

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Sustainable Development
Name of the subject in English:	Sustainable Development
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-SUSDEV-04-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is to prepare young creatives from different disciplines to apply sustainable development theories in their future projects and work.

### SUMMARY OF THE CONTENT OF THE SUBJECT

We have argued on the expression of sustainable development for decades, but using it for communication purposes and as part of a strategic element has become a trend in recent years. During the course we will observe this historical process and its effect on the creative industries, with the help of theoretical and practical methods.

The aim of this course is to understand the contradictions of the expression and to balance the societal, economical and environmental aspects. Thereby the students will have a competitive advantage, which shows an up-to-date, confident knowledge regarding sustainability and easy to link to other disciplines.

key words: sustainability, capitalism, environmental protection, creative industries

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The students need to integrate the idea of sustainable development in communication and different projects. They need to realise how to use it in different professional areas:

- working in small groups and discuss the different interests
- research, presentation of the idea
- strategy planning

### EVALUATION OF THE SUBJECT:

Students will make small group presentations. We make a schedule for that in 1. class. Based on that work they make a project paper. This is a written document, with visuals, illustrations, 19-20.000 characters long. Students will evaluate the project paper in groups, they will need to make the work partly. The groups are with 3-5 people

The topics of the presentation and project paper:

- Design for the future
- Social problems and solutions
- Culture heritage
- Design and environmental protection
- Design and social inclusivity
- Mapping the ecological problems

- Social changes for sustainability
- Off-Trends in Design
- Cooperation between different artists - for a better future

The small groups make a presentation with 8 slides, in 5-10 min. They talk about why this topic is important for them, they also show a few examples. The presentations should be uploaded to Coospace. The project paper is based on the presentation. The groups need to show quotes from the readings and show who this one is related to the topic. The purpose of the presentation is to focus on a topic which the students like. They should choose a project leader, this person is responsible for the management of the project, so this person doesn't have to make the slides.

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Evaluation based on:

- proactive group work
- understanding and processing the readings in the project paper
- quality of the project paper
- content of the presentation and documentation
- keeping the deadlines

Points of interest:

91-100%: excellent

76-90%: good

61-75%: satisfactory

51-65%: pass

0-50%: fail

Components of the half-year grade (with optional sub-items, individually identifiable percentages):

1. Professional, practical knowledge (5%)

Using tools

Use of software

Workflow planning

2. Theoretical knowledge (60%)

Research

Lexical knowledge

Problem raising

Conclusions

3. Creative skills (15%)

Individual creativity

Innovative thinking

Vocation

4. Soft skills (20%)

Cooperation

Contributing skills

Flexibility

Communication

Presentation

Communication during workflows

Self-assessment

The evaluation will be based on the project document and the presentation.

Offered grade can be given: Yes.

**OBLIGATORY READING LIST:**

- Juliana Birnbaum and Louis Fox: Sustainable Revolution, North Atlantic Books, 2014 (Juliana Birnbaum and Louis Fox: Sustainable Revolution, North Atlantic Books, Berkeley, 2014. pages: Part I.  
)
- Kevin Kotur : Everyday is Earthday, Summersdale Publishers Ltd., 2021 (Everyday is Earthday, editor: Kevin Kotur, Summersdale Publishers Ltd., Kansas, 2021. ISBN: 978-1-5248-7016-4. pages: Planet Sos: The facts.)
- Paul Hawken: Blessed Unrest, Penguin Group, 2007 (Paul Hawken: Blessed Unrest, Penguin Group, New York, 2007. pages: The long green  
)

**RECOMMENDED READING LIST:**

- Romm, Joseph J.,: *Climate change : what everyone needs to know*. Oxford University Press, 2018 (Joseph J. Romm: Climate change. What Everyone Needs to Know, Oxford University Press, New York, 2018.)
- Bea Johnson: The ultimate guide to simplifying your life, Penguin Books, 2016 (Bea Johnson: The ultimate guide to simplifying your life, Penguin Books, London, 2016. ISBN: 978 0 141 98176 5)
- Muthu, Subramanian Senthilkannan, M. A. Gardetti: Green Fashion, Springer, 2016 (Muthu, Subramanian Senthilkannan, M. A. Gardetti: Green Fashion, Springer, Hong Kong, 2016.)