

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Creative Visual Communication Practice
Name of the subject in English:	Creative Visual Communication Practice
Credit value of the subject:	5
The code of the subject in the electronic study system:	MN-CRVICP-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course aims to provide students with the theoretical and practical basis for the acquisition of a complex vision and knowledge that is an essential requirement in the field of visual communication today. Building on and following the knowledge acquired in the pre-subject training, we will consciously broaden the students' knowledge through more complex, global design tasks, thus encouraging them to think more complexly and find richer solutions.

The students during the education gain some manual and stylish skills with which they are able to create works of art that meet the expected requirements in the field of visual representation.

SUMMARY OF THE CONTENT OF THE SUBJECT

Visual representation of the external and internal world.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Poster and logo designs on given themes
WAR or CLIMATE or ENERGY (5 weeks)
and
Self-portrait expressed in poster and logo (5 weeks)

The task is to design 3 posters and logos on the chosen themes. One with images only, one with images and typography, and one with typography only.

EVALUATION OF THE SUBJECT:

Based on the work done during the semester and presentation at the end of it.
Conditions for completing the course, evaluation criteria in case of a practical subject:
Grading is conditional on regular class attendance and the completion of extracurricular activities. For the classification, a presentation containing the half-yearly portfolio is required.

Criteria for classification:

- activity during lessons, presence, consultation
- thoughtfulness, quality and validity of the created works and plans
- independent work, invention
- the content of the presentation, the documentation and the quality of the presentation
- completion of tasks on time

Evaluation, rating:

91-100%: excellent
76-90%: good
61-75%: satisfactory
51-65%: pass
0-50%: fail

Components of the half-year grade (with optional subitems, individually identifiable percentages):

1. Professional, practical knowledge (30%)

Using tools
Use of software
Workflow planning

2. Theoretical knowledge (15%)

Research
Lexical knowledge
Problem raising
Conclusions

3. Creative skills (30%)

Individual creativity
Innovative thinking
Vocation

4. Soft skills (25%)

Cooperation
Contributing skills
Flexibility
Communication
Presentation
Communication during workflows
Self-assessment

The evaluation is based on the completed work and the documentation and oral report presenting it on practical exam. The student receives a grade and an oral assessment, and self-reflection practices take place during the semester.

OBLIGATORY READING LIST:

- Michael Evarny: Logo, Laurence King Publishing Ltd., 2007
- Alice Twemlow: What is graphic design for?, RotoVision, 2006
- Bo Bergström: Essentials of visual communication, Laurence King Publishing, 2009
- Gavin Ambrose, Paul Harris: Design thinking for visual communication, Bloomsbury, 2015