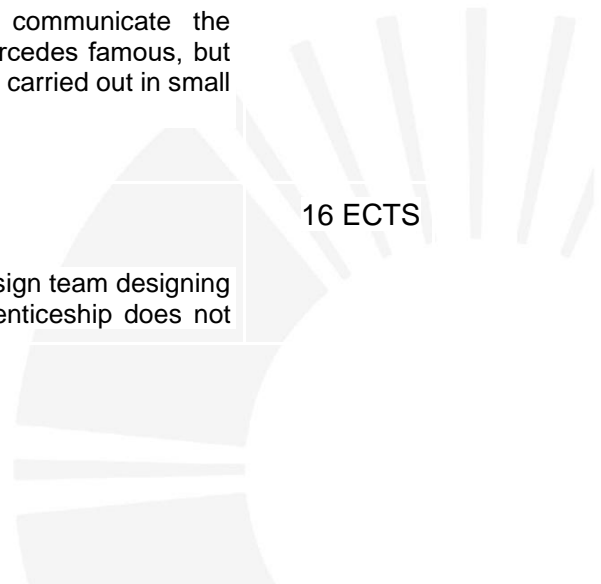
5 ECTS

A subject with a design and problem profile, in which theoretical, methodological and design issues focus on building the image capital of a company/institution using images and text. Students carry out a project in corporate identity for a selected organization from the socio-economic environment. Can an image be designed? During the classes, you will learn that the image of an organization is the result of what we see, hear and feel. You will learn to use images to build a communication offer through a visual identification system (corporate design). You will work with a symbol, icon, or graphic sign to clearly and coherently communicate the organization's values. After all, it is not the star that makes Mercedes famous, but Mercedes that makes the star famous (D. Herbst). The subject is carried out in small Polish and English-speaking design teams.

### **Internships CSHARK**

16 ECTS

Summer semester internship in a professional digital product design team designing technology solutions based on the newest technologies. Apprenticeship does not





interfere with other classes and might be conducted in both in-person and online collaboration. You will learn methods of identifying the needs of users of digital products by planning and conducting research, e.g. in the spirit of Google Design Sprint. This knowledge will allow you to transform research results into functional requirements and design interfaces based on the collected information. We emphasize integrating design with real business challenges and searching for technological solutions to these problems. Additionally, you will explore the design process adapted to the standards of modern technologies. The subject is taught in English.

### **Creative Coding**

3 ECTS

Creative programming classes focused on creating solutions that enable human-machine interaction. The course is available for master's degree students but bachelor students might attend in some circumstances. The course will include exercises in preparing the programming environment for work (Visual Studio Code, Arduino IDE, Python), building prototypes of simple devices containing interactive elements: buttons, sensors, lights, and conceptual exercises in planning the selection of technologies needed to implement digital, interactive projects. The subject is taught in English and Polish.

### **User Experience Design**

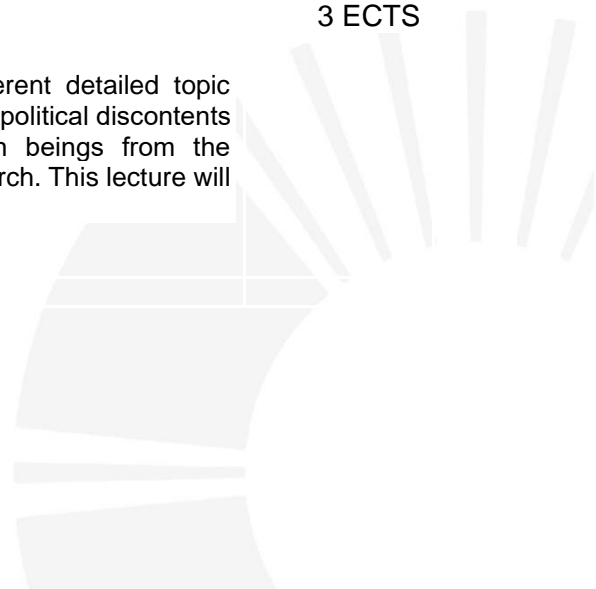
2 ECTS

The subject is devoted to issues related to user experience and user interface design workshops. Students develop a whole process of diagnosis, planning and prototyping a digital solution (web design/mobile design) in a workshop format. The course is available for a master's degree, but bachelor students might attend in some circumstances. You will learn how digital services and products are created, from examining the needs of potential users through planning the scope of functionality to designing interfaces, creating prototypes and testing their functionality. You will learn to research and map experiences, develop a value proposition, design interfaces, introduce interactions and micro-animations, and conduct tests that allow you to check the developed solution's usefulness and identify improvement areas. The classes include work using agile project management techniques (Agile) according to the Scrum framework. The subject is carried out in small Polish and English-speaking design teams.

### **Social Sciences and Humanities Lecture**

3 ECTS

This is an elective course. Each year we may propose different detailed topic (e.g., "Philosophy and the question of good life" or "Cultural and political discontents of modernity"). You will get broader perspective on human beings from the perspectives of social-scientific or humanistic theories and research. This lecture will be held together with a group of Psychology in English students.





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