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| Cycle | Course title | Semester | Type | Course details |
| BA. | **Literary Module** |
| **Modern American Literature** | W | C | In this course you will study the major authors of pre- and post-war American fiction, poetry and drama. In addition to practising close reading skills, you will develop critical thinking and presentation skills. Grade awarded: PASS/FAIL ECTS: 2 (5) |
| **Creative Writing** | W/S | C | This course is an introduction to creative writing in the English Language. The student will produce a portfolio of creative writing in more than one genre. The course focuses on fictive and poetic conventions which will both extend vocabulary and encourage the student to approach English through imagination as well as analysisGrade awarded: PASS/FAIL ECTS: 2 (5) |
| **British Literature of the 20th century** | S | C | In this course you will study the major authors of pre- and post-war British fiction, poetry and drama. In addition to practising close reading skills you will work on developing your critical thinking and presentation skills.Grade awarded: A-F ECTS: 3 (5) |
| BA. | **Visual Arts Module** |
| **Photography and Audiovisual Arts – studio:*****Photography and Audio-Visual Studio 1*** | W | C | Digital camera basics (shutter, aperture, time / f-stop), Roll a day, Pinhole, Short silent promotion video, Video on the essence of rumors, B&W and color composition and image construction, Basic principles of studio lighting, Still life and product photography.Grade awarded: PASS/FAIL ECTS: 2 (5) |
| **Photography and Audiovisual Arts – studio:*****Photography and Audio-Visual Studio 2*** | S | C | United visual style of manufacturing / non-manufacturing institution, Photo publication / Calendar / Illustration of a literary masterpiece, Homo Faber: Photo documentary / Video document / Staged photography / Staged video, Portrait / Portrait medallion, Digital product photography, Architecture, Music video clip / Fashion filmGrade awarded: A-F ECTS: 3 (5) |
| **Acting in Animation and Non-verbal Communication** | W+S | C | The aim of this course is to discover and become aware of gestures and their particular expressive potential. Based on theories concerning the genesis of gesture and its functions, students will come closer to understanding expressions in movement from the actor’s perspective, in both time and space.Grade awarded: PASS/FAIL ECTS: 4 + 4 |
| BA. | **History of Photography** | W+S | C | The history of photography - across genres--Still life, landscape, portrait, act, and many other genres are chronologically ordered from the first heliographs and daguerreotypes to multimedia/ new media. Lectures will include critical reactions from Baudelaire to the theorists of the late 20th century.Grade awarded: PASS/FAIL, A-F ECTS: 2 (5) + 3 (5) |
| **Animation and VFX - studio** | W+S | C | The course includes 2-D and 3-D digital animation, visual effects for movies and motion graphics. Students combine artistic vision and technical skills to transform their wildest imaginations into moving images on the screen. Students work with the most professional software such as: Adobe Pack, Moho, ZBrush, Maya, Blender, Nuke. Students can choose from the following specializations:Animation: Students develop skills for storyboarding, character development, modeling, composition, and game design.Visual effects: Using cutting-edge technology, students create effects for movies and online platforms to broadcast content.Grade awarded: PASS/FAIL, A-F ECTS: 3 (5) + 3 (5) |
| **History of Film and Animation** | W+S | C | This course offers a general overview of film and animation history with a special focus on Czech (formerly Czechoslovak) and Eastern European masterpieces, important authors, schools, styles and approaches as well as the overall influence on contemporary animators. At the end of this course, students will not only gain the basic knowledge of film and animation history but also, they will be able to put this knowledge into a wider context of European culture and its strong tradition of animation. Grade awarded: PASS/FAIL, A-F ECTS: 2 (5) + 3 (5) |
| **Graphic and Media Design - studio** | W+S | C | The course is taught through both group and individual assignments, field lectures, practical workshops and tutorials assisted by industry professionals. The program work also includes real briefs from real clients. Students develop a wide range of skills including creative-visual thinking, presentation, team leadership and of course graphic and media design. Brand and corporate design, packaging, book and publication architecture as well as art direction are covered in the course focusing on contemporary digital design. During the course students will also cooperate with leading graphic designers, brand and graphic design studios and advertising agencies.Grade awarded: PASS/FAIL, A-F ECTS: 5 + 5 |
|  | **Marketing Module** |
| BSc. | **Intermedia Performance** | S | C | How to create. Short workshops about creating communication concepts. Every workshop has its own topic (e.g. creative techniques, creative brief, campaigns etc.) with short overview and practical tutorials.Grade awarded: PASS/FAIL ECTS: 5 |
| **Czech Media Market** | W | C | This course introduces students to the Czech Media Market. At the end of the course, students will be able to identify key advantages/disadvantages associated with the different media types and understand their role during advertising campaigns. The final part of the class will be dedicated to future trends in the area of media market development (media mutation, concentration of the media ownership and globalisation).Grade awarded: PASS/FAIL ECTS: 2 (5) |
| **Media Strategy Planning** | S | C | In this course students will be introduced to the process of the media strategy preparation. Usually driven by media agencies, the process covers media briefing, competitive analysis of media expenditures, target group analysis, big idea development, strategic media planning, implementation, as well as negotiations with media and media buying, and lastly post-buy analyses of the campaign. Grade awarded: A-F ECTS: 4 |
| **Internet Advertsing Networks and On-line Trends** | W+S | C | In the first term, you will learn how online advertising networks operate, and how to setup advertising campaigns on them. The course will introduce the basics of media buying in the advertising eco-systems of Facebook, Google, and LinkedIn. You will understand which advertising formats to choose for your campaign and how audience targeting works. The second term offers more about Twitter as well as network and programmatic display media buying. Students will also come to understand how advertising on exotic networks such as WeChat, Line and VKontakte works. Additionally, you will learn how to spot and act on emerging internet trends and how to use them for advertising campaigns. Grade awarded: PASS/FAIL, A-F ECTS: 3 + 5 |
| BSc. | **Strategic Management** | W+S | C | The aim of the course is to acquaint students with the main concepts of strategic management and strategic thinking plus and their importance for company management. In theory and practice, students are introduced to the strategic planning process, including the definition of vision, mission and goals of the company; students will learn to apply different methods of analysis to both a company´s external and internal environment, as well as how to get familiarized with the process of selecting and formulating an appropriate strategy and its subsequent implementation. Last but not least, the class will become acquainted with the importance of innovation and contemporary changes in strategic management.Grade awarded: PASS/FAIL, A-F ECTS: 2 + 5 |
| **Visual Thinking** | W+S | C | The aim of the course is to introduce students to fields in the creative industry: in advertising agencies, graphic design studios, webdesign studios and studios developing of computer games, etc. Students will be encouraged to work independently in all areas of creative communication. They will learn aesthetic rules in visual communication and how to use them in marketing. Also, they will learn to defend the output of their creative activity.Grade awarded: PASS/FAIL ECTS: 4 + 4 |
| **Management in Creative Industry** | W+S | C | The aim of the ‘Management in the Creative Industry’ course is to provide students with theoretical principles of business in the Czech Republic. The course will be divided into two parts: so-called “hard skills” and “soft skills”. On both a theoretical and practical level, the class will examine theadvantages/disadvantages of different types of company organisational structures in both the Czech Republic and global context. Finally students will shift their perception of business to a higher level – to the internal management of the business, with special focus on the“one minute manager” system.Grade awarded: PASS/FAIL, A-F ECTS: 2 + 5 |

