

APPLIED VISUAL STUDIES

2023/24. 1. SEMESTER

BASIC DATA			
COURSE NAME	Applied Visual Studies		Alkalmazott vizuális ismeretek
COURSE CODE(S)	YAXALVIBNF (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: Wednesday 17:55-18.40, thursday 17.55-18.40, department office, appointment by e-mail
INSTRUCTORS, LECTURERS	Levente Gyulai, Assistant lecturer	gyulai.levente@ybl.uni-obuda.hu	Consultations: Wednesday 17:00-18:00, thursday 11:00-12:00, department office, appointment by e-mail
	Enikő Boros, Assistant lecturer	boros.eniko@ybl.uni-obuda.hu	Consultations: Monday 13:00-14:00, Wednesday 18:00-19:00, department office, appointment by e-mail
PRE-REQUIREMENT	Rajz és ábrázoló II. YAXRAA2BNF		
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 [lesson assignments, architectural presentation board, test]		
CREDITS	9 credits		
AIM OF THE COURSE, BRIEF DESCRIPTION	Learning and using the language of visual communication, an insight into the world of visual design. An overview of the steps in the design process through a coordinated interior-exterior visual plan with complex visualisation: geometric and digital image editing, material and computer modelling. The language of visual thinking, the specificities of visual culture in different fields, contemporary methods of image making, design and spatial planning. Factors affecting the perception of space, form and colour, systems of effects: errors of visual perception, possibilities for creating illusions, optical illusions, study of light-shadow effects that emphasise plasticity, light filtering and kinetic experiments. Spatial concepts for exterior and interior spaces, taking into account visual effects systems: partitioning and dividing space with architectural elements, construction of spatial structures and shapes, modelled 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): 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. Stúdió Kiadó, Nyíregyháza. Bo Bergström (2019): Bevezetés a vizuális kommunikációba, ford. Jámbor Noémi Katalin, Budapest, Scolar 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, Scolar 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	PROGRAM OF TRAINING	ASSIGNMENT SUBMISSIONS
1. WEEK	Presentation of the course of the semester, discussion of mid-semester submissions. PLANAR COMPOSITIONS I. Division and proportional system of surfaces.	BZ SZV GYL BE FP	2D, 3D composition and modelling with basic geometric elements (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 1 planar compositions I. Collecting inspirational images: spatial methods in 20th century and contemporary fine and applied arts, connections with architecture.
2. WEEK	PLANAR COMPOSITIONS II. Principles of composition: geometric composition. COLOR THEORY: primary and secondary colors, pigment- and light colors, additive and subtractive color mixing methods.	BZ SZV GYL BE FP	2D, 3D composition and modelling, additive methods. (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 2 planar compositions II. 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!
3. WEEK	PLANAR COMPOSITIONS III. Principles of composition: organic composition. COLOR THEORY: color systems.	BZ SZV GYL BE FP	2D, 3D composition and modelling, subtractive methods. (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 3 planar compositions III. 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!
4. WEEK	PLANAR COMPOSITIONS IV. Principles of composition: rhythm, visual balance. COLOR THEORY: the use of colors in architecture	BZ SZV GYL BE FP	2D, 3D composition and modelling, making curved surfaces. (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 4 planar compositions IV. Submission of LESSON ASSIGNMENT 3 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!
5. WEEK	SPATIAL COMPOSITIONS I. The connection between planar and spatial compositions, generating 3D masses using 2D compositions. COLOR THEORY: complementary colors, color contrasts.	BZ SZV GYL BE FP	3D modelling, perforation of surfaces. (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 5 spatial compositions I. Submission of LESSON ASSIGNMENT 4 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!
6. WEEK	SPATIAL COMPOSITIONS II. Creating space concepts, defining the scale and dimensions of space. COLOR THEORY: the light-dark range and saturation of colours.	BZ SZV GYL BE FP	3D modelling, distortions, twisting, deformations. (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 6 spatial compositions II. Submission of LESSON ASSIGNMENT 5 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!
7. WEEK	SPATIAL COMPOSITIONS III. Shaping of three-dimensional masses, horizontal/vertical segmentation, spatial partitions, experiments with curved and organic shapes COLOR THEORY: methods of creating colour harmonies.	BZ SZV GYL BE FP	3D modelling, textures. (computer graphics and modelling techniques, visual design programs)	LESSON ASSIGNMENT 7 spatial compositions III. Submission of LESSON ASSIGNMENT 6 (online upload) Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!

