



UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2020/2021

Predmet / Course	Multimedija in dizajn v poslovanju / Multimedia and Design in Business
Šifra predmeta / Course Code	B13MULTI-MDP6-ESD
Nosilec predmeta / Course Coordinator	Prof. dr. Dušan Lesjak
Vrsta predmeta / Type of the course	izbirni / elective
Jezik / Language - Vaje / Tutorials - Predavanja / Lecture	Slovenski / Slovene, Angleški / English Slovenski / Slovene, Angleški / English
Študijski program / Programme	Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Society (1st cycle)
Letnik / Year	3.
Pogoji za vključitev / Requirements	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
20	40	0	90	150	6

Vsebina / Content:

1. Uvod v multimedijo v poslovanju. 2. Multimedijske vsebinske oblike. 3. Trendi multimedije v poslovanju. 4. Fotografija, zvok, video, animacija. 5. Dizajn v poslovanju. 6. CGP in blagovna znamka. 7. Dizajn in marketing. 8. Splet kot učinkovito multimedijsko orodje. 9. Mobilne tehnologije v poslovanju.	1. Introduction to multimedia in business. 2. Multimedia content formats. 3. Multimedia trends in business. 4. Photography, sound, video, animation. 5. Design in business. 6. Corporate identity and the brand. 7. Design and marketing. 8. Internet as an effective multimedia tool. 9. Mobile technologies in business.
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Splošne kompetence / General Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i> SPL2: Osnovne računalniške spretnosti; SPL4: Sodelovalno, timsko delo, delo v skupini; SPL8: Spretnosti kritičnega mišljenja; SPL9: Ustvarjanje novih zamisli (ustvarjalnost); SPL12: Spretnosti verbalne komunikacije (npr. retorika, predstavitevne veščine);	<i>Student will acquire knowledge and skills in the following general areas:</i> SPL2: Basic computer skills; SPL4: Cooperation, team work, group work; SPL8: Critical thinking; SPL9: Creativity; SPL12: Verbal communication skills (e.g. rhetorics, presentation skills);
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Predmetno specifične kompetence / Course Specific Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i> PSP13: Tehnika in tehnologija na vsebinskem področju predmeta; PSP16: Raziskovalna metodologija na vsebinskem področju predmeta; PSP18: Splošna razgledanost na vsebinskem področju predmeta.	<i>Student will acquire knowledge and skills in the following specific areas:</i> PSP13: Engineering and technology in the fields of the course; PSP16: Research methodology in the fields of the course; PSP18: General overview of the course content area.
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Predvideni študijski izidi / Intended Learning Outcomes:

<i>Student bo dosegel naslednje študijske izide:</i> 1. Pozna in razume multimedijske komunikacije, orodja, trende ter produkcijo na uporabniškem in poslovnem nivoju. 2. Zna samostojno zasnovati in oblikovati multimedijske in grafične vsebine. 3. Pozna in razume multimedijske konvergenčne	<i>Student will achieve the following learning outcomes:</i> 1. Knows and understands the media communications, tools, trends and production at user and business levels. 2. Knows to independently design and carry out multimedia and graphic content. 3. Knows and understands the development of multimedia convergent
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<p>storitve in vsebine ter multimedijske predstavitve v poslovnem okolju.4. Zna z raziskovalnimi metodami analizirati, sintetizirati in predvidevati rešitve ter posledice za argumentirano zagovarjanje lastnih stališč in upoštevanja stališč drugih.5. Izkaže interdisciplinarno znanje s področja multimedije in dizajna. 6. Uporabi osvojeno znanje v praksi.</p>	<p>services and content, as well as multimedia presentation in business environments.4. With the help of research methods analyses, syntheses and anticipates solutions and consequences to argue and defend their own points of view and to take into account other views.5. Develops the interdisciplinary knowledge in the field of multimedia and design. 6. Uses the acquired knowledge in practice.</p>
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

Oblike dela	Frontalna oblika poučevanja; Delo v manjših skupinah;
Types of Teaching and Learning	Frontal teaching; Work in smaller groups or pairs;
Metode dela	Razgovor/diskusija/debata; Delo z besedilom; Proučevanje primera; Javni nastop; Študijski obisk; Gost iz prakse; Praktično delo;
Teaching and Learning Methods	Conversation/discussion/debate; Work with text; Case study; Public presentation; Study visit; Guest from practice; Practical work;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	0/
Sprotno pisno ocenjevanje / Written Assessment	45
Daljši pisni izdelek /Longer written casework ¹	25
Javni nastop s predstavitvijo rezultatov / Presentations ²	10
Končni pisni izpit / Final written examination	20
Končni ustni izpit / Final oral examination	0/
Udeležba in sodelovanje / Participation and cooperation	0/
Lestvica ocenjevanja / Grading scale	številaska/numeric

Temeljna literatura / Literature:

1. Beard, J., in George, J. (2014). The Principles of Beautiful Web Design 3rd Edition. Melbourne: Sitepoint.
2. Lupton, E., in Phillips, J. C. (2015). Graphic Design: The New Basics: Second Edition, Revised and Expanded. New York: Princeton Architectural Press.
3. Vaughan, T. (2014). Multimedia: Making It Work, Ninth Edition. Columbus: McGraw-Hill Osborne Media.
4. Stull E. (2018). UX Fundamentals for Non-UX Professionals - User Experience Principles for Managers, Writers, Designers, and Developers. New York: Apress.
5. Armstrong. H. (2016). Digital Design Theory: Readings from the Field. New York: Princeton Architectural Press.

Reference nosilca / Lecturer's references:

01 Izvirni znanstveni članek

1. ROJKO, Katarina, LESJAK, Dušan, ŠUŠTERŠIČ, Janez. Information and communication technology spending and the latest (2008-) economic crisis. *International journal of sustainable economy*, ISSN 1756-5804, 2015, vol. 7, iss. 4, str. 306-326, ilustr. <http://www.inderscience.com/info/inarticle.php?artid=72195>, doi: [10.1504/IJSE.2015.072195](https://doi.org/10.1504/IJSE.2015.072195). [COBISS.SI-ID [38071813](https://www.cobiss.si/id/38071813)]
2. TOMAŽIČ, Tina, BORAS, Damir, JURIŠIČ, Jelena, LESJAK, Dušan. Covert advertising as inadmissible presentation of information. *Industrial management + data systems*, ISSN 0263-5577, 2014, vol. 114, no. 1, str. 107-122, doi: [10.1108/IMDS-04-2013-0204](https://doi.org/10.1108/IMDS-04-2013-0204). [COBISS.SI-ID [17509910](https://www.cobiss.si/id/17509910)],
3. ROJKO, Katarina, LESJAK, Dušan. The impact of the latest (2008-) economic crisis on ICT products. *Issues in information systems*, ISSN 1529-7314, 2014, vol. 15, iss. 2, str. 258-269, graf. prikazi. http://iacis.org/iis/2014/123_iis_2014_258-269.pdf. [COBISS.SI-ID [1537037764](https://www.cobiss.si/id/1537037764)]

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek

1.08 Objavljeni znanstveni prispevek na konferenci

1. LESJAK, Dušan. Electronic banking : presence and trends. V: SEDMAK, Suzana (ur.), LAPORŠEK, Suzana (ur.), NAHTIGAL, Matjaž (ur.). *Managing geostrategic issues : proceedings of the joint international conference organised by University of Primorska, Faculty of Management, Slovenia, Lomonosov Moscow State University, Moscow School of Economics, Russian Federation Juraj Dobrila University of Pula, Faculty of Economics and Tourism, "Dr. Mijo Mirkovic", Croatia*, (Management International Conference, ISSN 1854-4312). Koper: University of Primorska Press. 2019, str. 111-120. <http://www.hippocampus.si/ISBN/978-961-6832-68-7/11.pdf>, doi: [10.26493/978-961-6832-68-7.11](https://doi.org/10.26493/978-961-6832-68-7.11). [COBISS.SI-ID [1541980868](#)]
2. LESJAK, Benjamin, LESJAK, Dušan. Informal quality assessment of legal services (by citizens) in Slovenia. V: DERMOL, Valerij (ur.), TRUNK ŠIRCA, Nada (ur.), ĐAKOVIĆ, Goran (ur.). *Active citizenship by knowledge management & innovation : proceedings of the Management, Knowledge and Learning International Conference 2013, 19-21 June 2013, Zadar, Croatia*, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2013, str. 1201-1209. <http://www.toknowpress.net/ISBN/978-961-6914-02-4/papers/ML13-387.pdf>. [COBISS.SI-ID [11912097](#)]
3. ROJKO, Katarina, LESJAK, Dušan. The latest economic crisis (2008-) and ICT users&spendings. V: *Proceedings of 2014 International Conference on Technology Innovation and Industrial Management : 28-30 May 2014, Seoul, South Korea*, (Proceedings of 2010 International Conference on Technology Innovation and Industrial Management, ISSN 1906-7631). Seoul (South Korea): TIIM. 2014, str. S2-100-S2-113, ilustr. [COBISS.SI-ID [1536509124](#)]

1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji

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2.01 Znanstvena monografija

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