

Title and Code of Course: Visual design and planning

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Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar X	Method of Evaluation: Examination In-Class Group Presentation X Other
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Course Description:

Students should become familiar with the basic concepts of visuality, understand the philosophy of vision and color, and recognize the role of design in business life, especially in marketing. They should master the basic principles of graphic design and be able to apply them in practice. Additionally, they should have digital competence in using basic graphic design software, as well as in digital image processing and editing, including the use of artificial intelligence tools. They should be capable of independently planning and implementing the elements of a small business, as well as working effectively in a team. It is important that they are able to think independently and creatively.

The main topics and lectures will be:

- The role of visual communication in marketing. Basic concepts of visual design.
- The use of graphic elements in business life and communication, with particular regard to the formal elements appearing in the corporate image.
- The image of the company. Design. Basic rules of good design.
- Color theory, Using Fontmanager.
- Digital image editing, use of image editing programs.

Bibliography:

- Varey, Richard (2002): Marketing Communication. Principles and Practice. London: Routledge
- Timothy, Samara (2020): Design Elements, Third Edition: Understanding the rules and knowing when to break them - A Visual Communication Manual
- Seni Soniansih: Marketing communication, BookRix 2021. ISBN: 9783748787327
- Garr Reynolds: Presentation Zen: Simple Ideas on Presentation Design and Delivery
- Pearson Education, 2019. ISBN: 0135800919
- Charles Dennis, Pantea Foroudi, T C Melewar: Building Corporate Identity, Image and Reputation in the Digital Era. Taylor & Francis, 2021. ISBN: 9781000382174