

Studies in Social Sciences and Communication III.

*Visual Communication*

Title

Classroom ☒

Studio or workshop ☐

External venue ☐

Online ☐

**M-DM-303-2**

Codes

**ER-ADM-MA-252601-09**

Host

**MOME Future School**

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

Recommendation	<i>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.</i>
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Short description	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.
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	Name	Contact	Bio	Opening hours
Teachers	Viktória Szabó	viktoria.szabo@mome.hu	<a href="https://www.linkedin.com/in/vikiszabo/">https://www.linkedin.com/in/vikiszabo/</a>	on demand

	Course scheduling	Class appointments
Semester schedule	weekly	Tuesday, 15.10-16.30

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

	Assignments	Evaluation criteria	Deadline	% in evaluation
Requirements and 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

Recommended 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	<input checked="" type="checkbox"/> Exemption from attending and completing the course cannot be granted,
	<input type="checkbox"/> Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
	<input type="checkbox"/> <u>Some tasks can be replaced by other activities,</u>
	<input type="checkbox"/> 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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