

Title	Art and the creative industries I. / Disciplines of design
Codes	M-DM-102-1 / ER-ADM-MA-262701-02
Host	MA School
Location	Classroom

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
seminar	5	24	51	ADM Mandatory	2026 fall	M-DM-102

Recommendation
This mandatory course is designed for Art and Design Management MA students to gain a structured overview of the main design and art fields within contemporary creative industries. It supports students in navigating disciplinary differences while developing their own analytical perspective. The course is especially relevant for those interested in curatorial, cultural management, or research-based practices.

Short description
This practice-based seminar provides an introduction to the main fields of art and design as represented within the MOME ecosystem, including animation, design culture, architecture, product design, photography, media design, product design, graphic design, and textile design. The course combines historical grounding with a contemporary overview of disciplinary practices. In parallel, students are introduced to major institutional frameworks and international cultural organizations (e.g. UNESCO, ICOM, ICCROM) as well as contemporary art events and festivals. Throughout the semester, students develop an individual case study related to one selected field, which they analyse from historical, theoretical, and institutional perspectives, and present at the end of the course.

Teachers			
Name	Contact information	Short BIO	Office hours
Lili Kriston	kriston@mome.hu	Phd student, assistant researcher, curator	WE 10:00-12:00

Course scheduling	
Course format	Weekly class appointments
Seminars and lectures in classroom, and presentations in external venues.	TUE 10:00-11:20
Details of each session's type and schedule, showing the teacher's role	

Week	Date	Weekly educational content	Studio/workshop
1	2026.09.08	What is Design Culture? What design means today?: course overview, case study topic selection	MOME lecture and workshop
2	2026.09.15	Historical Foundations of Design: Industrialization, early design movements, emergence of design as a discipline	MOME lecture and workshop
3	2026.09.22	Animation & Media Design: Narrative, moving image, digital culture and contemporary media practices	MOME lecture and workshop
4	2026. 09.29	Graphic Design & Visual Communication: Visual language, identity, typography, branding vs. propaganda	MOME lecture and workshop
5	2026. 10. 06	Photography & Image Cultures: Photography as art and documentation, media image production	MOME lecture and workshop
6	2026. 10. 20	Product Design & Object Creation: Functionality, materiality, craftsmanship vs. industrial production (guest lecture by Dr Judit Horváth)	MOME lecture and workshop
7	2026. 10. 27	Textile Design & Fashion: Body, identity, cultural narratives in textile and fashion design	Visit at Romani Design, lecture and workshop
8	2026. 11. 03	Architecture & Spatial Design: Space, society, environment	MOME lecture and workshop
9	2026. 11. 10	Design Culture & Critical Perspectives: Design as a social practice, critical design, activism	MOME lecture and workshop
10	2026. 11. 17	Institutions & International Organizations: UNESCO, ICOM, ICCROM, cultural frameworks and policies	MOME lecture and workshop
11	2026. 11. 24	Contemporary Art Events and Festivals: Biennials, exhibitions, global art platforms, cultural networks	MOME lecture and workshop
12	2026. 12. 01	Student Presentations 1	MOME
13	2026. 12. 08	Student Presentation 2	MOME

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Case study presentation	presentation based on individual research	contemporary relevance, accuracy, authenticity	2026. 11. 24	70%
Attendance at classes	discussion, short in-class tasks	activity, critical reflection	2026. 11. 24	30%
General requirements				

Course materials and literature
Mandatory literature
William J. Byrnes: Management and the Arts. Focal Press/Routledge, 2022.

Victor Papanek: Design for the Real World: Human Ecology and Social Change. Pantheon Books, 1971
Course notes and presentations
Recommended literature
Victor Margolin: World History of Design. Bloomsbury Academic, 2015. Penny Sparke: An Introduction to Design and Culture: 1900 to the Present. Routledge, 2020. Tony Fry: Design as Politics. Berg, 2010. Charlotte & Peter Fiell: Design of the 20th Century. Taschen, 2012. Glenn Adamson: The Invention of Craft. Bloomsbury Visual Arts, 2013.

Learning outcomes	
Knowledge	Students gain an overview of the main fields of art and design and their historical development up to the 20th century, as well as an understanding of contemporary institutional and cultural frameworks.
Skills	Students are able to analyse and contextualise a selected design field, connect historical and contemporary perspectives, and present their findings in a structured and critical way.
Attitude	Students develop a critical and reflective approach towards design practices, with sensitivity to cultural, social, and institutional contexts.
Autonomy and Responsibility	Students are able to independently develop and articulate a case study, taking responsibility for their analytical and interpretative decisions.

Exemption
No exemption may be granted from participation in, or completion of, the course. Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities. Full exemption may be granted.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
M-DM-102	M-DM-102-2	50%
Course prerequisites	Is it available as an elective?	If elective, specific prerequisites
-	Yes/ No	-

Guidelines and rules for the use of artificial intelligence in the course

General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

Equipment and materials needed from TechPark	Does TechPark provide this?
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Other information, comments

During the first class, students will select a specific art or design field that will serve as the basis of their individual case study developed throughout the semester. Methodological guidelines and the presentation schedule will be introduced during this session.

Each class begins with a short lecture, followed by an interactive workshop. Throughout the semester, regular check-ins support the development of students' case studies. In the final sessions, students present their work and engage in peer review, while gaining experience in public speaking.

The classes begin with short lectures followed by workshop-based activities. Students are required to develop an individual case study, participate in discussions, and engage in peer feedback.

Tasks include preparing the case study, active participation in class, processing the required literature, and delivering a final presentation based on their research.