

# APPLIED VISUAL STUDIES

2024/25. 2ND SEMESTER

BASIC DATA			
COURSE NAME	Applied Visual Studies		Alkalmazott Vizuális Ismeretek
COURSE CODE(S)	YARALVTBNF		
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture and Civil Engineering, 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: during term time: Thursday 8:55-9:40 Friday 8:55-9:40 appointment by e-mail
LECTURERS	Dr. Zoltán Bánföldi DLA, Associate Professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: during term time: Thursday 8:55-9:40 Friday 8:55-9:40 appointment by e-mail
PRE-REQUIREMENT	Applied Visual Studies		
HOURS OF LECTURES (WEEKLY)	-		
HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)	4 hours / 2 hours		
FIELD WORK AND TRAINING (WEEKLY)	0 hours		
ASSIGNMENT	Midterm assignments		
CREDITS	9 credits		
SUBJECT TASK, BRIEF DESCRIPTION OF THE SUBJECT	To experience the joy of creation, to strengthen the experimental, exploratory attitude. To learn about other artistic phenomena that influence architecture. Planning, process and ways of documenting creative work. Exploring the relationship between form, space and time through the experimentation of different genres, from traditional to non-figurative forms of expression, exploring a range of artistic genres, 20th century and contemporary art movements. Technique and art: the emergence of new media in art, mixed media and multimedia in general, and forms of expression, photography, light and video art, sound and video installation.		
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. Stúdium Kiadó, Nyíregyháza. Bo Bergström (2019): Bevezetés a vizuális kommunikációba, ford. Jámbor Noémi Katalin, Budapest, Scholar 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, