

APPLIED VISUAL TECHNIQUES

2022/23. 2. SEMESTER

BASIC DATA			
COURSE NAME	Applied visual techniques		Alkalmazott vizuális technikák
COURSE CODE(S)	YAXALVTBNF (SGYMESZAVT1)		
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture, Institute of Architecture		
PROGRAMME, TRAINING	Architect BSc		full time
COURSE INSTRUCTOR (Instructor managing the course)	Dr. Zoltán Bánföldi DLA, Associate professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: Tue 13:20-14:15 Thu 13:20-14:15
INSTRUCTORS, LECTURERS	Dr. Zoltán Bánföldi DLA, Associate professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: Tue 13:20-14:15 Thu 13:20-14:15
	Levente Gyulai, engineering teacher	gyulai.levente@ybl.uni-obuda.hu	Consultations: Thu 10:45-12:25 Fri 15:20-17:00
	Viktória Szabó university intern	szaviki98@gmail.com	Consultations: Wed 14:15-15:20
PRE-REQUIREMENT	Alkalmazott vizuális ismeretek/Applied visual arts		
HOURS OF LECTURES (WEEKLY)	0 hours		
HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)	4 hours / 2 hours		
FIELD WORK AND TRAINING (WEEKLY)	0 hours		
ASSIGNMENT	Midterm assignment		
CREDITS	9 Credits		
AIM OF THE COURSE, BRIEF DESCRIPTION	The aim of the subject is to help students interpret and understand the visual effects of the world around them, and support them in illustrating their own architectural and visual arts thoughts and feelings in digital form. Furthermore, its task is to get to know and interpret visual creation, along with mastering the basics of contemporary imaging design and planning methods. An important goal is also to learn about the widest possible use of softwares through creative activities. The development of visual presentation, by applying diverse programs and methods of approach, the development of the freedom of artistic thinking through the language and characteristics of visual thinking.		
RECOMMENDED LITERATURE	Magdalena Droste (2003): Bauhaus (Bauhaus Archiv –1919-1933), ford. Körber Ágnes, Budapest, Taschen Verlag/Vincze Kiadó. Moholy-Nagy László (1996): Látás mozgásban. Műcsarnok-Intermédia, Budapest. L. Menyhért László (1996): Képzőművészeti irányzatok a XX. század második felében. Stúdium Kiadó, Nyíregyháza. Bo Bergström (2019): Bevezetés a vizuális kommunikációba, ford. Jámbor Noémi Katalin, Budapest, Scholar Kiadó. Serfőző Péter (2020): Branding és vizuális válasz, Budapest, Brandinguide Univesre Kft. Serfőző Péter (2021): Tipográfia a vizuális kommunikáció alapjai, Budapest, Brandinguide Univesre Kft. Timothy Samara (2021): A grafikai tervezés kézikönyve - Elemek, összefüggések és szabályok, Budapest, Scholar Kiadó.		
REQUIRED TECHNICAL APPLIANCES/ SOFTWARE	The students prepare the tasks necessary to complete the subject on their own device (laptop).		

SCHEDULE OF THE SEMESTER				
WEEK	LECTURE	LECTURER	ASSIGNMENT SUBMISSIONS	PROGRAM OF TRAINING
1. WEEK 23.02.28. Tuesday 08:00-13:20 23.03.02 Thursday 08:00-13:20	Presentation of the course of the semester, discussion of mid-semester assignments	GYL BZ SZV	RELEASE OF SEMESTER ASSIGNMENTS	LESSON ASSIGNMENT 1 (location plan, floor plan)
2. WEEK 23.03.07. Tuesday 08:00-13:20 23.03.09 Thursday 08:00-13:20	Color theory (properties, perception, specificities of colors) Indesign (basics of graphic design)	GYL BZ SZV	-	LESSON ASSIGNMENT 1 (section, facade)
3. WEEK 23.03.21 . Tuesday 08:00-13:20 23.03.16 Thursday 08:00-13:20	Image composition principles (viewpoints, perspectives, aspect ratios)	GYL BZ	SUBMISSION OF SEMESTER ASSIGNMENT 1 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!	LESSON ASSIGNMENT 1 (visual design, explanatory figures)
4. WEEK 23.03.28. Tuesday 08:00-13:20 23.03.23 Thursday 08:00-13:20	-	-	SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT 1 (online upload) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality! SUBMISSION OF LESSON ASSIGNMENT 1 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!	WORKSHOP 1 it can only be completed in person, only at the time of the practical class and at its location.
5. WEEK 23.04.04. Tuesday 08:00-13:20 23.03.30 Thursday 08:00-13:20	-	-	SUBSTITUTE SUBMISSION OF LESSON ASSIGNMENT 1 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!	SEMESTER ASSIGNMENT 2 consultation is mandatory (location plan, floor plan, section, facade, visual plan, explanatory figures) LESSON ASSIGNMENT 2 (location plan, floor plan)
6. WEEK 23.04.18. Tuesday 08:00-13:20 23.04.13 Thursday 08:00-13:20	Indesign (basics of graphic design)	GYL SZV	SUBMISSION OF SEMESTER ASSIGNMENT 2 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!	SEMESTER ASSIGNMENT 4 consultation is mandatory (text) LESSON ASSIGNMENT 2 (section, facade)
7. WEEK 23.04.25. Tuesday 08:00-13:20 23.04.20 Thursday 08:00-13:20	Photography (principles of photography, image setting, image post-processing)	GYL BZ SZV	SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT 2 (online upload) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!	LESSON ASSIGNMENT (vision plan, model, sketch)

8. WEEK 23.05.02. Tuesday 08:00-13:20 23.04.27 Thursday 08:00-13:20	Portfolio (front page, typography, graphics)	GYL BZ SZV	SUBMISSION OF LESSON ASSIGNMENT 2 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!	SEMESTER ASSIGNMENT 3 consultation is mandatory (location plan, floor plan, section, facade, visual plan, model, sketch)
9. WEEK 23.05.09. Tuesday 08:00-13:20 23.05.11 Thursday 08:00-13:20	Poster (design, typography, graphics)	GYL BZ SZV	SUBMISSION OF SEMESTER ASSIGNMENT 3 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! SUBSTITUTE SUBMISSION OF LESSON ASSIGNMENT 2 (online upload) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!	SEMESTER ASSIGNMENT 4 consultation is mandatory SEMESTER ASSIGNMENT 5 consultation is mandatory
10. WEEK 23.05.16. Tuesday 08:00-13:20 23.05.18 Thursday 08:00-13:20		-	SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT 3 (online upload) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!	SEMESTER ASSIGNMENT 4 consultation is mandatory SEMESTER ASSIGNMENT 5 consultation is mandatory
11. WEEK 23.05.23. Tuesday 08:00-13:20 23.05.25 Thursday 08:00-13:20		-	SUBMISSION OF SEMESTER ASSIGNMENT 4 (online upload and personal delivery) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! SUBMISSION OF SEMESTER ASSIGNMENT 5 (online upload and personal delivery) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!	WORKSHOP 2 it can only be completed in person, only at the time of the practical class and at its location.
12. WEEK 23.05.30. Tuesday 08:00-13:20 23.06.01 Thursday 08:00-13:20		-	SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT 4 (online upload and personal delivery) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality! SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT 5 (online upload and personal delivery) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!	PRESENTATION

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
Requirement	Description	Value (point, %, grade)
PARTICIPATION AT LESSONS	Lectures and consultations may be missed no more than three times, subject requirements are subject to the provisions of the University Study and Examination Regulations and the faculty supplement.(especially § 46 ETVSZ) Consultation of evaluable tasks brought to the consultation, as well as active class work!	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absence is considered justified with a medical certificate!	-
SEMESTER ASSIGNMENT 1 (SA1) DESCRIPTION	<p>SEMESTER ASSIGNMENT 1 The "shelter" building model designed for the site of the semester design task of the BUILDING DESIGN II. course is to be created using the ArchiCAD program according to the 3D methods learned in previous courses, thereby preparing the model to be processed during the semester for the preparation of the semester tasks.</p> <p><u>Submitted:</u> completed model saved in PLA format <u>Place and method of submission:</u> online upload to the Elearning interface <u>Submission time:</u> until 11:59 p.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_SA1</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	passed/failed
LESSON ASSIGNMENT 1 (LA1) - CAD DESCRIPTION	<p>LESSON ASSIGNMENT 1- CAD Based on the CAD model of the small-scale building (SA1) technical plans reworked with architectural graphics and visually presented, as well as visual plans and explanatory diagrams are to be processed in the ARCHICAD software environment , according to the methods learned in the practical lessons.</p> <p><u>Submitted:</u> tabulated views, saved in PDF format <u>Place and method of submission:</u> online upload to the Elearning interface <u>Submission time:</u> until 11:59 p.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_LA1_1; ...LA1_2; ...LA1_3; ...</p> <p><u>Assignments to be submitted:</u> 1pc location plan, 1pc floor plan, 1pc section, 1pc facade, 1pc visual plan, 1pc explanatory figures</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and repair by the supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	10 points

