

Course name: Applied Visual Techniques

Course code: YARALVTBNF

Hours per week: 0 lecture / 4 practice / 2 laboratory; Final mark/ 12 credit

Precondition for Erasmus students: none

In charge: Assoc. Prof. Bánföldi Károly Zoltán DLA, lecturers: Gyulai Levente, Szabó Valéria

OBJECTIVE OF THE COURSE:

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.

14 WEEKS SCHEDULE

1. week	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. week	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. week	classroom training	DESIGN I-IV.	4. Space and designs - Determination of the scale and dimensions of the planned stage
4. week	classroom training		

5. week	classroom training		- 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.
6. week	classroom training		(freehand drawings, min. 6pcs sketch plan of the sight, computer PES model, min. 6pcs)
7. week	classroom training	VISUAL EFFECTS I. Studies: light-dark scale of colors, saturation	5. Light-shadow effects Experimentation with various types of lighting: - light intensity, (computer graphics, min. 2pcs.) - hot and cold, (computer graphics, min. 2pcs) - natural-artificial light effects (computer graphics, min. 2pcs)
8. week	classroom training	VISUAL EFFECTS II. Color theory: color preference, emotional effects of colors	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. week	classroom training		7. Design The final design of the planned spectacle, with the coordination of space, shape, function, color, material. Content:
10. week	classroom training	COMPLEX VISUALIZATION I-II. Use color palettes and texture collections built into modeling programs	- 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. 1pc)
11. week	drawing-term often.	PORTFOLIO I.	Selection and systematization of the material of the portfolio. Design of the final image of the portfolio: 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. week	drawing-term often.	PORTFOLIO II.	Oral presentation of the portfolio, submission, closing of the semester, evaluation.
13. week	drawing-term often.	PORTFOLIO III.	Possible improvement of the portfolio, replacement.

Assessment:

Mid-term assignment