

# COLLEGIUM DA VINCI

## COURSE CATALOGUE

### Introduction:

Collegium da Vinci is a new generation university. It is a true 'career locomotive' that aims to shorten the road of every student from 'studies' to 'a professional career'. We hold to the principle of the 3 'P's': Practice, Practice and more Practice. As you well know, over 70% of classes at CDV is in fact of a practical nature and we do our utmost to ensure that classes are run by true experts in their field. All of this of course is complemented by a relevant dose of theory, which is part and parcel of hands-on learning. Every year we aim to offer something new, unique and value added. Innovative majors are being established as are workshops, apprenticeships and practice, which all provide students 'that extra something' they happen to be looking for – abilities and skills that have direct application in professional life.

[Below you will find the courses offered for the academic year 2020/2021:](#)

### MEDIAWORKING

Module	Hours	ECTS
Design Thinking	20	3
Project Management Methodologies	25	3
Advertising graphic	35	4
TV Workshops	15	3

#### Module **Design Thinking**

##### CREDITS:

**Design Thinking** is a human-focused, prototype-driven and innovative way to think and work. That's why the course will help you to design better products, services, processes and strategies. You will learn how to develop innovative solutions for complicated problems. You will be given a pinch of theory and a lot of examples. You will work with case studies and other useful material. All of that will help you to think more broadly and deeply.

#### Module **Project Management Methodologies**

##### CREDITS:

**Project Management Methodologies** – The aim of this module is to get acquainted with the basics of project management (definitions, project life span, project evaluation, project tools) along with the principles of project team work, internal communication, essential documents and elements of budgeting. During the course students get the basic knowledge of project methodologies both traditional and agile based.

#### Module **Advertising graphic**

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**CREDITS:**

**Advertising graphic** – the aim of the module is to prepare the students for the multimodal character of the communication process in the whole business areas which depend on visual communication e.g. marketing. The students will get to know how to prepare effective advertisements using the most popular graphic software: Photoshop, Indesign, Illustrator. Practice will be based on cognitive science theory e.g. perception, persuasion etc.

**Module TV Workshops**

**CREDITS:**

**TV Workshops** - the principle idea behind the television workshops is to familiarize students with the particulars of TV reporters' job. Not only will the participants be provided with the theoretical background and a typical journalist's jargon but what is more important, they will be involved in a comprehensive practice of the news making as such.

Each student will have the chance to put themselves in reporters' shoes. They will be asked to do the following:

1. record a live report
2. interview somebody of note
3. prepare the prime time news service which involves prioritizing the stories
4. come up with a news story, record it and edit it.

**CONSULTANCY and COACHING**

Module	Hours	ECTS
<b>Psychology</b>	35	5
<b>Introduction to Coaching</b>	25	3

**Module**

**CREDITS:**

**Description Psychology** The aim of the module is to present basic information in the field of psychology: from the main approaches in psychology, through the most important sections of psychology, to topics related to mental disorders and psychotherapy. An additional goal of the module is to show how psychology explains everyday humans' functioning.

**Module**

**CREDITS:**

**Description: Introduction to Coaching:** The aim of the module is to present basic information in the field of coaching

Module  
CREDITS:

Description

### CREATIVE MANAGEMENT

MODULE	Hours	ECTS
<b>Business Practice Case (MDW)</b>	50	5
Brand Management (MDW)	50	5

Module  
CREDITS:

#### Description – Business Practice Case (MDW)

Basing creative solutions on the specific challenges and organization problems related to brand management. Students prepare projects regarding improvements at the level of brand management in terms of implementation possibilities. Solutions proposed by students should take into account the competitive context and the organization's resources.

Module  
CREDITS:

**Description: Brand Management:** Students will gain competence in the analysis of key elements of brand strength in the management process. During the course, issues related to the brand value and equity will be taken. They will use various brand models and tools used in business practice. Students will learn from best global practice cases in brand management. They will be able to identify strategies used in companies and assess them in terms of their adequacy, considering the conditions of their application. As a result, they will gain competence in designing brand management strategies as well as designing and selecting implementation tools. Students will work on specific market examples using the case study method.

