

# APPLIED VISUAL ARTS

## 2022/23. 1. SEMESTER

BASIC DATA		
<b>COURSE NAME</b>	Alkalmazott vizuális ismeretek	Applied visual arts
<b>COURSE CODE(S)</b>	YAXALVIBNF	
<b>DEPARTMENT</b>	Óbuda University, Ybl Miklós Faculty of Architecture, Institute of Architecture	
<b>PROGRAMME, TRAINING</b>	Architect BSc	full time
<b>COURSE INSTRUCTOR</b> (Instructor managing the course)	Dr. Bánföldi Zoltán DLA, Associate Professor banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: Tuesday 10:45-11:30 Wednesday 11:40-12:25 Department office Please apply in e-mail.
<b>INSTRUCTORS, LECTURERS</b>	Jakucs János, lecturer e-mail: jakucsjanos@vipmail.hu	Consultation: Wednesday 15:20-16:05 Department office Please apply in e-mail.
<b>PRE-REQUIREMENT</b>	Drawing and descriptive geometry for architects II. (YAXRAA2BNF)	
<b>HOURS OF LECTURES (WEEKLY)</b>	-	
<b>HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)</b>	6 hours	
<b>FIELD WORK AND TRAINING (WEEKLY)</b>	-	
<b>ASSIGNMENT</b>	Mid-term assignment	
<b>CREDITS</b>	9 credits (ECTS)	
<b>AIM OF THE COURSE, BRIEF DESCRIPTION</b>	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.	
<b>RECOMMENDED LITERATURE</b>	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.	
<b>REQUIRED TECHNICAL APPLIANCES/ SOFTWARE</b>	Contact: Neptun, E-learning and E-mail. Education materials: According to E-learning	

SCHEDULE OF THE SEMESTER					
WEEK	L.	L.	FORM OF TRAINING	PROGRAM OF TRAINING	
				theme	tasks
1 07 Sept.			classroom training	Presentation of the tasks for the semester, description of the requirements.  <b>VERBAL-VISUAL ASSOCIATIONS, PICTORIAL SYMBOLS.</b>	1. Collect associations for defined concepts (minimum 10 per topic): - thought/conceptual associations - visual art associations - Architectural associations 2. assigning individual design themes (based on association solutions). - Collection of pre-images for the assigned theme (minimum 10)
2 14 Sept.			classroom training	<b>THE PROCESS OF DESIGNING &amp; PLANNING CONCEPT.</b> Colour theory: basic knowledge (primary and secondary colours, dye and light colours, additive and subtractive colour mixing processes)	3. 6 sketches with text (freehand drawing, 1 on A/3 paper) Contents: - 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 21 Sept.			classroom training	<b>PLANNING I.</b> Colour theory: colour systems	4. Space planning (3 variations) Determining the scale, dimensions and horizontal/vertical division of the planned space.
4 28 Sept.			classroom training	<b>PLANNING II.</b> Colour theory: use of colour in architecture	5. Form character (3 variations) Experimentation with angular, curved, organic shapes (partitions, shutters, large-scale furnishings, objects).
5 05 Oct.			classroom training	<b>DESIGN I.</b> Chromatics: colour contrasts	6. Object design (1-1 variation) Technical drawings (projections, sections), drawings interpreting structure and movement.
6 12 Oct.			classroom training	<b>DESIGN II.</b> Colour theory: creating colour harmonies	7. Object design (1 variation) visual designs from perspectives that give a sense of the size of the object.
7 19 Oct.			classroom training	<b>VISUAL EFFECTS I.</b> Chromatics: the light-dark range of colours, saturation	8. Light-shadow effects (2-2 variations) Experiment with natural (day) and artificial (night) lighting.
8 26 Oct.			classroom training	<b>VISUAL EFFECTS II.</b> Colour theory: colour preference, emotional effects of colours	9. Colour and texture palettes (2 variations) Experiment to change the atmosphere of the designed space by changing the colours and materials used.
9 02 Nov.			classroom training	<b>COMPLEX VISUALISATION</b> Colour theory: using the colour palettes and texture collections built into modelling programs	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 (natural perspective, appropriate to the character and scale of the space)
10 09 Nov.			classroom training	<b>PORTFOLIO I.</b>	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 16 Nov.			classroom training	<b>PORTFOLIO II.</b>	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 30 Nov.		classroom training	<b>PORTFOLIO III.</b>	Oral presentation of the portfolio, self-evaluation (10 minutes), correction if necessary.
13 07 Nov.		classroom training	<b>PORTFOLIO IV.</b>	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 practice lessons can be missed up to three times (see § 46 ETVSZ)	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absence is considered to be justified with a medical certificate presented.	-
Short description of the TASKS 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 points
Short description of the TASKS 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 points
Short description of the TASKS 4	4. Space planning (3 variations) Determining the scale, dimensions and horizontal/vertical division of the planned space.	10 points
Short description of the TASKS 5	5. Form character (3 variations) Experimentation with angular, curved, organic shapes (partitions, shutters, large-scale furnishings, objects).	10 points
Short description of the TASKS 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 points
Short description of the TASKS 8	8. Light-shadow effects (2-2 variations) Experiment with natural (day) and artificial (night) lighting.	10 points
Short description of the TASKS 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 points
Short description of the TASKS 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 points
PORTFOLIO	<b>The portfolio should contain assignments for lessons 1-9 of the semester:</b> - min. min. 4 tables - size: 1920-1080 pixels - to be submitted in digital format (jpg). <b>Final deadline: last class</b>	10 points
Oral 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 points
Pre-exam / exam	-	-
TOTAL		100 points

SEMESTER CLOSING REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	The successful completion of the semester (minimum satisfactory grade and credit) is contingent upon: - 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. - A total of at least 50 points must be accumulated.				
SEMESTER GRADE	0-49 pont	50-69	70-79	80-89	90-100
	1 - ELÉGTELEN	2 - ELÉGSÉGES	3 - KÖZEPES	4 - JÓ	5 - JELES
CONDITIONS FOR ADMISSION TO THE EXAM	-				
EXAM GRADE	-				