

		Course Name:	Visual Communication in Contemporary Art	
Course Code	Status of article	Semester	Number of ECTS points	Time in the semester
FU2VKUSU	Required	III	6	2P+2V

Study programs for which it is organized: Faculty of Arts UDG		
Conditionality to Other Subjects: Digital Photography Module		
The idea of studying the subject: The subject of <i>visual communication</i> is essential for students of the Faculty of Arts. It studies the connection of words and images, textual and design solutions, ideas, information and creativity into a single whole or brand that is monitored and developed in various spheres of human activity for the sake of successful business, creativity and thus the development of society. By analyzing a two-dimensional image that includes: character, typography, drawing, photography, graphic design, illustration, color and electronic sources, as well as their application in practice, forms of creation in art and the history of visual communication, the connection between design and art, the role of design in everyday life and public services are introduced. In parallel with the analysis of the contemporary moment and context, the role, significance and influence of visual communications in the shaping and functioning of society, we get to know the great artistic epochs and directions, authors and their works that have influenced the course of history, the development of society as a whole and that constantly build the cultural and educational heritage of humanity.		
Course Objectives: Students have the opportunity to study an effective way of using images, messages, text, combining an interdisciplinary method of knowledge from the history of visual communications and graphic design with the contemporary needs of the market of this creative sector. By merging theory and practice, the methods and principles of visual communication are used through the given project, and ways of achieving successful communication through the means of visual art and graphic design are developed and explained. The aim of the course is to explain and understand the key concepts of space, unity, page architecture of books and typography for the benefit of students of future graphic designers, art directors. Understanding the socio-market, as well as current environmental and sociological problems of modernity, the course produces methods of knowledge about the successful design of the message and goal of business, which will be one of the most important aspects of modern visualization in the future professional practice of our students in order to reach as many business partners, professional and general public and audience.		
Course Outcomes: Students who successfully complete this course will be able to: • Understand the basic advantages of modern graphic design and visual communications; • Understand and apply the basic concepts of communication through the visual field and making visible a given phenomenon or task; • independently decide on solutions that are suitable for sending to production and relevant to social reading in relation to the history of visual communication; • creating contemporary graphic solutions related to references from the history of design and art; • Participate in the development of complex team projects as well as manage them.		
Name and surname of teachers and associates: <i>prof. dr Irena Lagator Pejović</i>		
Method of teaching and mastering the material: Lectures, homework – essays; Interactivity in teaching; discussions and research on given topics; seminar papers; individual projects; group – collaborative projects, etc.		
WORK PLAN		
Sunday:	Name of methodological units for lectures (P), exercises (V) and other teaching contents (O); Planned form of taking the exam (Pz)	
Preparatory week	Introduction, preparation and enrollment of the semester.	
I Sunday	P/V	<i>The History of Visual Communications</i>
Week 2	P/V	<i>The History of Visual Communications</i>
Week 3	P/V	<i>The History of Visual Communications</i>
Week 4	P/V	<i>The History of Visual Communications</i>
On Sunday	P/V	<i>Visual Communications in Design</i>
VI Nedelja	P/V	<i>Design & Art</i>
7th Sunday	P/V	<i>Test - Colloquium</i>

VIII Nedelja	P/V	Communicative color quality			
IX nedelja	P/V	Semiotics, meanings and associations of colors			
X Nedelja	P/V	The role of design in everyday life			
Week 11	P/V	Design in public services			
Week 12	P/V	Graphic communication			
Week 13	P/V	Graphic communication			
Week 14	P/V	Preparation for the final exam			
Week 15	P/V	Test – colloquium. Final exam.			
Obligations of students during classes: lectures, exercises, discussions, homework, project tasks.					
E-mail consultation: Yes					
Specifics that need to be emphasized about the topic: None					
Note (if necessary): None					
<u>Sunday</u> 6 credits x 40/30 = 8 hours – 3 hours of lectures – 5 hours of self-work, including consultations.		<u>In the semester</u> Total load for item 2x100 = 100h <u>Ingredients:</u> Classes and final exam: 8h x 16 weeks = 128h Necessary preparations before the start of the semester (administration, enrollment, certification): 8hk2=16h Supplementary work for preparation and passing the exam in the remedial period: 0-36h			
Literature:					
Bruno Munari, <i>Design and Visual Communications</i> , Inventory Print, 2026.					
Aleks White, <i>Graphic design elements: space, unity, page architecture and type</i> , Allworth Press, New York, 2022.					
David Reinfort, <i>New Graphic Design Program</i> , Inventory Press / D.A.P., 2019					
Alexandra Midal, <i>Design by chance</i> , for a new history of design, Sternberg Press, 2019.					
Philip Meggs, <i>Meggs' History of Graphic Design</i> , Hoboken, NJ: Wiley, 2016.					
Paul Martin Lester, <i>Visual Communication: Images with Messages</i> ; Wadsworth Publishing, 6th edition, 2010.					
Bo Bergstrom, <i>Fundamentals of Visual Communication</i> , Laurence King Publishers, 2009.					
Mile Grozdanić, <i>The Road to the Book</i> , Publikum, Belgrade, 2007.					
Forms of assessment and assessment:					
Colloquium: 1 x 30 points + 1 x 40 points + essays and interactivity in class + 20 points digital photography module + 10 points ASU certificate = 100 points					
Evaluation	A	B	C	D	E
Number of points	90-100	80-89	70-79	60-69	50-59