

Tárgytematika / Course Description **Innovation and Visual Communication**

MKNM_DSTA156

Tárgyfelelős neve /

Teacher's name: Dr. Somogyi Krisztina

Félév / Semester: 2024/25/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Innovation and Visual Communication course presents the complex processes of visual sensation, perception, sense making and interpretation by showcasing best practices from around the world. It introduces the basic communication theories and emphasizes the difference between verbal and visual communication. The creation of a coherent visual language out of individual signs, the artistic challenge of transferring information on a creative way and the impacts of the iconic examples of graphic design are presented in theoretical framework of semiology and communication studies. As contemporary culture is visually overloaded, issues related to the responsibility of the author and the role of the visual in the 21th century are debated in class.

TANTÁRGY TARTALMA / DESCRIPTION

1. week Introduction
2. week Understanding the concept of communication: Charles and Ray Eames: The communication Primer
3. week Seeing as an interpretive process
4. week The image as meaning
5. week Course week
6. week The visual language
7. week Symbolic meaning
8. week Exhibition visit at other times: Budapest, Palace of Music permanent exhibition
9. week Analog image-digital image report on the exhibition seen
10. week Noise in communication

11. week I see it differently - expert and non-expert perspectives
 12. week Innovative tools, contents, approaches - student presentation
 13. week Innovative tools, contents, approaches - student presentation
 14. week Innovative tools, contents, approaches - student presentation
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SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Subject type, credit value: 2 credits

Contact hours assigned to the subject: 2 contact hours

Aspects of the evaluation: Activity during class work, interpretation of innovation and presentation of own examples and ideas

Composition of the semester ticket.

Subjective opinion of the exhibition – presentation and text 50%, interpretation of innovation – presentation 50%

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Reading:

David CROW: Visual Signs

Ashley la Grange: Basic Critical Theory for Photographers

Marshall McLuhan: The Gutenberg Galaxy

Roland BARTHES: Mythologies

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL