SUBJECT DATASHEET

Visual Communication 2

BMEGT43A390

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Visual Communication 2

ID (subject code)	BMEGT43A390

Type of subject
class

Course types and lessons

Type	*Lessons*
Lecture	0
Practice	4
Laboratory	0

Type of assessment
exam

Number of credits
6

Subject Coordinator

Name	*Position*	*Contact details*
dr. Fiáth Henrietta	assistant professor	fiath.henrietta@gtk.bme.hu

Educational organisational unit for the subject
Department of Sociology and Communication

Subject website
https://edu.gtk.bme.hu

Language of the subject
magyar - HU

Curricular role of the subject, recommended number of terms
Programme: **BA in Communication and Media Studies**
Subject Role: **Compulsory elective**
Recommended semester: **4**

Direct prerequisites

Strong	Vizuális kommunikáció 1. / Visual Communication 1
Weak	None
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 581015/11/2025 registration number. Valid from: 2025.11.26.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The second course of the two-semester program. Following the theoretical foundation and introductory semester, the aim of this course is to put what has been learned into practice, apply it, and summarize and share the results of independent or small-group research conducted over two semesters.

Academic results

Knowledge

1. Solid knowledge of conceptualization for studying communication and media phenomena
2. Solid knowledge of the most important social science conceptualizations needed to study the communication phenomena

Skills

1. Ability to make judgements in practical tasks, ability to make independent decisions
2. Analytical skills
3. Research skills
4. Reliable use of professional language

Attitude

1. Presence from social science egocentrism in social science fields
2. Openness to social change
3. Avoidance of being biased, prejudical
4. Critical openness to innovation
5. Social sensitivity, solidarity
6. Professional and moral stand
7. Self-reflection of one's own abilities

Independence and responsibility

1. Proficiency in professional communication both in oral and written form
2. Adoption and enforcement of professional standards
3. Independence
4. Constructiveness and assertiveness in the context of institutional operation

Teaching methodology

Lectures, joint and individual literature review, independent and/or small group research work and project tasks.

Materials supporting learning

- A tantárgy elvégzéshez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu).
- The educational materials and literature required for completing the course are available to students on the course's Moodle page (edu.gtk.bme.hu).

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Attendance is mandatory. Requirements for signature: no more than 4 missed classes, submission of at least 50% of assignments during term.

Performance assessment methods

Classwork, presentations, research, project evaluations, exam papers.

Percentage of performance assessments, conducted during the study period, within the rating

- **classroom activiy**: 20
- **midterm study performance assessment**: 30
- **sum**: 50

Percentage of exam elements within the rating

- **exam paper**: 50

Conditions for obtaining a signature, validity of the signature

Az aláírás feltétele: maximum 4 hiányzás, a félévközi feladatok minimum 50%-ának teljesítése.

Issuing grades

Excellent	95
Very good	85–94
Good	70–84
Satisfactory	60–69
Pass	50–59
Fail	0–49

Retake and late completion

Retakes and make-ups are regulated by the University's Code on Education and Examination.

Coursework required for the completion of the subject

classes	56
preparation for the classes	24
preparation for the tests	10
research	40
preparation for exam	50
sum	180

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 10.11.2025.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Review of the program and tasks, setting goals 2. Literature research 1. 3. Literature research 2. 4. Literature research 3. 5. Literature research 4. 6. Mid-semester reports 1. 7. Methodological overview 8. Empirical research/projects 1. 9. Empirical research/projects 2. 10. Empirical research / projects 3. 11. Empirical research / projects 4. 12. Mid-term reports 2. 13. Final presentations 14. Evaluation of the semester

Additional lecturers

Approval and validity of subject requirements