

STUDY SUBJECT DESCRIPTION

VISUALIZATION SOLUTIONS FOR BUSINESS

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| Title of Study Programme and Code | Type (compulsory/optional) | Cycle | Year of study when the component is delivered (if applicable) |
| <i>BUSINESS MANAGEMENT AND INNOVATIONS</i> | Compulsory | 1 st | 2 nd year |
| Semester/trimester when the component is delivered | Number of ECTS credits allocated | Language of instruction | Mode of delivery (face-to-face/e-learning/...) |
| 4 th | 4 ECTS | Lithuanian, English | face-to-face, e-learning |
| Learning outcomes | | Study methods | Assessment methods |
| After completion of the study subject, a student should be able: | | | |
| LO 1 | to know media technologies used in the business sector and apply them to visualise business solutions | Interactive lecture | Assessment of practical work |
| LO 2 | to develop visualisation solutions for business needs using the capabilities of modern technical and software tools | Practical work Brainstorming | Evaluation of participation in the discussion |
| LO 3 | to know and apply information visualisation tools and presentation techniques | Study of literature and internet sources Discussion | Evaluation of the learning diary |
| LO 4 | to know and apply technical and software tools for information visualisation and computer graphics | Keeping a learning diary Group project work | Assessment of group project work and its presentation |
| LO 5 | to create video material (presentations, animation footage, etc.) and use it to visualise business decisions | Problem-based learning Flipped classroom | |
| Prerequisites (these courses must have successfully completed before she/he can take this course) | | | |
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| Course content | | | |
| <ol style="list-style-type: none"> 1. Introduction. Media technologies and use in business. Hardware and software tools for business and their potential 2. Principles of image formation, transmission and storage. Principles of digital photography. Photographic technologies 3. Graphic design basics. Raster and vector graphics. Colour matching and graphic design features 4. Tools and methods for creating presentations. Visual presentation of business solutions | | | |

5. Computer animation. Animation effects to present business information
6. Filmmaking technologies. Script development for visual information (film)

Recommended or required reading and other learning resources/tools

1. Adams S., Dawson P., Foster J., Seddon T. (2017). Graphic Design Rules: 365 Essential Design Dos and Don'ts
2. Grigas V., Šuminas A., Gudiniavičius A., Grigaliūnas M. (2016). Šiuolaikinės medijos ir informacija: požeminiai garažai Google karalystėje. Akademinė leidyba
3. Freeman M. (2012). Fotografo mintis: geresnės skaitmeninės fotografijos. Kūrybinis požiūris
4. Freeman M. (2009). Fotografo akis. Geresnės skaitmeninės fotografijos: kompozicija ir dizainas
5. Harman H. (2013). Skaitmeninės fotografijos žinynas