

<b>Name of subject:</b> <b>Visual communication</b>	<b>NEPTUN-code:</b> RTXVK1EBNE	<b>Number of hours:</b> <i>lec+gs+lab</i> 0+0+2	<b>Credit: 4</b> <b>Requirements:</b> practice mark
<b>Course coordinator:</b> Daniella Koós PhD	<b>Title:</b> assistant lecturer	<b>Prerequisite:</b> Form design I.	
<b>Subject content:</b>			
<p>Communication through images. The forms of the visual conveyance of meaning. Creativity and visual thinking.</p> <p>Based on freehand drawing, practicing the different graphical methods, genres, techniques, introducing the possibilities of graphic design.</p> <p>The psychological context of vision. Basic concepts of aesthetics.</p> <p>The development of individual visual expressions. Style exercises.</p> <p>The concept, content and form elements of corporate identity. Corporate identity and image. Corporate identity and corporate design. The main aspects of designing the information system.</p> <p>Designing corporate identity through group projects. Documentation.</p>			
<b>Competences to be mastered:</b>			
<p>a) knowledge</p> <ul style="list-style-type: none"> <li>- Knowledge of the fundamental rules and technological limitations of shaping products, of striking a harmony between content and form.</li> <li>- Knowledge of major analogies between natural and technical systems, and their possible applications in design.</li> </ul> <p>b) capabilities</p> <ul style="list-style-type: none"> <li>- Able to present graphical product concepts and sketches using traditional manual techniques.</li> </ul>			
<b>Bibliography:</b>			
1. Rudolf Arnheim: A vizuális élmény Az alkotó látás pszichológiája Aldus, Budapest, 2004 ISBN: 9632172833			
2. Töreky Ferenc: Vizuális kommunikáció Nemzeti Tankönyvkiadó, Budapest, 2002 ISBN: 9789631925005			
3. Kepes György: A látás nyelve. Gondola (1979)			
4. <a href="https://elearning.uni-obuda.hu/">https://elearning.uni-obuda.hu/</a> electronic notes and aids prepared by the instructor			