



## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	<b>Multimedija in dizajn v poslovanju</b>
<b>Course title:</b>	Multimedia and Design in Business

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Ekonomija v sodobni družbi, 1. stopnja	Poslovna usmeritev	3. letnik	/
Economy in Contemporary Society, 1 <sup>st</sup> cycle	Business Orientation	3 <sup>rd</sup> year	/

Vrsta predmeta / Course type:	Izbirni/Optional
Koda predmeta / Course code:	MDP-ESD

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Druge oblike študija Other type study	Samost. delo Individual work	Ure dela Work hours	ECTS
20	0	40	0	90	150	6

Nosilec predmeta / Lecturer:	prof. dr. Dušan Lesjak	
Jeziki/Languages:	Predavanja / Lectures: Vaje / Tutorial:	slovenski / Slovenian
		slovenski / Slovenian

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

/

**Prerequisites:**

/

**Vsebina:**

Uvod v multimedijo v poslovanju  
Multimedijske vsebinske oblike  
Fotografija, zvok, video, animacija  
Dizajn v poslovanju  
CGP in blagovna znamka  
Dizajn in marketing  
Splet kot učinkovito multimedijsko orodje  
Spletni marketing  
Trendi multimedije in dizajna v poslovanju

**Content (Syllabus outline):**

Introduction to multimedia in business  
Multimedia content formats  
Photography, sound, video, animation  
Design in business  
Corporate identity and the brand  
Design and marketing  
Internet as an effective multimedia tool  
Online marketing  
Multimedia and design trends in business

**Temeljna literatura in viri / Readings:**

**Obvezna / Compulsory:**

Knjige in učbeniki / Books and textbooks  
Štukovnik, J. (v pripravi). *Multimedija in dizajn v poslovanju*. Celje: MFDPŠ.

**Priporočena / Recommended:**

Knjige in učbeniki / Books and textbooks  
Beard, J. (2010). *The Principles of Beautiful Web Design*. Melbourne: Sitepoint.  
Evamy, M. (2007). *Logo*. London: Laurence King Publishers.

Lupton, E., in Phillips, J. C. (2008). *Graphic Design: The New Basics*. New York: Princeton Architectural Press.  
 Maeda, J. (2006). *The Laws of Simplicity*. Cambridge: Mit Press.  
 Norman, D. A. (2005). *Emotional Design: Why We Love (or Hate) Everyday Things*. New York: Basic Books.  
 Vaughan, T. (2011). *Multimedia: Making It Work*. Columbus: McGraw-Hill Osborne Media.  
 Villalobos, R. (2007). *Exploring Multimedia for Designers*. Florence: Delmar Cengage Learning.  
 Wiedemann, J. (2009). *Brand Identity Now!*. Köln: Taschen Verlag.

### Cilji in kompetence:

Študentje bodo razvili **splošne kompetence**:

- interdisciplinarno znanje s področja multimedije in dizajna,
- sposobnost analize, sinteze in predvidevanja rešitev in posledic,
- sposobnost uporabe osvojenega znanja v praksi,
- praktične osnove grafičnega oblikovanja in video produkcije,
- sposobnost razumevanja soodvisnosti med tehnologijo in multimediji storitvami,
- sodelovalnost, sposobnost dela v skupini, sposobnost argumentiranega zagovarjanja lastnih stališč in upoštevanja stališč kolegov.

Študentje bodo razvili **predmetno-specifične kompetence**:

- poznavanje in razumevanje vloge multimedije in dizajna v poslovnem okolju,
- poznavanje in razumevanje aktualnih orodij in trendov, ustvarjanje, oblikovanje multimedijskih poslovnih vsebin,
- poznavanje in razumevanje multimedijske komunikacije in produkcije na uporabniškem in poslovnem nivoju,
- poznavanje razvoja multimedijskih konvergenčnih storitev in vsebin,
- sposobnost samostojne zasnove in izvedbe multimedijske predstavitve v poslovnem okolju in njenega vrednotenja,
- sposobnost sodelovanja in skupinskega dela v tehniziranih poslovnih okoljih.

### Predvideni študijski rezultati: Znanje in razumevanje:

Študent bo:

- pridobil poglobljena znanja s področja multimedije in dizajna v povezavi s podjetništvom,
- poznal teoretično podlago in jo utrdil v praksi na seminarskih vajah,
- razumel vlogo dizajna in multimedije v poslovanju.

### Metode poučevanja in učenja:

### Objectives and competences:

Students will develop the following **general competences**:

- interdisciplinary knowledge in the field of multimedia and design,
- the ability to analyse, synthesise and anticipate solutions and consequences,
- the ability to use the knowledge acquired in practice,
- basic practical skills of graphic design and video production,
- the ability to understand the interdependence of technology and multimedia services,
- propensity for cooperation and teamwork, the ability to argue and defend their own points of view and to take into account those of their colleagues.

