

APPLIED VISUAL STUDIES

2022/23. 1. SEMESTER

BASIC DATA			
COURSE NAME	Alkalmazott vizuális ismeretek		Applied visual studies
COURSE CODE(S)	YARALVIBNF		
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture, Institute of Architecture		
PROGRAMME, TRAINING	Architect Bsc		full time, Erasmus
COURSE INSTRUCTOR (Instructor managing the course)	Dr. Bánföldi Zoltán DLA,	banfoldi.zoltan@ybl.uni-obuda.hu	
INSTRUCTORS, LECTURERS			
PRE-REQUIREMENT			
HOURS OF LECTURES (WEEKLY)	0 hour	HOURS OF CLASSROOM PRACTICE/ LAB EXERCISE (WEEKLY)	6 hours
ASSIGNMENT	Mid-term assignment	CREDITS	12 credits (ECTS)
BRIEF DESCRIPTION	Content: the language and characteristics of visual thinking in different areas of visual culture, contemporary methods of image making, design and spatial planning. Factors and systems of effects that influence the perception of space, form and colour: errors of visual perception, possibilities of creating illusions, optical illusions, study of light-shadow effects that emphasise plasticity, light-filtering and kinetic experiments. Conceptualisation of exterior and interior spaces, taking into account visual effects: division and articulation of space with architectural elements, construction of spatial structures and shapes, modelling and computer-generated, visual design documentation: material and texture effects, changing space, form, colour and light experiences during the walk-through.		
RECOMMENDED LITERATURE	Magdalena Droste (2003): <i>Bauhaus</i> (Bauhaus Archiv -1919-1933), ford. Körber Ágnes, Budapest, Taschen Verlag/Vincze Kiadó. Moholy-Nagy László (1996): <i>Látás mozgásban</i> . Műcsarnok-Intermédia, Budapest. L. Menyhért László (1996): <i>Képzőművészeti irányzatok a XX. század második felében</i> . Stúdium Kiadó, Nyíregyháza.		
TECHNICAL EQUIPMENT REQUIRED	The use of mobile phones is prohibited during the examinations. In the case of online education: Contact: Neptun, E-learning and E-mail. Education materials: According to E-learning Lessons: E-learning, Zoom Own laptop is suggested.		

SCHEDULE OF THE SEMESTER			
WEEK	FORM OF PRACTICE	PROGRAM OF PRACTICE	
		TOPIC	TASK
1	practice in the drawing room	<p>Presentation of the tasks for the semester, description of the requirements.</p> <p>VERBAL-VISUAL ASSOCIATIONS, PICTORIAL SYMBOLS.</p>	<p>1. Collect associations for defined concepts (minimum 10 per topic):</p> <ul style="list-style-type: none"> - thought/conceptual associations - visual art associations - Architectural associations <p>2. assigning individual design themes (based on association solutions).</p> <ul style="list-style-type: none"> - Collection of pre-images for the assigned theme (minimum 10)
2	practice in the drawing room	<p>THE PROCESS OF DESIGNING A PLANNING CONCEPT. Colour theory: basic knowledge (primary and secondary colours, dye and light colours, additive and subtractive colour mixing processes)</p>	<p>3. 6 sketches with text (freehand drawing, 1 on A/3 paper)</p> <p>Contents:</p> <ul style="list-style-type: none"> - exploration of the visual and functional potential of the task and the problems to be solved - definition of objectives and priorities - developing a strategy, recording possible alternatives in the form of sketches
3	practice in the drawing room	<p>PLANNING I. Colour theory: colour systems</p>	<p>4. Space planning (3 variations)</p> <p>Determining the scale, dimensions and horizontal/vertical division of the planned space.</p>
4	practice in the drawing room	<p>PLANNING II. Colour theory: use of colour in architecture</p>	<p>5. Form character (3 variations)</p> <p>Experimentation with angular, curved, organic shapes (partitions, shutters, large-scale furnishings, objects).</p>
5	practice in the drawing room	<p>DESIGN I. Chromatics: colour contrasts</p>	<p>6. Object design (1-1 variation)</p> <p>Technical drawings (projections, sections), drawings interpreting structure and movement.</p>
6	practice in the drawing room	<p>DESIGN II. Colour theory: creating colour harmonies</p>	<p>7. Object design (1 variation)</p> <p>visual designs from perspectives that give a sense of the size of the object.</p>
7	practice in the drawing room	<p>VISUAL EFFECTS I. Chromatics: the light-dark range of colours, saturation</p>	<p>8. Light-shadow effects (2-2 variations)</p> <p>Experiment with natural (day) and artificial (night) lighting.</p>
8	practice in the drawing room	<p>VISUAL EFFECTS II. Colour theory: colour preference, emotional effects of colours</p>	<p>9. Colour and texture palettes (2 variations)</p> <p>Experiment to change the atmosphere of the designed space by changing the colours and materials used.</p>
9	practice in the drawing room	<p>COMPLEX VISUALISATION Colour theory: using the colour palettes and texture collections built into modelling programs</p>	<p>10. Visual plan (1-1-1 variation)</p> <p>The final visual design of the planned space, coordinating space, form, function, colour and materials.</p> <p>Content:</p> <ul style="list-style-type: none"> - floor plan/site plan - visual plan (bird's eye view) - visual plan (natural perspective, appropriate to the character and scale of the space)

