

| Course | | |
|---|--------------------|---------------------------|
| Business Graphics and Webdesign Fundamentals | | |
| Lecturer | Duration | ECTS/Credit Points |
| Peter Laco | International Week | 3 CP |
| Course Character | Semester | Course Language |
| Elective Course | Fall | English |
| Prerequisites | | |
| None | | |
| Description of the Course | | |
| <p>The main aim of the course is to familiarize students with information technologies that are used in business. Students will gain both knowledge and practical skills in business application usage. Upon successful completion of the course, students will be able to understand:</p> <ul style="list-style-type: none"> • principles and formats of computer graphics, • differences between bitmap and vector graphics, • internet and web sites development, • web usability. <p>Most of the course will be practically oriented, so students will gain practical skills in:</p> <ul style="list-style-type: none"> • work with standard graphic software, • create and modify bitmap and vector graphics, • export graphics into generally used formats, • optimize graphics for web/print, • create and manage websites. | | |
| Course Components | | |
| <p>The course consists of both lectures and seminars.</p> <p>Lectures: introduction of the main theoretical frameworks, discussion with students to increase their motivation and better understanding of presented topics.</p> <p>Seminars: demonstration of practical techniques using computers connected to internet, solving practical problems and partial tasks, presentation of individual student' work, discussion.</p> | | |
| Preparation For and Participation in Class | | |
| <p>The evaluation of students is based on their solution of partial tasks during seminars as well as on their presentation of created website at the end of the course.</p> | | |
| Course Outline | | |
| <p>Computer Networks & Internet</p> <ul style="list-style-type: none"> • Internet standards • Current trends • Web development • Content management systems • Web usability | | |

Business graphics

- General design principles
- Graphic formats
- Applications for bitmap graphics
- Applications for vector graphics
- Specifics of web graphics

Case studies, data analysis and graphic presentation of results.

References

1. Krug, S. 2005. Don't Make Me Think! New Riders Press, 2nd edition, ISBN 0-321-34475-8
2. Hužvár, M., Laco, P. 2013. *Information Technologies in Business*. Banská Bystrica : Matej Bel University. ISBN 978-80-557-0557-6 (available at <https://www.ef.umb.sk/it.pdf>).
3. O'Brien, J. A., Marakas, G. M. 2008. Management Information Systems, Eighth edition. New York : McGraw-Hill, 2008. 628 p. ISBN 978-0-07-110140-0.
4. Tanenbaum, A., Wetherall, J. D. 2011. Computer networks, Fifth edition. Boston : Pearson Education, Inc., 2011. 951 p. ISBN 0-13-038488-7.
5. Williams R. 2008. Non-Designer's Design Book, 3rd edition. Peachpit Press. ISBN: 978-0321534040
6. World Wide Web Consortium: www.w3c.org
7. On-line Tutorials www.w3schools.com

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.