APPLIED VISUAL STUDIES 2024/25. 1. SEMESTER

BASIC DATA			
COURSE NAME	**Applied visual studies**		**Alkalmazott vizuális ismeretek**
COURSE CODE(S)	YAXAVIFBNF		
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture and Civil Engineering, Institute of Architecture		
PROGRAMME, TRAINING	architecture BSc		Full time
COURSE INSTRUCTOR (Instructor managing the course)	Dr. Zoltán Bánföldi DLA, Associate professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations during term: Monday 12:35-13:20, Tuesday 15:20-16:05 Confirmation by email is necessary
LECTURERS	Levente Gyulai, Assistant lecturer	gyulai.levente@ybl.uni-obuda.hu	Consultations during term: Monday 12:35-13:20, Tuesday 15:20-16:05 Confirmation by email is necessary
	Enikő Boros, Master lecturer	boros.eniko@ybl.uni-obuda.hu	Consultations during term: Tuesday 16:10-16:55, Wednesday 18:45-19:30 Confirmation by email is necessary
	Valéria Szabó, Master lecturer	szabo.valeria@ybl.uni-obuda.hu	Consultations during term: Tuesday 8:55-9:40, Wednesday 14:25-15:10 Confirmation by email is necessary
	Marcell Szuhanyik, Teaching assistant	szuhanyik.marcell@ybl.uni-obuda.hu	Consultations during term: Monday 17:05-17:55, Wednesday 18:45-19:30 Confirmation by email is necessary
PRE-REQUIREMENT	Drawing and Descriptive Geometry II. [YAXRA2FBNF] or equivalent		
HOURS OF LECTURES (WEEKLY)	-		
HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)	4 hours / 2 hours		
FIELD WORK AND TRAINING (WEEKLY)	-		
ASSIGNMENT	Midterm assignments (class assignments, board, presentation, in-class test)		
CREDITS	8 credits		
SUBJECT TASK, BRIEF DESCRIPTION OF THE SUBJECT	Educational Objective: To understand and apply the language system of visual communication, and to gain insight into the world of visual presentation and branding. This course will provide an overview of the steps involved in the design process through a coordinated interior-exterior visual plan, with complex representation techniques: geometric and digital image editing methods, also material and computer modeling. Content: The language and characteristics of visual thinking across different areas of visual culture, contemporary image creation, design, and spatial planning methods. Factors and impact systems influencing the perception of space, form, and color: errors in visual perception, possibilities of creating illusions, visual fallacies, the examination of light-shadow effects that enhance plasticity, light filtration, and kinetic experiments. Creating spatial concepts for both exterior and interior spaces, considering visual impact systems: dividing and segmenting space with architectural elements, constructing spatial structures and shapes through modeling and computer generation, also compiling visual design documentation:		

	material and textural effects, the changing experiences of form, color, and light during the ingress of a space.
RECOMMENDED LITERATURE	Balázs Barbara, Bubik Veronika, Hadabás Gitta, Hegyi Béla, Kárpáti Andrea, Király Andrea, Péntek Csilla, Váradi Judit, Zsupponits Anett (2013): Vizualizáció a tudománykommunikációban, Egyetemi jegyzet a Grafika és a tipográfia, a Kiadványszerkesztés – esztétikai, technikai alapismeretek, a Vizuális megismerés, és a Vizuális nyelv alapjai tantárgyakhoz, ELTE TTK Természettudományi kommunikáció és UNESCO Multimédiapedagógia Központ Bálványos Huba, Sánta László (1997): Vizuális megismerés és vizuális kommunikáció. Balassi Kiadó, Budapest. Nemcsics Antal (2004): Színdinamika. Akadémiai Kiadó, Budapest. Pethes Endre (1963): 222 ábrázoló geometriai feladat. Műszaki Könyvkiadó, Budapest.
TECHNICAL EQUIPMENT NEEDED	The assignments for the course are done on the students' own devices (laptop, notebook).

