

## Tárgytematika / Course Description Climate conscious communication

MKNM\_DSTA187

**Tárgyfelelős neve /**

**Teacher's name:** dr. Pálfalusi Zsolt János

**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

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### OKTATÁS CÉLJA / AIM OF THE COURSE

Instructor

Daniella Koós DLA

Training objective of the course

Practical acquisition of the design and research methodologies required for the specialisation.

Requirements for attending the course

Acquiring the complex thinking, research and design methodology required by the profession.

Task – Developing a market-viable product, which is itself a Circular Economy

During the semester, the students find a problem to work on within a given topic. They will research the problem in a complex way, using the tools of design, design thinking, design methodology and branding to find a solution(s).

Submitted materials at the end of the course

- design process documentation (research, trend analysis, market analysis, methodology, idea, description, branding, etc.) of at least 10,000 characters
  - articles of at least 2,000 characters, 5-10, images of appropriate quality
  - printed materials (clarified at the end of the semester)
  - 'TikTok ready' material from your work at least in 15 seconds
  - Behance article from the project
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### TANTÁRGY TARTALMA / DESCRIPTION

Week Date Tematics in weekly periods

01 week of 2

September

issuing and interpreting tasks, scheduling the implementation of tasks

02 week of 9

September

complex research of the Circular Economy, 5 different product concept  
developing

03 week of 16

September

presentation of the complex research of the Circular Economy and  
the 5 different product concept developing, select 2 product idea

04 week of 23

September

working on the 2 product idea

05 week of 2

October

course week

06 week of 9

October

select the final concept, concept development

07 week of 16

October

concept development, branding

08 week of 23

October

concept development, branding

10 week of 4

October

concept development, branding

11 week of 11

November

concept development, branding

12 week of 18

November

product validation, branding

13 week of 25

November

product validation, branding

14 week of 2

December

product validation, branding, making a presentation

15 week of 9

December

final presentation of the documentation of the product

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### **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

Number of contact classes allocated to the course

Number of lessons: 2 classes/week

Condition for the semester grade

attendance in classes,

successful participation in mid-semester presentations

final presentation, presentation, mid-term documentation, submission of models/prototypes

Assessment criteria

Active class attendance and progress, overall picture of work presented in weeks 5 and 14, overall picture of final presentation.

Composition of the grade

Mid-semester presentations and active attendance - 75% (3 marks)

Quality of final presentation - 25% (1 mark)

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

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### **AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL**