

CURRICULUM PARTITION AND REQUIREMENT SYSTEM

Semester 1, Academic Year 2025/26

ÓBUDA UNIVERSITY							
Sándor Rejtő Faculty of Light Industry and Environmental Engineering				Faculty	Product Design		Institute
Name of the subject:		Visual Communication			Neptun code:	RTXVK1EBNE	
					Credit:	4	
Type (mandatory/optional):		Mandatory	Study form:	Full-time	Semester:		7
Programme:		Industrial Design Engineering BSc					
Course coordinator:	Daniella Koós Ph.D.			Lecturers:	Dr. habil. Róbert Németh DLA		
Prerequisites (including code):		Form Design I.					
Weekly classes	Lecture:	0	Group seminar:	0	Lab. Practice:	2	
Assessment type:		Practice mark	Language of the course:	English	Timing:	WE: 08:55-10:35(D.2.201)	
Subject Content							
Communication through images. The forms of the visual conveyance of meaning. Creativity and visual thinking. Based on freehand drawing, practicing the different graphical methods, genres, techniques, introducing the possibilities of graphic design. The psychological context of vision. Basic concepts of aesthetics. The development of individual visual expressions. Style exercises. 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. Designing corporate identity through group projects. Documentation.							
Topics of the practice work with short description:							
Week	Topic					Instructor	
1.	Introduction. Description of the practical tasks for the semester.					Dr. habil. Róbert Németh DLA	
2.	Creative exercises I. □					Dr. habil. Róbert Németh DLA	
3.	Creative exercises II. □					Dr. habil. Róbert Németh DLA	
4.	Information system design I. □					Dr. habil. Róbert Németh DLA	
5.	Information system design II. Development of concepts, technical documentation.□					Dr. habil. Róbert Németh DLA	
6.	Information system design III. Presentation.					Dr. habil. Róbert Németh DLA	
7.	Poster design I.					Dr. habil. Róbert Németh DLA	
8.	Poster design II.					Dr. habil. Róbert Németh DLA	
9.	Poster design III.					Dr. habil. Róbert Németh DLA	
10.	Portfolio design I. The principles of portfolio creation, contents, formal elements, and color preferences. L01 Break.					Dr. habil. Róbert Németh DLA	
11.	Rector's break					Dr. habil. Róbert Németh DLA	
12.	Portfolio design II.					Dr. habil. Róbert Németh DLA	
13.	Portfolio design III.					Dr. habil. Róbert Németh DLA	
14.	Presentation of the semester work. Evaluation.					Dr. habil. Róbert Németh DLA	

Requirements	
<i>Participation:</i>	
Participation in lectures is mandatory, as set in the rules defined by the Óbuda University Study and Examination Regulations (TVSZ). Max 3 occasions of absence!	
<i>Seminar tests, presentations:</i>	
6th week	Upload of the finished works
9th week	Upload of the informational system design
13th week	Portfolio upload
<i>Requirements for semester mark:</i>	
Condition for obtaining the practice mark is the successful completion of the practice work during the semester. The semester mark is created in the proportion of the three practical works. The student whose mark is insufficient at the end of the semester, can apply for supplement of the grade in the first two weeks of the examination period once, according to the Óbuda University Study and Examination Regulations.	
Bibliography	
<i>Compulsory:</i>	1. Design Elements 2nd Edition: Understanding the Rules and Knowing When to Break Them by Timothy Samara, Rockport Publishers, 2014 2. Meredith Davis, Jamer Hunt - Visual Communication Design: An Introduction to Design Concepts in Everyday Experience, Bloomsbury Publishing, 2017
<i>Optional:</i>	1. Angela Riechers - The Elements of Visual Grammar: A Designer's Guide for Writers, Scholars, and Professionals, Princeton University Press, 2024 2. Christian Leborg - Visual grammar, Princeton Architectural Press, 2006