<p>LESSON ASSIGNMENT 2 (LA2) - image editor DESCRIPTION</p>	<p>LESSON ASSIGNMENT 2 - image editor Based on the CAD model of the small-scale building (SA1) technical plans reworked with architectural graphics and visually presented, as well as visual plans and explanatory diagrams are to be processed in image editing software environment , according to the methods learned in the practical lessons.</p> <p><u>Submitted:</u> tabulated views, saved in PDF format <u>Place and method of submission:</u> online upload to the E-learning interface <u>Submission time:</u> until 11:59 p.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_LA2_1; ...LA2_2; ...LA2_3; ...</p> <p><u>Assignments to be submitted:</u> 1pc location plan, 1pc floor plan, 1pc section, 1pc facade, 1pc visual plan, 1pc sketch</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and repair by the supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	<p>10 points</p>
<p>SEMESTER ASSIGNMENT 2 (SA2) - CAD DESCRIPTION</p>	<p>SEMESTER ASSIGNMENT 2- CAD The processing of technical plans, visual plans and explanatory diagrams drawn from the building model prepared in task of the SEMESTER ASSIGNMENT 1 in the ARCHICAD software environment, according to the methods learned in the classes, with independent work at home.</p> <p><u>Submitted:</u> tabulated views, saved in PDF format <u>Place and method of submission:</u> online upload to the Elearning interface <u>Submission time:</u> until 11:59 p.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_SA2_1; ...SA2_2; ...SA2_3; ...</p> <p><u>Assignments to be submitted:</u> 1pc location plan, 1pc floor plan, 1pc section, 1pc facade, 1pc visual plan, 1pc explanatory figures</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	<p>15 point</p>
<p>SEMESTER ASSIGNMENT 3 (SA3) - image editor DESCRIPTION</p>	<p>SEMESTER ASSIGNMENT 3 - image editor The processing of technical plans drawn from the building model prepared in task of the SEMESTER ASSIGNMENT 1, as well as renderings, model and sketches in an image editing software environment, according to the methods learned in the lessons, with independent work at home.</p> <p><u>Submitted:</u> tabulated views, saved in PDF format <u>Place and method of submission:</u> online upload to the Elearning interface <u>Submission time:</u> until 11:59 p.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_SA3_1; ...SA3_2; ...SA3_3; ...</p>	<p>15 point</p>

	<p><u>Assignments to be submitted:</u> 1pc location plan, 1pc floor plan, 1pc section, 1pc facade, 1pc visual plan, sketch and model adaptation</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and repair by the internship supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	
<p>SEMESTER ASSIGNMENT 4 (SA4) DESCRIPTION</p>	<p>SEMESTER ASSIGNMENT 4 During the semester, architectural graphics of the small-scale "shelter" building previously designed by the student will be created using the techniques and methods presented in the lectures. The portfolio booklet will be created using the task parts prepared earlier in the semester. The shelter project is to be presented in textual and visual form. The content of the text must be consulted. The description of the task, the presentation of the client, a brief on-site description, inspirations for the building, the presentation of the concept, the use of materials and the evolution of the mass formation are explained in the text. The text must be at least 8,000 characters long. The amount of visual drawings and figures to be used must be established together with the instructor.</p> <p>Booklet size: 21 x 21 cm or 21 x 26 cm (with portrait or landscape format)</p> <p><u>Submitted:</u> completed portfolio saved in merged PDF format and printed on double-sided matte paper weighing at least 120g/m2, stitched together <u>Place and method of submission:</u> it can only be completed in person, only at the time of the practical class and at its location. <u>Submission time:</u> until 8:00 a.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_SA4</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and repair by the internship supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	30 point
<p>SEMESTER ASSIGNMENT 5 (SA5) DESCRIPTION</p>	<p>SEMESTER ASSIGNMENT 5 During the semester, using the techniques and methods discussed in the lectures, using the parts of the tasks already prepared earlier in the semester, 1 poster summarizing the plan is to be created. The poster's content and visualization must be suitable for the presentation of the building on it. The amount of visual drawings and figures to be used must be established together with the instructor.</p> <p>The size of the poster: 60 x 100 cm in portrait format.</p> <p><u>Submitted:</u> prepared poster saved in PDF format and printed on matte paper, laminated on 2 mm thick gray cardboard <u>Place and method of submission:</u> it can only be completed in person, only at the time of the practical class and at its location. <u>Submission time:</u> until 8:00 a.m. on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> 2022232_AVT_Neptuncode_SA5</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect or incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the internship supervisor!</p>	20 point