Module  
CREDITS:

Description

### DATA SCIENCE

MODULE	Hours	ECTS
Creativity training	20	3

Module **Creativity training**

CREDITS:

**Creativity training:** The aim of the module is to develop creativity and creative thinking that may be used during personal development or in terms of professional activities in creative jobs. The module

consists of motivational techniques, creating decision making and problem solving, techniques connected with open-mindedness and overcoming barriers in creativeness.

## GRAPHIC DESIGN

MODULE	Hours	ECTS
<b>Animation puppet and stop motion technics in the studio</b>	50	5
<b>Poster, Illustration and Visual Identity</b>	25 + 25	5
<b>Base of composition and infographics</b>	50 + 50	6
<b>Painting and drawing</b>	30 +30	6
<b>Drawing records</b>	50	10

### Module **Animation puppet and stop motion technics in the studio**

#### CREDITS:

#### Description:

Puppet animation module in studio and stop-motion techniques practical skills in making a film, including:

- building skeletons of characters for wax animation
- creating scenery
- animating characters and objects
- plan lighting and camera operation
- animating in the studio from the Dragon Frame program
- film post-production in Adobe After Effects
- studying covered by puppet and stop-motion animation
- getting acquainted and experimenting with various stop-motion techniques
- removing green background from animation
- video recording formats
- making your own movie.

### Module **Poster, Illustration and Visual Identity**

#### CREDITS:

#### Description:

Developing skills in the design of posters of a diverse nature (e.g. social, cultural, political, music, advertising, authoring poster, etc.), publishing illustration (illustration for children, comic book, book cover, press drawing, author's book, etc.). Searching for own solutions based on previous field experience. Exploring the cultural context in the process of analyzing the subject of illustration and creating a semantic message.

Acquaintance with the issues of brand creation and extensive identity systems (terminology, symbolism, development standards, working methods / design process, combining means of expression):

- logo design
- brand creation
- identity system
- social and commercial campaigns

Module **Base of composition and infographics**

CREDITS:

**Description:**

This module prepares students for independent project work in the field of building a visual message and conscious use of various means of expression. Familiarize with the basics of designing broadly understood visual information, with varying degrees of complexity, and also allows you to acquire the skills to analyze and select the most appropriate ways to visualize information. Creates a framework for graphic design education. The framework for this process is located in two areas. One is elementary knowledge and skills in using tools for artistic creation - traditional and digital. The second is mental skills - sensitivity, originality, intelligence in the process of searching for semantic values, adequately translated into visual language. An important element of the process is to pay special attention to the importance of composition as a basic element of the organization of the visual message space.

Module **Painting and drawing**

CREDITS:

**Description:**

This Module is continuation of Drawing workshop (Classical Drawing). The most important topic on this workshops is multidisciplinary thinking about drawing. During this workshops we will think about tools, a groundwork, a space, because drawing is not only lines on paper. It is also lines in the space... We will create interdisciplinary visual form of drawing.

Module **Drawing records**

CREDITS:

**Description:**

During "Artistic workshop": Drawing, We will work in classical drawing techniques. In the beginning we will work on basic topics of drawing: perspective, proportion, drawing quality etc.. But a fundament of our work will be sketch - project. Drawing workshops has to sensitize to make drawing notes. In the end of workshops every student will make individual, interdisciplinary drawing by using different artistic tools.

**INFORMATION TECHNOLOGY**

MODULE	Hours	ECTS
<b>Business Practice Case (MDW)</b>	50	5
<b>Brand Management (MDW)</b>	50	5
<b>Software Engineering</b>	50	5

Module  
CREDITS:

**Description: Brand Management:**

Students will gain competence in the analysis of key elements of brand strength in the management process. During the course, issues related to the brand value and equity will be taken. They will use various brand models and tools used in business practice. Students will learn from best global practice cases in brand management. They will be able to identify strategies used in companies and assess them in terms of their adequacy, considering the conditions of their application. As a result, they will gain competence in designing brand management strategies as well as designing and selecting implementation tools. Students will work on specific market examples using the case study method.

Module  
CREDITS:

**Description – Business Practice Case (MDW)**

Basing creative solutions on the specific challenges and organization problems related to brand management. Students prepare projects regarding improvements at the level of brand management in terms of implementation possibilities. Solutions proposed by students should take into account the competitive context and the organization's resources.

