APPLIED VISUAL TECHNIQUES 2ND SEMESTER 2022/23

BASIC DATA			
COURSE NAME	**APPLIED VISUAL TECHNIQUES**		**APPLIED VISUAL TECHNIQUES**
COURSE CODE(S)			
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture, Institute of Architecture		
MAJOR, SECTION	Architect BSc		
COURSE DIRECTOR INSTRUCTOR (Subject Instructor)	Dr. Zoltán Bánföldi DLA, associate professor	banfoldi.zoltán@ybl.uni-obuda.hu	
LECTURER	Levente Gyulai, engineering teacher	gyulai.levente@ybl.uni-obuda.hu	
PRE-REQUIREMENT	2 semesters of Applied visual studies; Software skills		
HOURS OF LECTURES (WEEKLY)	0 hours		
HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)	6 hours		
FIELD WORK AND TRAINING (WEEKLY)	0 hours		
ASSIGNMENT	Mid-term assignment		
CREDITS	8 Credits		
AIM OF THE COURSE, BRIEF DESCRIPTION	Content: Language of pictorial thinking, its peculiarities in different areas of visual culture, methods of contemporary imaging, design and spatial design. Factors affecting the sense of space, form and color, systems of influence: errors in visual perceptions, possibilities for creating illusions, optical illusions, the study of light-shadow effects that emphasize plasticity, light filtering and kinetic experiments. Creating spatial concepts for external and internal spaces taking into account visual impact systems: dividing space, articulating it with architectural elements, constructing spatial structures, shapes modeled and computer-generated, compiling visual design documentation: material and texture effects, space, shape, color and light experiences that change during the tour.		
RECOMMENDED LITERATURE	Magdalena Droste (2003): Bauhaus (Bauhaus Archiv –1919-1933), trans. Ágnes Körber, Budapest, Taschen Verlag/Vincze Publishing House. László Moholy-Nagy (1996): *Vision in motion*. Kunsthalle-Intermedia, Budapest. László L. Menyhért (1996): *Trends in fine arts in the second half of the XX century*. Stúdium Publishing House, Nyíregyháza.		
REQUIRED TECHNICAL APPLIANCES/ SOFTWARE	Contact: Neptun system, E-learning and e-mail. Learning materials: Links indicated in the e-learning system Laptop		

SCHEDULE OF THE SEMESTER (6 exercises/week)					
Week	**L**	**L**	**PRACTICE**	**PROGRAM PROGRAM**	
				theme	**task**
1			classroom training	Presentation of the tasks of the semester, description of the requirements.	**1. Collection of associations for specific concepts (min. 10pc per topic):** **- thought/conceptual associations** **- associations of fine arts** **- architectural associations** **2. Select custom design themes (based on associative problem solutions).** **- collection inspirations for the selected topic (min. 10 pcs)**
2			classroom training	**THE PROCESS OF CREATING** A DESIGN CONCEPT. - exploring the visual , functional possibilities and problems to be solved in the visual - setting goals and priorities Color science	**3. 6sketches with textual additions** **Content:** **- exploring the visual, functional potential and problems to be solved in the task** **- setting goals and priorities** **- developing a strategy, fixing possible alternatives in the form of sketches**
3			classroom training	**DESIGN I-IV.**	**4. Space and designs** - Determination of the scale and dimensions of the planned stage - Division of the stage (e.g.: horizontal/vertical articulation), structure (structural structure) - Drawings interpreting movement on stage - Defining basic form characters, experimenting with angular, curved, organic forms. (freehand drawings, m in. 6pcs sketch plan of the sight, computerPES model, min 6pcs)
4			classroom training		
5			classroom training		
6			classroom training		
7			classroom training	**VISUAL EFFECTS I.** Studies: light-dark scale of colors, saturation	**5. Light-shadow effects** Experimentation with various types of lighting: - lightintensity, (computer graphics, min. 2pcs.) - hot and cold, (computer graphics, min. 2pcs) - natural-artificial light effects (computer graphics, min. 2pcs)
8			classroom training	**VISUAL EFFECTS I I.** Color theory: color preference, emotionaleffects of bows	**6. Color and texture palettes** Experimenting to change the mood of the intended sight by modifying the colors and materials used. (computer graphics, min. 2pcs)
9			classroom training	**COMPLEX VISUALIZATION I-II.** Use color palettes and texture collections built into modeling programs	**7. Design** The final design of the planned spectacle, with the coordination of space, shape, function, color, material. Content: - visual design (visuals from the stage corresponding to the scale of the stage, computer graphics, min. 3pcs) - visual design (visuals corresponding to the scale of the stage from the direction of the auditorium, computer graphics, min. 1pc) - visual design (bird's eye view, computer graphics, min. 1pcs)
10			classroom training		
11			drawing-term often.	**PORTFOLIO I.**	Selection and systematization of the material of the portfolio. Design of the final image of the portfolio folio: composition, font, application of a visual effect system adapted to the developed design task. The relationship of text and image, its uniform visual presentation.

