

CONTEMPORARY DESIGN I.

2024/25. 1ST SEMESTER

COURSE INFORMATION			
COURSE NAME	CONTEMPORARY DESIGN I.		Kortárs design I.
CODE OF COURSE	YAXCO2FMNF		
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture, Institute of Architecture		
FACULTY, MEMBERSHIP	architect MSc		Full-Time
COURSE RESPONSIBLE (TEACHER OF THE SUBJECT)	Marcel Ferencz DLA	ferencz.marcel@ybl.uni-obuda.hu	
INSTRUCTORS, LECTURERS	Levente Gyulai assistant teacher	gyulai.levente@ybl.uni-obuda.hu	during term time: Monday 12.35-13.20, Tuesday 15:20 - 16:05 (by prior arrangement by e-mail)
	Barnabás Kovács Dobák master teacher	kovacs.barna@ybl.uni-obuda.hu	e-mail prearrangement
PRE-REQUIREMENT	-		
HOURS OF LECTURES (PER WEEK)	2 HOURS		
CLASSROOM PRACTICE/ LABORATORY EXERCISE (WEEKLY)	3 HOURS		
FIELD AND CLASSROOM EXERCISES (WEEKLY)	-		
METHOD OF EVALUATION	Mid-term assignments, test, end-of-semester presentation, exam		
CREDITS	5 credits		
AIM OF THE COURSE, BRIEF DESCRIPTION	<p>The aim of the course is to equip students with the visual and technical skills to create designs that are aesthetically and functionally appropriate for today's world. The course begins with a brief historical overview of the development of design methodology, touching on the main trends. It will then focus on contemporary theoretical systems such as regionalism, neo-modernism, postmodernism, parametricism and parametric-high tech design. In addition, students will learn about different design strategies and 'complementary' methods such as biophilia, biomorphism, biomimesis and environmental psychology, and their practical applications and implications.</p> <p>A basic knowledge of art history, social contexts, contemporary art movements, and the fundamentals of conceptual thinking and creative methods will enable the architect to use architecture as an applied art to create cultural value for the community, while meeting the technical requirements of the design process.</p> <p>In addition to theoretical knowledge, the course will also provide practical methodological training, including digital design techniques, modelling, visual design, visualisation of architectural designs and analysis of current visual trends. Particular emphasis will be given to parametric and generative design and their variants, which students will learn and apply in project work.</p>		
RECOMMENDED LITERATURE	<p>Rem Koolhaas and Bruce Mau (1995): S, L, M, XL Robert Venturi: Complexity and contradiction in modern architecture Patrik Schumacher: Parametric Manifesto, Autopoiesis of Architecture Rem Koolhaas, Stefano Boeri, Sanford Kwinter, Nadia Tazi, Hans Ulrich Obrist (2010): Mutations Jan Gehl (2010): Cities for People Bjarke Ingels: Yes is More: An Archicomic on Architectural Evolution Kenneth Frampton: A Critical History of Modern Architecture (TERC 2nd ed.) Tamás Lukovich (2016): A fascinating labyrinth - The world of architectural theory Péter Serfőző (2020): Branding and visual response Péter Serfőző (2021): Typography - The Basics of Visual Communication Timothy Samara (2021): Graphic Design Handbook - Elements, Contexts and Rules</p>		
TECHNICAL EQUIPMENT NEEDED	<p>Laptop/PC (win 10+) suitable for engineering work Software used: Maxon Cinema 4D, Adobe Photoshop, Illustrator, Corona Render, Cycles, Lumion, Twinmotion. Cinema 4D and Corona renderer will be demonstrated, but you can also work with software of your choice.</p>		