8. WEEK	<p>VISUAL DESIGN I. Principles of photography/rendering, image adjustment, post-production.</p> <p>COLOR THEORY: colour preference, emotional effects of colours.</p>	<p>BZ SZV GYL BE FP</p>	<p>3D modelling, colors. (computer graphics and modelling techniques, visual design programs)</p>	<p>LESSON ASSIGNMENT 8 visual design</p> <p>Submission of LESSON ASSIGNMENT 1-7 (online upload) 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>
9. WEEK	<p>VISUAL DESIGN II. Compilation of colour and texture palettes. Experimenting with natural (day) and artificial (night) lighting.</p> <p>COLOR THEORY: use of the colour palettes and texture collections built into modelling programs.</p>	<p>BZ SZV GYL BE FP</p>	<p>3D modelling, environment and background settings. (computer graphics and modelling techniques, visual design programs)</p>	<p>LESSON ASSIGNMENT 9 color and texture palettes</p> <p>Substitute submission of LESSON ASSIGNMENTS 1-7 (online upload and personal delivery) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>
10. WEEK	<p>VISUAL PRESENTATION I. Designing the Architectural presentation board.</p>	<p>BZ SZV GYL BE FP</p>	<p>Compilation of design documentation I. (use of computer graphics, design programs)</p>	<p>SEMESTER ASSIGNMENT (Architectural presentation board I.)</p> <p>TEST</p> <p>Submission of LESSON ASSIGNMENTS 8-9 (visual design) (online upload) 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>
11. WEEK	<p>VISUAL PRESENTATION II. Finalisation of the Architectural presentation board.</p>	<p>BZ SZV GYL BE FP</p>	<p>Compilation of design documentation II. (use of computer graphics, design programs)</p>	<p>SEMESTER ASSIGNMENT (Architectural presentation board II.) Presentation of the Architectural Presentation board</p> <p>Substitute submission of LESSON ASSIGNMENTS 8-9 (online upload and personal delivery) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>
12. WEEK	<p>Presentation of the concept and implementation of the semester's designing process.</p>	<p>BZ SZV GYL BE FP</p>	<p>Presentation of design documentation.</p>	<p>IMPROVEMENT OR REPLACEMENT OF THE TEST</p> <p>Submission of SEMESTER ASSIGNMENT (Architectural presentation board) (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! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>
13. WEEK	<p>Closure and evaluation of the semester.</p>	<p>BZ SZV GYL BE FP</p>	<p>Submission of design documentation.</p>	<p>Substitute submission of SEMESTER ASSIGNMENT (Architectural presentation board) (online upload and personal delivery) The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
REQUIREMENT	DESCRIPTION	VALUE (points, %, 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 sufficient assignments and active class work are a prerequisite for certifying attendance.	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absence is considered justified with a medical certificate!	-
DESCRIPTION OF THE SEMESTER ASSIGNMENT (ARCHITECTURAL PRESENTATION BOARD)	<p>SEMESTER ASSIGNMENT (1 ARCHITECTURAL PRESENTATION BOARD)</p> <p>Create 30x80 cm digital architectural presentation board(s) of selected planar and spatial compositions from the semester. Presentation board includes at least 2-2 planar and spatial compositions, projection drawings and visual designs (interior-exterior). The architecture presentation board must be presented at least 2-3 times before submission (week 12).</p> <p><u>Submitted:</u> 30x80 cm min. 72 dpi, max. 150 dpi – saved in PDF or JPG format <u>Place and method of submission:</u> online uploading to the course server <u>Submission time:</u> on the day designated in the "SCHEDULE OF THE SEMESTER" section <u>File name:</u> Last name_First name_board.jpg or pdf</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>	30 points
DESCRIPTION OF LESSON ASSIGNMENTS	<p>LESSON ASSIGNMENTS 1-9</p> <p>All lesson assignments must be uploaded to the course server by the next class. (planar compositions, spatial compositions, visual design) 9x5 points</p> <p>Completing the task is mandatory! Submission time: 10. week</p>	45 points
TEST	The test consists of questions covering theoretical knowledge. A minimum of 60% of the points must be achieved.	25 points

SEMESTER CLOSING REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	<ul style="list-style-type: none"> • Three or fewer absences from classes. • All class assignments (1-9 assignments) must be accepted (minimum 50% of the points must be earned) by the due dates. • A minimum of 60 % must be achieved on the test. • Presentation of the semester's work. • Proactive participation on classes, uploading the lesson assignments to the course server by the next class. 				
	<ul style="list-style-type: none"> • Three or fewer absences from classes. • All class assignments (1-9 assignments) must be accepted (minimum 50% of the points must be earned) by the due dates. • A minimum of 50% must be achieved on the test. • Proactive participation on classes, uploading the lesson assignments to the course server by the next class. 				
SEMESTER GRADE	0-49 points	50-69	70-79	80-89	90-100
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 10 July 2023.

Dr. Bánföldi Zoltán DLA
 Boros Enikő sk.
 Gyulai Levente sk.