Title	Studies in Social Sciences and Communication III. *Visual Communication*	Classroom ☒ Studio or workshop ☐ External venue ☐ Online ☐

Codes	**M-DM-303-2**

Host	**MOME Future School**

Basic info

Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Practice	5	12x2=24	75-24=51	lecture	2025 fall	M-DM-303

Recommendation

Short description

This course invites design and art management students to sharpen their visual communication skills—an essential toolkit for any design manager. Through hands-on exploration of creative strategies and visual tools, students will learn how to craft compelling visual narratives that support and elevate communication objectives.

Throughout the semester, students explore both visual design creation and communication strategy development, supported by generative AI tools. In the first half of the course, student teams create a fictional designer persona along with her product or service. In the second half, they take on the role of communication specialists, crafting a visual branding and campaign strategy for the products of the invented designer. The course concludes with a communication training session, where students refine and practice their presentation skills.

Teachers

Name	Contact	Bio	Opening hours
Viktória Szabó	viktoria.szabo@mome.hu	https://www.linkedin.com/in/vikiszabo/	on demand

Semester schedule

Course scheduling	Class appointments
weekly	Tuesday, 15.10-16.30

#	Date	Educational content
1	2nd Sep	Introduction: AI in visual design
2	9th Sep	Creating a designer
3	16th Sep	Creating the oeuvre of the Designer
4	23rd Sep	Creating the product/service of the Designer I.
5	30th Sep	Creating the product/service of the Designer II.
6	7th Oct	Presentation
7	14th Oct	COURSE WEEK
8	21th Oct	Designer meets communication team
9	28th Oct	Creating communication strategy
10	4th Nov	Communication strategy meets the Designer
11	11th Nov	Presentation and one pager
12	18th Nov	Pitch training I.
13	25th Nov	Pitch training II.
14		
15		

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Weekly homework and assignments	Quality of work and pro-activity of student	Ongoing	40%
In-class performance	Quality of work and pro-activity of student	Ongoing	40%
Final presentation	Quality of work	exam period	20%

Compulsory readings

Learnings		
Knowledge	Gen-AI design tools, visual language and design basics, communication design, pitching techniques.
Skills	Communication, storytelling, critical thinking, presentation. How to articulate design intent and rationale clearly and effectively using visual communication frameworks.
Attitude	To evolve from initial curiosity to growing engagement More analytical perspective Sense of empowerment as students recognize the profound impact of visual language and communication
Responsibility	Students will develop competence/confidence in backing up their craft and look for new ways of practicing it. Ownership of one's process and iterations.

Exemption

☒ Exemption from attending and completing the course cannot be granted,

☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks

☐ Some tasks can be replaced by other activities,

☐ A full exemption can be granted

Curriculum link

Subject	Related courses (paralells)	Merit rate in the subject
M-DM-303	M-DM-303-2	50%
	M-DM-303-1	50%

Course prerequisites	Prerequisites in case of elective	Is it available as an elective?
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