TIMETABLE FOR THE SEMESTER				
WEEK	LECTURE	EA	FORM OF EXERCISE	
1 09.16.	Presentation of the tasks for the semester, description of the requirements. Review of the theoretical basics related to the semester.	GYL, KDB	on-site exercise	Description of the softwares used during the semester - basic operations
				Forming groups of 1-3 people Semester assignment – part 1: Research, problem identification, site rehabilitation plan; 3D modelling of the site. Semester assignment - part 2: Image, poster design
2 09.23.	A review of recent designing methodologies Analysis of architectural examples Concept development strategies, 3D modelling exercises, digital design methodologies	GYL, KDB	on-site exercise	1ST CLASSROOM ASSIGNMENT SUBMISSION OF 1ST CLASSROOM ASSIGNMENT
				Consultation on semester assignment Semester assignment - part 3: Installation and mass sketch - min. 3 pieces, various SUBMISSION OF SEMESTER ASSIGNMENT – PART 1 Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!
3 09.30.	The influence of modernism on contemporary architectural trends Principles of composition, the relationship between 2D and 3D compositions, 3D mass generation using 2D compositions Conceptual analysis of architectural examples	GYL, KDB	on-site exercise	2ND CLASSROOM ASSIGNMENT SUBMISSION OF 2ND CLASSROOM ASSIGNMENT SUBSTITUTE SUBMISSION OF 1ST LESSON ASSIGNMENT
				Consultation on semester assignment Semester assignment - part 4: Environmental and building plans: design, modelling SUBMISSION OF SEMESTER ASSIGNMENT – PART 2 AND PART 3 Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT – PART 1 The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!
4 10.07.	Postmodern architectural form, ideology Colour theory Conceptual analysis of architectural examples	GYL, KDB	on-site exercise	3RD CLASSROOM ASSIGNMENT SUBMISSION OF 3RD CLASSROOM ASSIGNMENT SUBSTITUTE SUBMISSION OF 2ND LESSON ASSIGNMENT
				Consultation on semester assignment SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT – PART 2 AND PART 3 The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!
5 10.14.	Regionalism: the relationship between place and architecture The role of adaptive-reuse Compilation of colour and texture palettes. Experimenting with natural (day) and artificial (night) lighting. Conceptual analysis of architectural examples	GYL, KDB	on-site exercise	4TH CLASSROOM ASSIGNMENT SUBMISSION OF 4TH CLASSROOM ASSIGNMENT SUBSTITUTE SUBMISSION OF 3RD LESSON ASSIGNMENT
				Consultation on semester assignment SEMESTER ASSIGNMENT - PART 4: REQUIREMENT OF 50% COMPLETENESS Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!

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6 10.21.	Parametricism and generative architecture Conceptual analysis of architectural examples	GYL, KDB	on-site exercise	5TH CLASSROOM ASSIGNMENT SUBMISSION OF 5TH CLASSROOM ASSIGNMENT SUBSTITUTE SUBMISSION OF 4TH LESSON ASSIGNMENT
				Consultation on semester assignment Semester assignment - part 5: Creating renders SEMESTER ASSIGNMENT - PART 4: REQUIREMENT OF 50% COMPLETENESS – SUBSTITUTE SUBMISSION The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!
7 10.28.	Visual design: Principles of photography/rendering, image adjustment, post-production Conceptual analysis of architectural examples	GYL, KDB	on-site exercise	6TH CLASSROOM ASSIGNMENT SUBMISSION OF 6TH CLASSROOM ASSIGNMENT SUBSTITUTE SUBMISSION OF 5TH LESSON ASSIGNMENT
				Consultation on semester assignment
8 11.04.	Contemporary visual communication in architectural documentation Analysis of samples, examples	GYL, KDB	on-site exercise	7TH CLASSROOM ASSIGNMENT SUBMISSION OF 7TH CLASSROOM ASSIGNMENT SUBSTITUTE SUBMISSION OF 6TH LESSON ASSIGNMENT
				Consultation on semester assignment Semester assignment - part 6: Visualization of the plans
9 11.11.	Cultural and architectural identity: Cultural influences and architectural styles, local and global identity in architecture	GYL, KDB	on-site exercise	SUBSTITUTE SUBMISSION OF 7TH LESSON ASSIGNMENT
				Consultation on semester assignment Semester assignment - part 7: Presentation board and portfolio
10 11.25.	Summary and analysis of the main design methodologies and contemporary trends Conceptual analysis of architectural examples	GYL, KDB	on-site exercise	TEST
				Consultation on semester assignment SUBMISSION OF SEMESTER ASSIGNMENT – PART 4, PART 5 AND PART 6 Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!
11 12.02.	Visual communication and presentation techniques: Visual management in architecture, effective presentation techniques and tools	GYL, KDB	on-site exercise	-
				SUBMISSION OF SEMESTER ASSIGNMENT – PART 7 Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT – PART 4, PART 5 AND PART 6 The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!
12 12.09.	Presentation	GYL, KDB	on-site exercise	IMPROVEMENT OR REPLACEMENT OF THE TEST
				Presentation and submission of the portfolio SUBSTITUTE SUBMISSION OF SEMESTER ASSIGNMENT – PART 7 The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!