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| **All Modules** |
| **Culture of Speech** | W/S | O | The aim of this seminar is to provide students with the opportunity to find their own style of speech, as well as a constructive critical approach for improvement. Students will also become acquainted with the basic tools of effective presentation to an audience, how to acquire and maintain their attention and make the most of the speaker’s presentation time.Grade awarded: PASS/FAIL ECTS: 3 (5) |
| **Czech for Foreigners** | W/S | O | The course is focused on communication in contemporary Czech with practical orientation. It presents the most important grammatical principles, common conversational phrases and basic vocabulary. From the point of view of the European Union scale of language assessment, the course provides threshold knowledge of the Czech language level A2/B1.Grade awarded: PASS/FAIL ECTS: 4 |
| **Czech Culture** | W/S | O | This course will focus on what features of Czech culture are most fascinating (different) to English speakers from UK, US, Australia, etc. We will use several online sites for travelers, tourists, exchange students, expatriates, and long-term residents/immigrant citizens, as well as collections of print journalism from the last 20 years of *The Prague Post*.Grade awarded: PASS/FAIL ECTS: 4 |
| **Franz Kafka** | W/S | O | The course is focused on exploring Franz Kafka’s work – stories, novels, diaries and letters – in the context of *fin de siècle* Prague and the birth of modernism. We will take a closer look at the cultural and social context of Central Europe in the first two decades of the 20th century (literature and arts, but also functionalist architecture and its conception by Adolf Loos, Simmel’s sociology of the metropolitan life, Freud’s analysis of the unconscious, Brentano’s psychology, the resonance of Nietzsche’s philosophy, or the emergence of new media like the phonograph and the silent film).  Grade awarded: PASS/FAIL ECTS: 4 |

W – winter semester: late September to late December

S – summer semester: mid-February to mid-May

C – core course type

O – optional course type

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| **VSKK Grade** | **ECTS** |
| **1** (Vyborne = Excellent) | **A** |
| **2** (Velmi dobre = Very good) | **B, C** |
| **3** (Dobre = Good) | **D, E** |
| **4** (Nedostatecne = Fail) | **FX, F** |