

ACADEMIC YEAR 2026/27. 1ST SEMESTER

Name of subject: Visual Communication	NEPTUN-code: RTXVK1EBNF	Number of hours: lec+gs+lab 0+0+3	Credit: 4 Requirements: practice mark (term mark)
Course coordinator: Daniella Koós Ph.D	Title: associate professor	Prerequisite: Form Design I.	
Curriculum:			
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.			
Detailed schedule of the course:			
Week	Topics of practices/labs		Lecturer
1.	Introduction, presentation of semester assignments. Creative tasks I.		Dr. habil Róbert Németh
2.	Creative tasks II.		Dr. habil Róbert Németh
3.	Information system design I.		Dr. habil Róbert Németh
4.	Information system design II. Concept development.		Dr. habil Róbert Németh
5.	Information system design III. Technical documentation.		Dr. habil Róbert Németh
6.	Poster design I. Information system upload.		Dr. habil Róbert Németh
7.	Poster design II.		Dr. habil Róbert Németh
8.	Poster design III.		Dr. habil Róbert Németh
9.	Principles of portfolio design. Poster upload.		Dr. habil Róbert Németh
10.	Content and formal elements of portfolio design.		Dr. habil Róbert Németh
11.	Graphic elements and colour preferences of portfolio design.		Dr. habil Róbert Németh
12.	RECTOR’S BREAK		(-)
13.	Finalisation and upload of portfolio.		Dr. habil Róbert Németh
14.	Resubmissions. Assessment.		Dr. habil Róbert Németh
Mid-term requirements:			
<i>Attendance at lectures and practices/labs</i> Participation in exercises is mandatory. The number of absences is limited by the provisions of the Óbuda University Study and Examination Regulations.			
<i>Seminary tests, reports, essays, etc.</i> Week 6: assignment submission I. upload of the information system Week 9: assignment submission II. upload of completed assignments Week 13: portfolio upload			

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The method of obtaining a signature:

The semester grade is awarded based on satisfactory completion of the required coursework during the semester. Students whose semester grade is insufficient at the end of the study period due to the absence or inadequate quality of required assignments may make one additional attempt to obtain a passing semester grade during the first two weeks of the examination period, in accordance with the Academic and Examination Regulations of Óbuda University.

Professional competencies:

- Knowledge of the basic rules and technological limits of product shaping, content and form matching.
- Knowledge of the main analogies between natural and technical systems and their application in design.
- Ability to present product concepts and sketches in drawings using traditional hand techniques.

Literature:

Required:

1. <https://elearning.uni-obuda.hu/> PPT-s and aids prepared by the instructor
2. Karen Cheng: Designing Type, Laurence King Publishing Ltd., London, 2020. ISBN10 0300111509, ISBN13 9780300111507
3. Josef Müller-Brockmann: Grid Systems in Graphic Design : "A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers" ISBN10 3721201450, ISBN13 9783721201451
4. Philip B. Meggs: Meggs'History of Graphic Design. John Wiley& Sons Inc, 2016. ISBN13 (EAN): 9781118772058

Recommended:

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
3. Róbert, Németh; Éva, Hottó; Márta, Kisfaludy: Influence of Artistic Styles on Contemporary Design; In: Edit, Csanák (szerk.) IJCELIT 2023. Book of Proceedings of the 9th International Joint Conference on Environmental and Light Industry Technologies, Budapest, Hungary: Óbudai Egyetem Rejtő Sándor Könnyűipari és Környezetmérnöki Kar (2024) pp. 74-84. , 11 p.