Module  
CREDITS:

**Description - Software Engineering**

The aim of the module is to: provide students with knowledge covering basic concepts and methods in the field of software engineering at individual organizational levels of an IT project, in all phases of the software development process; organizing knowledge in the field of methods and systems of notation in the software design process, with particular emphasis on the analysis of the problem domain, testing methods and methods of IT project management; acquisition of the ability to prepare an IT system project in accordance with the principles of software engineering, through the practical application of the acquired knowledge; acquiring social competences in the field of team preparation of the project, taking into account the principles of organization of teamwork and skillful division of roles, including - the managerial role; developing the ability to communicate in the process of team-solving problems.

## URBAN MANAGEMENT

Module	Hours	ECTS
<b>Studio "Shaping the City"</b>	200	8
<b>Module description</b>		
<p>The module includes four integrated courses focusing on the cities and public space and its perception by residents. (1. Public space of the city; 2. People shaping the city; 3. City economy; 4. Complete city). The courses bring practical knowledge on planning, designing and shaping the urban landscape. They stress up the meaning of interaction between social, economic, spatial and technological development of the cities. Show the multidimensionality of the public space and its ways of designing in accordance with the people's needs. The courses are implemented in the Studio formula, that provides active learning</p>		

environment for students and access to the international urban practitioners. They stimulate team work. Students are involved in projects based on concrete case studies.		
Module	Hours	ECTS
<b>Creative presentation. Hand drawings</b>	50	2
<b>Module description</b>		
The module includes three courses focusing on expressing, visualizing and communicating conceptual ideas using hand drawings (1. <i>Drawings techniques introduction</i> ; 2. <i>Drawings basis, observation skills, sketching conceptual ideas</i> ; 3. <i>Visualization methods, 2D/3D modelling</i> ). The courses help students gain knowledge on the basics of drawing, sketching methods, and developing graphical skills based on observation. Students learn how to use drawing and visualization methods as a communication tool. They exercise the techniques used in the architectural and urban design.		
Module	Hours	ECTS
<b>History of the city</b>	50	2
<b>Module description</b>		
The module includes three interactive courses that invite students on a multicultural journey through the history of the most interesting, fascinating and spectacular cities and towns (1. <i>Urbanism and the development of societies</i> ; 2. <i>Architecture and its social identity</i> ; 3. <i>Reading city's history of development - crossing the ages</i> ). Students gain knowledge about the history of cities. Their communities, political, cultural and religious background of forming. They learn about the architectural and urban influences and trends that shaped their image and identity. The courses create very good discussing platform for international team of students.		
Module	Hours	ECTS
<b>Urban analysis and methodology</b>	50	2
<b>Module description</b>		
The module includes three practical courses aimed at getting basic knowledge and skills in the field of urban analysis and design (1. <i>Sustainable Urban Frame</i> ; 2. <i>Designing public space</i> ; 3. <i>Sustainable Urban Frame</i> ; 3. <i>Introduction to urban design</i> ). Students practice urban conceptual design. They work based on maps and drawings in scale, using them in the course of making various analysis. They learn how to observe, analyse and draw spatial context. They are getting skills to express and justify opinion on topics related to the spatial, social, economic, cultural and environmental processes, that are part of urban design. . Students are involved in projects based on concrete case studies.		
<b>Studio "A living city"</b>	200	8
<b>Module description</b>		
The module contains four integrated courses focusing on the challenges facing cities in the coming decades (aging population, shrinking cities, booming cities, adjustment of influences from different cultures, transformation towards society 4.0, rapid expansion of the suburbs, resilient cities). The courses provide students with practical knowledge related to the diversity of social, economic, technological and spatial trends. Students are encouraged to act without barriers in researching, mapping, drawing, discussing and presenting thoughts and ideas. They can use their skills for creative solutions - graphical, creating movies, computer simulations etc. The activities in the Studio teach students how to transform "problems" into manageable solutions. The module is supported by international practitioners who share with students their knowledge and many years of experience. Students are involved in projects based on concrete case studies making conceptual drawings, sketching, designing.		