	The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!	
WORKSHOP 1 - musica (WS1) DESCRIPTION	<p>WORKSHOP 1 - musica Processing of the topic given by the practice leaders in the practical class by applying the knowledge material acquired up to that point.</p> <p><u>Submitted:</u> as defined in the practical class <u>Place and method of submission:</u> as defined in the practical class <u>Submission time:</u> on the day designated in the "SCHEDULE OF THE SEMESTER" section, only at the time of the practical class and at its location. <u>File name:</u> as defined in the practical class</p>	+5 point
WORKSHOP 2 - S.I.O. (WS2) DESCRIPTION	<p>WORKSHOP 2 - S.I.O. Processing of the topic given by the practice leaders in the practical class by applying the knowledge material acquired up to that point.</p> <p><u>Submitted:</u> as defined in the practical class <u>Place and method of submission:</u> as defined in the practical class <u>Submission time:</u> on the day designated in the "SCHEDULE OF THE SEMESTER" section, only at the time of the practical class and at its location. <u>File name:</u> as defined in the practical class</p>	+5 point
TOTAL		100 + 10 point

SEMESTER CLOSING REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	<p>Completion of the "REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER" section, (at least 50% completion of each sub-task) and obtain a total of at least 50 points!</p> <p>The condition for the completion of the semester is the complete presentation of all assigned tasks with high graphic and technical content at the latest on the supplementary assignment of each.</p> <p>The point value that can be obtained for the work part(s) presented at the supplementary submission is 60% of the maximum of the given work part!</p> <p>Participation in at least one of the WORKSHOP sessions designated in the "SCHEDULE OF THE SEMESTER" section.</p> <p>If any of the above is not met, the semester will be graded with an insufficient practical grade!</p> <p>Active participation in lectures and exercises according to the "PARTICIPATION IN LESSONS" section, if it is not fulfilled, the semester will be classified as disabled.</p>				
	<p>Complying with the provisions of the "PARTICIPATION IN LESSONS" section.</p> <p>Presentation of all the work parts announced in the "MID-SEMESTER TASKS AND TESTS" section by the deadline at the latest at the supplementary assignment.</p> <p>Participation in at least one of the WORKSHOP sessions designated in the "SCHEDULE OF THE SEMESTER" section.</p> <p>Complete and evaluable completion of all the posted work parts included in the "MID-SEMESTER TASKS AND TESTS" section (SEMESTER ASSIGNMENT 1 (SA1); SEMESTER ASSIGNMENT 2 (SA2); SEMESTER ASSIGNMENT 3 (SA3); LESSON ASSIGNMENT 1 (LA1); LESSON ASSIGNMENT 2 (LA2)) at the latest at the supplementary assignment.</p> <p>If the above is completely fulfilled, the result of the work part included in the "MID-SEMESTER TASKS AND TESTS" section (SEMESTER ASSIGNMENT 4 (SA4); SEMESTER ASSIGNMENT 5 (SA5)) can be improved during the signature replacement period.</p>				
SEMESTER GRADE	0-49 Point	50-69	70-79	80-89	90-100
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 2023. február 13.

Dr. Bánföldi Zoltán DLA
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