TIMETABLE FOR THE SEMESTER

DATE Tudesday, Wednesday	PROGRAM OF TRAINING	LECTURERS	TOPIC	TASKS AND DEADLINES
2024.09.10. /11.	Overview of the semester's schedule, discussion of mid-term submissions, review of major semester assignments, Issuance of flat composition task, Case studies, examples, design analysis from graphic and conceptual perspectives	LGY EB VSZ MSZ	2D, 3D composition and modeling with geometric basic elements. (computer graphic and modeling techniques, use of visualization software)	CLASS PRACTICE 1 Sure, here is the translation of the provided paragraph: Collecting precedents: spatial design methods in 20th-century and contemporary fine and applied arts movements, connections to architecture.
09.17./18.	Rules of flat composition, fundamental technical and visual knowledge, division of surfaces, proportional systems.	LGY EB VSZ MSZ	2D, 3D composition and modeling, additive methods. (computer graphic and modeling techniques, use of visualization software)	CLASS PRACTICE 2. (modeling task) **SUBMISSION of "practice 1."** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction.
09.24./25.	COLOR THEORY: primary and secondary colors, pigment and light colors, additive and subtractive color mixing methods, contrasts, the role and use of colors in architecture	LGY EB VSZ MSZ	2D, 3D composition and modeling, subtractive methods. (computer graphic and modeling techniques, use of visualization software)	CLASS PRACTICE 3. (modeling task) **SUBMISSION of "practice 2."** **(MAKE-UP SUB for practice 1.)** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
10.01./02.	Technical principles, vector and pixel graphics, typography, compositional principles	LGY EB VSZ MSZ	2D, 3D composition and modeling, formation of curved surfaces. (use of computer graphics and modeling techniques, visualization software)	CLASS PRACTICE 4. (modeling task) **SUBMISSION OF 2D-COMPOSITION TASK** **SUBMISSION of "practice 3."** **(MAKE-UP SUB for practice 2.)** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
10.08./09.	Issuing a spatial composition task Methodological studies Compositional principles: rhythms, visual balances Relationship between flat and spatial compositions Generating 3D masses using 2D compositions	LGY EB VSZ MSZ	3D modeling, perforating surfaces. (use of computer graphic and modeling techniques, visualization software)	CLASS PRACTICE 5. (modeling task) **MAKE-UP SUBMISSION OF 2D COMPOSITION TASK** **SUBMISSION of "practice 4."** **(MAKE-UP SUB for practice 3.)** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.

10.15./16.	Developing spatial concepts with determination of spatial scale and dimensions, the role of grids in architecture	LGY EB VSZ MSZ	3D modeling, distortions, twists, deformations. (use of computer graphic and modeling techniques, visualization software)	CLASS PRACTICE 6. (modeling task) **SUBMISSION of "practice 5."** **(MAKE-UP SUB for practice 4.)** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
10.22./-	Free-form shaping of three-dimensional masses, horizontal/vertical segmentation, spatial delineations, experimentation with curved and organic forms.	LGY EB VSZ MSZ	Consultation	CONSULTATION
10.29./30.	Visualization design, Principles of photography/rendering, composition, post-processing.	LGY EB VSZ MSZ	3D modeling, colors (use of computer graphic and modeling techniques, visualization software)	CLASS PRACTICE 7. (modeling task) **SUBMISSION of "practice 6."** **(MAKE-UP SUB for practice 5.)** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
11.05./06.	Compilation of color and texture palettes. Experimentation with natural (daylight) and artificial (nighttime) lighting.	LGY EB VSZ MSZ	3D modeling, environment/ background settings (use of computer graphics and modeling techniques, visualization software)	**SUBMISSION of "practice 7."** **(MAKE-UP SUB for practice 6.)** (online upload) **A** Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
11.12./-	Style analysis, stylistic features within contemporary trends, major methodologies. Designing the layout and identity of a board.	LGY EB VSZ MSZ	Compiling the submission ideas	**MAKE-UP SUB for practice 7.** (online upload) Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
11.26./27.	Style analyses, stylistic features in contemporary trends, major methodologies. Finalizing the board's design.	LGY EB VSZ MSZ	MID-TERM EXAM CONSULTATION	**MID-TERM EXAM** **(online upload and personal submission)** CONSULTATION Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
12.03./04.	Oral presentation of the conceptualization and realization of the semester-long design/creative process.	LGY EB VSZ MSZ	SUBMISSION OF SEMESTER ASSIGNMENT PRESENTATION OF PROJECT BY PROJECT PORTFOLIO MAKE-UP FOR MID-TERM EXAM	**SUBMISSION AND PRESENTATION OF THE SEMESTER ASSIGNMENT** **MAKE-UP FOR MID-TERM EXAM** **(online upload and personal submission)** Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied.
12.10./11.	Closure and assessment of the semester.	LGY EB VSZ MSZ	MAKE-UP SUBMISSION / CORRECTION OF MID-TERM ASSIGNMENT	**MAKE-UP FOR SEMESTER ASSIGNMENT / CORRECTION DEADLINE** **(online upload and personal submission)** Incomplete or substandard work may be returned by the practice supervisor for further

				development and correction, or the semester may be denied.