Students will develop the following **course-specific competences**:

- the knowledge and understanding of the role of multimedia and design in business,
- the knowledge and understanding of the current tools and trends, the ability to create and design business multimedia content,
- the knowledge and understanding of multimedia communication and production at user and business levels,
- the knowledge of the development of multimedia convergent services and content,
- the ability to independently design and carry out multimedia presentations in a business environment and their evaluation,
- the ability to work in team in technology rich business environments.

### Intended learning outcomes: Knowledge and understanding:

Students will:

- gain in-depth knowledge of multimedia and design in relation to entrepreneurship,
- gain the knowledge of the theoretical basis and consolidate it in practice at tutorials,
- understand the role of design and multimedia in business.

### Learning and teaching methods:

**Oblike dela:**

Frontalna oblika poučevanja  
 Delo v manjših skupinah oz. v dvojicah  
 Samostojno delo študentov  
 e-učenje  
 drugo (vpišite) \_\_\_\_\_

**Metode (načini) dela:**

Razlaga  
 Razgovor/ diskusija/debata  
 Delo z besedilom  
 Proučevanje primera  
 Igra vlog  
 Druge vrste nastopov študentov  
 Reševanje nalog  
 Študijski obiski podjetij ipd.)  
 Vključevanje gostov iz prakse  
 Udeležba na okrogli mizi, na konferenci

**Types of learning/teaching:**

Frontal teaching  
 Work in smaller groups or pair work  
 Independent students work  
 e-learning  
 other \_\_\_\_\_

**Teaching methods:**

Explanation  
 Conversation/discussion/debate  
 Work with texts  
 Case studies  
 Role-play  
 Different presentation  
 Solving exercises  
 Field work (e.g. company visits)  
 Inviting guests from companies  
 Attending round table and conference

**Načini ocenjevanja:**

**Način (pisni izpit, ustno izpraševanje, naloge, projekt)**

**Delež (v %) / Weight (in %)**

**Assessment:**

**Type (examination, oral, coursework, project)**

Sprotno ustno (aktivno sodelovanje pri kontaktnih urah)	0%	Oral verification and assessment of knowledge
Sprotno pisno preverjanje znanja (krajši pisni izdelki)	0%	Written verification and assessment of knowledge (short written casework)
Daljši pisni izdelki (seminarska naloga, projektna naloga)	15%	Longer written casework
Javni nastop ali predstavitev	5%	Presentations
Končni ustni izpit	0%	Final examination (oral)
Končni pisni izpit	15%	Final examination (written)
Tedenske naloge	20%	Other:
Naloge iz seminarjev	45%	Other:

**Reference nosilca / Lecture's references:**

Glej Cobiss.

**1.01 Izvirni znanstveni članek**

**27.** SULČIČ, Viktorija, LESJAK, Dušan. Uporaba e-učilnice v terciarnem izobraževanju : študija primera = Experience of using the e-classroom in tertiary education. *Management*, pomlad 2007, let. 2, št. 1, str. 51-63. [http://www.fm-kp.si/zalozba/ISSN/1854-4231/2\\_051-063.pdf](http://www.fm-kp.si/zalozba/ISSN/1854-4231/2_051-063.pdf). [COBISS.SI-ID [2096855](#)]

**28.** SULČIČ, Viktorija, LESJAK, Dušan. E-business in Slovenian SMEs. *Issues inf. syst.*, 2008, vol. 9, no. 1/2, str. 441-446, tabele. [COBISS.SI-ID [2913751](#)]

**29.** TRUNK ŠIRCA, Nada, ČEPAR, Žiga, LESJAK, Dušan, ZVER, Milan. Lifelong learning as an answer to sociodemographic change : the case of Slovenia. *I. J. of innovation and learning*, 2009, vol. 6, no. 1, str. 62-75. [COBISS.SI-ID [3059415](#)]

**30.** SULČIČ, Viktorija, LESJAK, Dušan. E-business impacts and obstacles from the perspective of Eurostat and students. *Issues inf. syst.*, 2009, vol. 10, no. 2, str. 415-420, graf. prikazi, tabele. [COBISS.SI-ID [3374295](#)]

**31.** SULČIČ, Viktorija, LESJAK, Dušan. E-learning and study effectiveness. *J. comput. inf. syst.*, spring 2009, vol. 49, no. 3, str. 40-47. [COBISS.SI-ID [3134679](#)]

**32.** SULČIČ, Viktorija, LESJAK, Dušan. Slovenian SMEs and e-business. *International journal of management and enterprise development*, 2010, vol. 8, no. 1, str. 22-31, doi: [10.1504/IJMED.2010.029758](https://doi.org/10.1504/IJMED.2010.029758). [COBISS.SI-ID [14982197](#)]

**33.** NATEK, Srečko, LESJAK, Dušan. The process architecture of information systems - higher education institution's managerial tool. *Issues inf. syst.*, 2010, no. 1, vol. 11, str. 29-34. [COBISS.SI-ID [15193397](#)]

**34.** ROJKO, Katarina, LESJAK, Dušan, VEHOVAR, Vasja. Information communication technology spending in (2008-) economic crisis. *Ind. manage. data syst.*, 2011, no. 3, vol. 111, str. 391-409, tabele. [COBISS.SI-ID [15384373](#)]