THE REQUIREMENTS FOR COMPLETING 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 sufficient assignments and active class work are a prerequisite for certifying attendance.	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absences will be considered as accepted with a medical certificate.	-
CLASSROOM ASSIGNMENT (7 SMALL CLASSROOM ASSIGNMENT)	The classroom assignments can always be uploaded in JPG format until the beginning of the next class. If the assignment is not uploaded, points will be deducted. (Postponed by one week, always at the time indicated in the timetable) File name: Surname_First_Name_CRA1/CRA2/ etc.	20 points
SEMESTER ASSIGNMENT (in teams of 1-3 people)	PART 1 Research work, problem identification, site rehabilitation plan; 3D modelling of the site - Research in the level of detail required to complete the termly assignment properly, and documentation of the results of the research. Main topics of the research (min.): location, exploration of the problems of the site, plan for the rehabilitation of the site, definition of the function to be planned, architectural examples, examples (with textual explanations), inspiration, etc. - with appropriate reference to sources. - Create the 3D model of the given location, using software of your choice. File name: Surname_First_Name_FF1_1/FF1_2/etc.	50 points
	PART 2 Image, poster design Identify the image that fits the intended function: min. 3 different poster designs. File name: Surname_First_Name_FF2_1/FF2_2/ etc.	
	PART 3 Installation and mass sketch - min. 3 pieces, different Creating min. 3 different installation and mass sketches and the visual presentation of each version. File name: Surname_First_Name_FF3_1/FF3_2/ etc.	
	PART 4 Environmental and building plans Based on the results of Part 1-3, develop the final design: planning, modelling. Level of details: min. M=1:500 File name: Surname_First_Name_FF4_1/FF4_2/ etc.	
	PART 5 Creating renders - creating renders in the number (min. 5) and quality required for understanding and presenting the design properly - post-processing the renders/visual designs (typically using Photoshop) - recommended views: - bird's eye view (axonometry) - eye level (perspective) - interior (perspective) File name: Surname_First_Name_FF5_1/FF5_2/ etc.	
	PART 6 Designing the visualization of the architectural plans Level of detail: min. M=1:500 - site plan - floor plan(s) - sections - facades - explanatory diagram File name: Surname_First_Name_FF6_1/FF6_2/etc.	

	<p>PART 7 Presentation board and portfolio</p> <p><u>Board:</u> Content: - presenting the final plan, including the renders, the plans and drawings needed for understanding the plan</p> <p>As the plan evolves, with the continuous development of Part 1-6. Architectural drawings and visual plans related to the final design should be included on the table.</p> <p>Technique: - 30x80 cm architectural board: digital (pdf format) - works: freehand drawing and/or computer graphics and/or models (optional) File name: Sure_name_First_name_FF7_board.pdf</p> <p><u>Portfolio</u> Content: - result of the research work - sketches (even hand-drawn), inspirational ideas, sketches - size and scale - transport and access options of the site - site plan - visual display of needed information and data - floor plans, sections, facades, explanatory diagrams - visual designs, renders - description of the work: conceptual analysis of the plan in text, methodological analysis of the work</p> <p>As the plan evolves, with the continuous development of work packages 1-6. The portfolio should include the research, every architectural drawing, and every visual plan related to the final design.</p> <p>Technique: - A3, digital (pdf format) - works: freehand drawing and/or computer graphics and/or models (optional) - for oral presentation (FullHD size) maximum file size 50MB PDF File name: Sure_name_First_name_FF7_portfolio.pdf</p> <p>Presentations exceeding the maximum file size of 50MB will not be accepted.</p>	
ORAL PRESENTATION	<p>Each student presents his or her termly work independently. All team members must participate in the oral presentation. Evaluation criteria: - use of professional language (e.g.: visual vocabulary) - comprehensive knowledge of the steps and interrelationships of processes - knowledge of the material and lessons of the semester</p>	20 pt
WRITTEN TEST	A final paper to test your theoretical knowledge of the semester (min. 60%)	20 pt
SUMMARY		110 pt

END OF SEMESTER REQUIREMENTS					
THE CONDITIONS FOR OBTAINING A SIGNATURE	<ul style="list-style-type: none"> - Proactive participation in lessons. - Three or fewer absences. - All class assignments and all parts of the mid-term assignment must be accepted (min. 50% per assignment) by the given deadline. - Presentation of the semester's work. - Test: min. 60% - You must collect at least 60 points in total. <p>The semester assignment must be consulted at least 6 times! The supervisor will sign to confirm the progress of the plan and the number of consultations.</p>				
	<ul style="list-style-type: none"> - Proactive participation in lessons. - Three or fewer absences. - All classroom assignments and all parts of the semester assignment must be accepted (min. 50% per assignment) by the given deadline. - You must collect at least 50 points in total. <p>The semester assignment must be consulted at least 6 times! The supervisor will sign to confirm the progress of the plan and the number of consultations.</p> <p>If any of the above is not fulfilled, we will not provide the opportunity to replace the signature!</p>				
EVAL. OF MARK			70-79 points	80-94 points	95-110 points
			3 - OK	4 - GOOD	5 - EXCELLENT
CONDITIONS FOR ADMISSION TO THE EXAMINATION	<p>Those whose semester is not accepted or are not offered a mark may take an exam during the exam period after applying for an exam in Neptun. Students who have already obtained a signature (possibly in a previous semester) have to take an exam.</p> <p>During the exam period, the student will take the exam on one of the exam days listed in Neptun.</p> <p>The exam is a 60-minute presentation with a total of 110 points. All team members must participate in the presentation.</p>				
EXAM MARK EVAL.	0-59 points	60-69 points	70-79 points	80-94 points	95-110 points
	1 - FAIL	2 - PASS	3 - OK	4 - GOOD	5 - EXCELLENT

Budapest, 22 June 2024.
 Levente Gyulai
 Enikő Boros
 Kovács Dobák Barnabás