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
REQUIREMENT	**DESCRIPTION**	**VALUE** *(POINT, %, GRADE)*
PARTICIPATION AT LESSONS	Students may miss no more than three practice sessions or consultations. The course requirements are governed by the University Study and Examination Regulations, as well as the faculty's supplement to these regulations (particularly ETVSZ 46. §). The consultation of assessable tasks brought to the consultation, as well as active participation during class, are conditions for proving attendance.	-
METHOD OF JUSTIFICATION FOR ABSENCE FROM CLASSES	Absence is considered justified with a medical certificate.	-
DESCRIPTION OF THE 2D-COMPOSITION TASK	**CREATING A DIGITAL POSTER ON THE GIVEN TOPIC** **To be submitted:** 2 pieces of A3 size, minimum of 3 minutes, minimum of 72 dpi, maximum of 150 dpi – PDF or JPG format **Submission place and method:** Online upload to the course server **Submission date:** By the day designated in the "SEMESTER SCHEDULE" section **File naming convention:** Firstname_Lastname_poster.jpg or pdf **Completion of the task is mandatory!** Tasks sent in the wrong or inappropriate file format and naming convention will not be evaluated by the instructors. Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied. The task must be consulted at least twice before submission.	20 points
SPATIAL COMPOSITION (DESCRIPTION OF SEMESTER ASSIGNMENT)	**SEMESTER TASK - MAJOR ASSIGNMENT** **1. Creating digital boards (30x80cm) based on the spatial composition task.** **2. Presentation material in the form of an A3 digital booklet.** **3. Oral presentation.** **To be submitted:** Digital boards (30x80cm), minimum of 72 dpi, maximum of 150 dpi ó– PDF or JPG format Presentation material in A3 digital booklet format **Submission place and method:** Online upload to the course server	50 points

	Submission date: By the day designated in the "SEMESTER SCHEDULE" section **File naming convention:** Lastname_Firstname_board.jpg or pdf Lastname_Firstname_booklet.jpg or pdf **Completion of the task is mandatory!** Tasks sent in the wrong or inappropriate file format and naming convention will not be evaluated by the instructors. Incomplete or substandard work may be returned by the practice supervisor for further development and correction, or the semester may be denied. The task must be consulted at least twice before submission.	
DESCRIPTION OF CLASS PRACTICE TASKS	**CLASSROOM TASKS** 7 modeling tasks assigned weekly during class, following the semester schedule and requirement list provided at the beginning of the year. Each classroom task must be uploaded to the course server by the next class date. **To be submitted:** Minimum of 1 render per task (weekly!), 72 dpi minimum, 150 dpi maximum – PDF or JPG format **Submission place and method:** Online upload to the course server **Submission date:** On the day designated in the "SEMESTER SCHEDULE" section **File naming convention:** Lastname_Firstname_task.jpg or pdf **Completion of the task is mandatory!**	20 points
MID-TERM TEST	The midterm exam consists of questions covering theoretical knowledge. The criterion for passing the semester is achieving a minimum score of 50% on the midterm exam.	20 points

END OF SEMESTER REQUIREMENTS

PREREQUISITE FOR OBTAINING A SIGNATURE	• Attendance: Three or fewer absences are allowed. • All classroom tasks (Tasks 1-6) and the board must be completed by the specified deadlines and deemed acceptable (earning at least 50% of the points). • A minimum performance of 50% is required on the midterm exam. • Oral presentation of the semester's work. • Proactive participation in classes and uploading of materials prepared from class to the course server on a session-by-session basis. **If any of the above is not met, the semester will be denied.**
PREREQUISITE FOR AUXILIARY EXAM FOR OBTAINING A SIGNATURE	• Three or fewer absences are allowed. • All classroom tasks (Tasks 1-6) must be completed and deemed acceptable (earning at least 50% of the points) by the specified deadlines. • A minimum performance of 50% is required on the midterm exam. • Proactive participation in classes and uploading of materials prepared from class to the course server on a session-by-session basis. **If any of the above is not met, the semester will be denied.**

COURSE GRADE	0-49 points	50-69	70-79	80-89	90-100
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 2024. JUNE 24.

Levente Gyulai
Valéria Zsuzsanna Szabó