12			drawing-term often.	**PORTFOLIO I I.**	Oral presentation of the portfolio, submission, closing of the semester, evaluation.
13			drawing-term often.	**PORTFOLIO III.**	Possible improvement of the portfolio, replacement.

REQUIREMENTS FOR COMPLETING THE SEMESTER		
MID-YEAR TASKS AND ACCOUNTABILITY		
REQUIREMENT	**DESCRIPTION**	**VALUE** *(bridge)*
REQUIREMENTS FOR PARTICIPATION IN SESSIONS	Exercises can be missed up to three times, the subject requirements are subject to the University Study and Examination Regulations and the Faculty Supplement. (in particular, § 46 ETVSZ)	-
HOW TO VERIFY IN CASE OF ABSENCE	The absence is considered justified with a medical certificate.	-
EXERCISE 1	**1. Collection of associations for specific concepts (min. 10pc per topic):** **- thought/conceptual associations** **- associations of fine arts** **- architectural associations** **2. Select custom design themes (based on association task solutions).** **- collection of pre-images for the selected topic (min. 10 pcs)**	5
EXERCISE 2	**3. 6sketches with textual additions (ink drawing, 1 piece on A/3 paper)** **Content: exploring the visual, functional potential and problems to be solved in the task, clives,** **setting priorities, developing a strategy, fixing possible alternatives in the form of sketches**	5
EXERCISE 3	**4. Spatial planning (3 variations)** **Determination and horizontal/vertical division of the planned space.**	10
EXERCISE 4	**5. Formcaracthers (3 variations)** **Experimentation with angular, curved, organic shapes (partitions, doors and windows, larger fixtures, objects)**	20
EXERCISE 5	**6. Course design (1-1 variation)** **Technical drawings (projections, engravings), drawings interpreting structure and movement.** **7. Course design (1 variation)** **visualizations from perspectives that show the size of the object.**	10
EXERCISE 6	**8. Light-shadow effects (2-2 variations)** **Experimentation with natural (daytime) and artificial (night) lighting.**	10
EXERCISE 7	**9. Color and texture palettes (2 variations)** **Experiment to change the mood of the planned space by changing the colors and materials used.** **10. Visualization (variation 1-1-1)** **The design of the final design of the planned space, by coordinating space, shape, function, color,** **material.** **Content: floor plan/localdrawing, visualization (bird's eye view), visualization (from a natural point** **of view according to the character and scale of the space)**	20
PORTFOLIO	The portfolio should include the tasks scheduled for the 1-9 hours of the semester: - min. 5 boards - size: 1920-1080 pixels - digital format (jpg). Final submission deadline: LAST APPOINTMENT	10
ORAL PRESENTATION	His semi-annual works are presented by each student independently and evaluate his own performance. Criteria for its evaluation: - use of professional language (e.g. knowledge of visual vocabulary) - does it perceive the steps and contexts of the design process - during the semester you will experience design and construction problems, can you formulate what types of solutions you used - does he perceive his strengths and possible shortcomings in his work - Summarizing the experiences and lessons of the semester - enthusiasm	10
Pre-exam / exam	-	-
TOTAL VALUE		100 bridge

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<tr><th colspan="6">SEMESTER CLOSING REQUIREMENTS</th></tr>
<tr><td>CONDITIONS FOR OBTAINING A SIGNATURE</td><td colspan="5">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.

If any of the above is not met, the semester will be denied.</td></tr>
<tr><td>CONDITIONS FOR REPLACEMENT OF SIGNATURES</td><td colspan="5">- Three or fewer absences.
- All tasks and the portfolio must be accepted by the specified submission deadline (no later than the 12th hour).

If any of the above is not met, we will not provide the possibility of replacing the signature.</td></tr>
<tr><td rowspan="2">GRADE</td><td>0-49</td><td>50-69</td><td>70-79</td><td>80-89</td><td>90-100</td></tr>
<tr><td>1 - INSUFFICIENT</td><td>2 - SUFFICIENT</td><td>3 - MEDIUM</td><td>4 - GOOD</td><td>5 - EXTRAORDINARY</td></tr>
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