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#Visual #Communication #Development

Visual Communication Project Integrated into the Education of Future Economists

The questions we plan to answer in our presentation are: How to integrate and implement visual learning methods into the non-visual learning sphere of higher education? In which ways do we need to support students' development of visual thinking in order to unlock the potential of the brain? Is there a way of transforming contemporary educational theory, tools and methods, into radically new types of learning strategies that aim to open up to visual methods of understanding and help to produce outcomes of creative thinking (which is immanent to primordial human thinking and mental processing)?

In recent years, higher education has become affected by the rise of visual culture, but still there is a gap between the mere use of “visual aids” (as educational tools) and visual thinking, which is a strong ability of understanding and adapting to the demands of a more complex, more creative and more visual culture. Therefore, our presentation aims to stretch the idea of “development integrated visual communication” and its potential outcomes in education by introducing a case study (representing innovative exercises and methods based on the improvement of visual thinking, interests and skills).



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Dr. Attila COSOVAN, PhD, is associate professor at Corvinus University of Budapest, MMDC. He is a designer artist, with his company Co&Co holds several international design awards such as Red Dot (<http://coandco.cc/eredmenyeink>). Attila Cosovan is first author of designcommunication, DIS.CO (https://issuu.com/cosovan/docs/ca_disco_web), complex creative design methodology. As an artist, he contributes to the multidisciplinary education of future economists, by implementing design and artistic approaches into teaching. His areas of research include designcommunication, integration of design methods in education, leadership and scientific research. E-mail: attila.cosovan@uni-corvinus.hu.





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