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| ***Name of subject:*** **Visual communication** | ***NEPTUN-code:***RTTVI1AENE | ***Number of hours:*** *lec+gs+lab*1+0+2 | ***Credit:*** 4***Requirements:*** practice mark |
| ***Course coordinator:***Éva Hottó Phd | ***Title:***senior lecturer | ***Prerequisite:*** RTTSR2AENE Freehand drawing II. |
| ***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. |
| ***Bibliography:*** |
| 1.Rudolf Arnheim: A vizuális élmény Az alkotó látás pszichológiája Aldus, Budapest, 2004 ISBN: 9632172833 |
| 2. Töreky Ferenc: Vizuális ​kommunikáció Nemzeti Tankönyvkiadó, Budapest, 2002 ISBN: 9789631925005 |
| 3. Kepes György: A látás nyelve. Gondola (1979) |
| 4. <https://elearning.uni-obuda.hu/> electronic notes and aids prepared by the instructor |