10	practice in the drawing room	PORTFOLIO I.	Selecting, replacing, correcting and organising the portfolio material. Designing the image of the portfolio, collecting images. Stylistic features of the architectural presentation. Relationship between text and image, coherent visual presentation.
11	practice in the drawing room	PORTFOLIO II.	Designing the final image of the portfolio: colour and texture, font, background, composition, use of visual effects according to the design brief developed. Preparing the portfolio for oral presentation. (min. 4 tables)
12	practice in the drawing room	PORTFOLIO III.	Oral presentation of the portfolio, self-evaluation (10 minutes), correction if necessary.
13	practice in the drawing room	PORTFOLIO IV.	Portfolio submission, end-of-semester assessment.

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
Requirement	DESCRIPTION	Value (point, %, grade)
PARTICIPATION AT LESSONS	The maximum number of absences is three, and the requirements for the course are set out in the University's Study and Examination Regulations and the Faculty Supplement. (in particular § 46 of the ETVO)	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absence will be considered as justified with a medical certificate.	-
TASK 1-2	1. Collect associations for defined concepts (min. 10 per topic): - thought/conceptual associations - visual art associations ((approx. 10) - Architectural associations 2. assigning individual design themes (based on association solutions). - Collection of pre-images for the assigned theme (min. 10)	10
TASK 3	3. 6 sketches with text (freehand drawing, 1 on A/3 paper) Content: exploration of the visual and functional potential of the task and the problems to be solved, definition of objectives and priorities, development of a strategy, sketching of possible alternatives.	10
TASK 4	4. Space planning (3 variations) Determining the scale, dimensions and horizontal/vertical division of the planned space.	10
TASK 5	5. Form character (3 variations) Experimentation with angular, curved, organic shapes (partitions, shutters, large-scale furnishings, objects).	10
TASK 6-7	6. Object design (1-1 variation) Technical drawings (projections, sections), drawings interpreting structure and movement. 7. Object design (1 variation) Visual drawings from viewpoints that give a sense of the size of the object.	10
TASK 8	8. Light-shadow effects (2-2 variations) Experiment with natural (day) and artificial (night) lighting.	10
TASK 9	9. Colour and texture palettes (2 variations) Experiment to change the atmosphere of the designed space by changing the colours and materials used.	10
TASK 10	10. Visual plan (1-1-1 variation) The final visual design of the planned space, coordinating space, form, function, colour and materials. Content: floor plan/site plan, visual plan (bird's-eye view), visual plan (from a natural perspective appropriate to the character and scale of the space)	10
PORTFOLIO	The portfolio should contain assignments for lessons 1-9 of the semester: - min. min. 4 tables - size: 1920-1080 pixels - to be submitted in digital format (jpg). Final deadline: last class	10
PRESENTATION	Each student presents his/her termly work independently and evaluates his/her own performance. Assessment criteria: - use of professional language (e.g.: visual vocabulary) - awareness of the steps and context of the design process - whether he/she has experienced design and construction problems during the semester whether he/she can formulate the types of solutions he/she has used - perceive the strengths and possible weaknesses of his/her work - summarise the experiences and lessons learned during the semester - enthusiasm	10
PRE-EXAM / EXAM	-	-
TOTAL		100 points

SEMESTER CLOSING REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	<p>Signature conditions: - Three or fewer absences. - All assignments and the PORTFOLIO must be accepted (at least satisfactory) by the due date. - Oral presentation of the term paper.</p> <p>The successful completion of the semester (minimum satisfactory grade and credit) is contingent upon: - The signature requirements must be met - A total of at least 60 points must be accumulated.</p>				
	0-59 point	60-69	70-79	80-89	90-100
SEMESTER GRADE	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT
CONDITIONS FOR OBTAINING AN OFFERED GRADE	-				
CONDITIONS FOR ADMISSION TO THE EXAM	-				
EXAM GRADE	-				