

Course name: Applied Visual Studies

Course code: YARALVIBNF

Hours per week: 0 lecture / 4 practice / 2 laboratory; F Final Mark / 12 credits

Department of Visual Studies

In charge: Dr. Bánföldi Károly Zoltán DLA

For students of BSc in Architecture

Pre-requirements for Erasmus students: none

OBJECTIVE OF THE COURSE:

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.

14 WEEKS SCHEDULE:

1. week:

Presentation of the tasks for the semester, description of the requirements.

VERBAL-VISUAL ASSOCIATIONS, PICTORIAL SYMBOLS.

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. week: 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)

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. week: PLANNING I. Colour theory: colour systems

Space planning (3 variations)



Determining the scale, dimensions and horizontal/vertical division of the planned space

4. week: PLANNING II. Colour theory: use of colour in architecture

Form character (3 variations)

Experimentation with angular, curved, organic shapes (partitions, shutters, large-scale furnishings, objects).

5. week: DESIGN I. Chromatics: colour contrasts

Object design (1-1 variation)

Technical drawings (projections, sections), drawings interpreting structure and movement.

6. week: DESIGN II. Colour theory: creating colour harmonies

Object design (1 variation),

visual designs from perspectives that give a sense of the size of the object.

7. week: VISUAL EFFECTS I. Chromatics: the light-dark range of colours, saturation

Light-shadow effects (2-2 variations)

Experiment with natural (day) and artificial (night) lighting.

8. week: VISUAL EFFECTS II. Colour theory: colour preference, emotional effects of colours

Light-shadow effects (2-2 variations)

Experiment with natural (day) and artificial (night) lighting.

9. week: COMPLEX VISUALISATION Colour theory: using the colour palettes and texture collections built into modelling programs

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. week: 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. Week: 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. Week: PORTFOLIO III. Oral presentation of the portfolio, self-evaluation (10 minutes), correction if necessary.

13. week: PORTFOLIO IV. Portfolio submission, end-of-semester assessment.

Assessment:

Mid-term assignment, Final mark



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