

<b>21University</b>	Academy of Finances and Business Vistula
<b>Department</b>	Faculty of Computer Engineering, Graphic Design and Architecture
<b>Level of study</b>	First degree
<b>Field of study</b>	Graphics <i>(recruitment from 2024-2025)</i>
<b>Specialization</b>	Artistic Graphics, Interdisciplinary Graphics
<b>Mood of study</b>	- Full Time
<b>Education Profile</b>	Practical

### **PROGRAM OF PROFESSIONAL STUDENT INTERNSHIP**

#### **Legal basis for the internship**

1. 1. The Act of 20 July 2018 - Law on Higher Education (Journal of Laws 2018, item 1668, as amended),
2. 2. Ordinance No. Nr 6/08/2023 of the Rector of the Vistula Academy of Finance and Business in Warsaw of 11.08.2023 on the introduction of the Regulations of professional student internships of the Vistula Academy of Finance and Business in Warsaw.
3. Study Regulations of the Vistula Academy of Finance and Business in Warsaw.
4. Educational program.

#### **Type and duration (number of weeks and hours) and year / semester of studies**

The duration of the internship - 960 didactic hours for first degree.

**The venue  
(type of institution, department / departments in which the internship  
will take place)**

- ✓ Advertising agencies - visual identification, branding, leaflets, catalogs and any advertising publications
- ✓ Printing houses - printing process and related issues
- ✓ Publishing houses - the process of creating publications, the role and tasks of a DTP graphic designer and graphic designer
- ✓ Galleries - conditions for the functioning of non-commercial and commercial places
- ✓ exhibition of visual art, ways of exhibiting works of art, contact with the audience
- ✓ Museums – conditions of the museum's activity taking into account the profile of a given museum, exhibition art

**Objectives in the area of knowledge:**

The aim of professional student internships is to provide students with opportunities for professional contact and acquaint them with the basic aspects of professional work in various institutions. The aim is to create the opportunity to learn and understand the dynamics of changes in the field of broadly understood visual communication that takes place in the environment of new technologies, and to gain knowledge about traditional and new techniques of creating analog and digital images. The student has the opportunity to learn about the general functioning of media institutions.

**Objectives in the area of skills:**

The aim of professional student internships is to expand the professional knowledge of a graphic designer in specialized publishing and publishing institutions in various areas of visual communication using the latest multimedia technologies, and to acquire and consolidate practical skills in the field of graphic designer's workshop in such areas as: DTP (Desktop Publishing), advertising, product advertising, branding, advertising campaigns, and learning how to practically use these skills to create a complex media project.

**Objectives in the area of social competences:**

The aim of professional student internships is to achieve a critical and objectified attitude towards one's own work and group achievements, openness to innovation, group cooperation with the creative use of partners' achievements, tolerance and distance taking into account different religious, social, political and cultural beliefs.

**Tasks and responsibilities of the apprentice**

The primary task of the trainee is to achieve the intended goals, taking into account the specifics of the design process and to achieve learning outcomes in the areas of knowledge, skills and social competences, according to the specialization. The student can choose the mode of the internship:

1. An internship covering 950 didactic hours realized in a medium chosen by the student, approved by the the Faculty Supervisor of Occupational Student Practice.
2. An internship including graphic and design work at the Vistula Academy of Finance and Business for at least 80 didactic hours and additional internship at the internship location chosen by the student.

**Detailed goals of student internships:**

1. General practice for the field of Graphics, intermedia specialty
  - practical application of the knowledge and skills acquired during the studies
  - workshop specialization based on the experience of a graphic designer
  - practical organizational skills related to participation in complex advertising and publication projects



- experience in the actual functioning of advertising, the basis for the organization of advertising production and visual or visual-text publications
- practice in the field of advertising and media marketing

Specialty: interdisciplinary graphics

- practice developing the skills of graphic description of media dealing with broadly understood social problems (occasional graphics)
- expanding knowledge on graphic resources that are the basis for project execution
- the ability to critically evaluate graphic materials operating on the market

2. Specialty: Artistic graphics

- practice developing the skills of creating and duplicating a printed image
- practical application of knowledge about publishing graphics (book illustration, press illustration, publishing photography)
- the ability to critically evaluate the artistic materials included in the publication
- knowledge of the principles of the criteria for selecting elements of artistic graphics and illustrations for publication

#### **The basis and conditions for completing the internship**

The basis for crediting the internship is specified in §8 of the AFiB Vistula Professional Student Training Regulations.

The condition for crediting the internship is:

- Completion of the internship on the agreed date;
- Assigning the tasks provided for in the internship program;;
- Presentation of a document confirming the completion of the internship;
- Submission of the internship diary;
- Obtaining a positive decision of the the Faculty Supervisor of Occupational Student Practice on crediting the internship.

#### **Regulations regarding exemption from internships, failure to complete internships, and appeals**

1. Regulations of Vocational Student Internship at the Vistula Academy of Finance and Business in Warsaw §8 Conditions for crediting the internship