



SUBJECT DATASHEET

VISUAL CREATIVE INDUSTRIES

BMEGT43M184

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

VISUAL CREATIVE INDUSTRIES

ID (subject code)

BMEGT43M184

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	4
Practice	0
Laboratory	0

Type of assessment

exam

Number of credits

5

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Fiáth Henrietta	assistant lecturer	fiath.henrietta@gtk.bme.hu
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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: **Communication and Media Studies Master's Programme - Digital media specialisation (from 2018)**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

Programme: **Communication and Media Studies Master's Programme - Cultural industries specialisation (from 2018)**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

Programme: **Communication and Media Studies Master's Programme - Communication design specialisation (from 2018)**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

Programme: **Communication and Media Studies Master's Programme - Visual communication specialisation (from 2018)**

Subject Role: **Compulsory for the specialisation**

Recommended semester: **1**

Direct prerequisites

Strong None

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: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The course provides insight into the institutional system, operating mechanisms, psychology, socio-cultural and economic background of creative and visual industries. During the semester, students independently (or in groups) manage a fictitious or real project, they can develop their ideas and vision based on the lectures and the reports and advices of the creative professionals invited.

Academic results

Knowledge

1. Solid knowledge of conceptualization for studying communication and media phenomena
2. Basic knowledge of social institutions (law, language, religion, etc.)
3. Solid knowledge of the conceptualization for studying social processes.

Skills

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

Attitude

1. Social sensitivity, solidarity
2. Adoption of democratic and rule of law standards
3. Professional and moral stand.

Independence and responsibility

1. Striving to create a historically and politically coherent worldview
2. Responsible, professionally based social presence
3. Adoption and enforcement of professional standards

Teaching methodology

Lecture, in class discussions and individual project

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu) – Books, notes, downloadable materials are available on Moodle site of the course (edu.gtk.bme.hu)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Fontos az órai aktivitás: a vizuális intelligencia, a képi, asszociatív készségek fejlesztéséhez elengedhetetlen az a párbeszéd, mely az oktató és a hallgató között alakul ki a közös órai munka során.

Performance assessment methods

1. Órai aktivitás 2. Szakirodalmak feldolgozása 3. Beszámoló a projekt haladásáról

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

- classroom activity: 20
- processing literature: 20
- project presentation: 10
- total: 50

Percentage of exam elements within the rating

- final presentation: 50

Conditions for obtaining a signature, validity of the signature

A félév végi aláírás feltétele az órák min. 70%-án való részvétel. A vizsgára jelentkezés feltétele a szorgalmi időszakban kapott valamennyi feladat teljesítése és a rájuk kapható pontok legalább felének megszerzése.

Issuing grades

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

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

class attendance	52
preparation for test	58
reading	40
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

1. A csapatmunka alapelvei, kötelességek és felelősségek 2. A projektek menedzselésének alapelvei, tipikus és gyakori hibák és kivédésük lehetőségei 3. A megrendelő, a tervező és a projektmenedzser szerepei, kapcsolataik jellegzetességei 4. A vizualitáshoz köthető projektek jellegzetességei, gyakori problémái és azok kiküszöbölési lehetőségei 5. A projektekről szóló beszámolók, prezentációk kritériumai, jó gyakorlatai 6. A vizualitáshoz köthető iparágak felépítése, működése, sajátosságai, ismert(ebb) szereplői, képviselői

Additional lecturers

dr. Gács Anna egyetemi docens

Approval and validity of subject requirements