**ADVERT AND MULTIMEDIA GRAPHIC**

**Internship programme**

**Areas:**

* getting to know typical tasks related to realization of different types of adverts
* getting to know the functioning of organizations connected with the advertizing, publishing, multimedia and interactive branches or promotion departments in big and medium-sized enterprises
* perfecting the elements of own artistic and marketing craft
* perfecting techniques of acquiring information and other materials needed in project management
* getting to know chosen procedures and systems of norms and rules (legal, professional, organizational, ethical), related to the functioning of advertizing and multimedia branches
* acquiring consciousness of the influence of the continuous technological development on the work   
  in advert and multimedia branch
* realization of the significance of effective teamwork
* acquiring the consciousness of existence and the skill of solving chosen problems connected to project and brand management
* preparation to work in advertizing agencies, publishing houses, printing companies, multimedia, games and applications developers, marketing sections in big or medium-sized enterprises
* getting to know the functioning of subjects related to advertizing (organizational structure, functions, authorizations, aims) in the framework of the specificity of the internship place
* getting familiar with specialist problems, depending on the place of internship, e.g. project management, communication with the project purchaser and subcontractors, the process of constructing the project foundations and its realization, gathering and analyzing data, methodology of creative work, etc.

**The institution organizing the internship may narrow or broaden the area of internship if it is dictated by the specificity of the institution or if it facilitates reaching the internship aims.**

**Places of the internship:**

advertizing agencies, design studios, publishing houses, printing companies, multimedia, games and applications developers, marketing sections in big or medium-sized enterprises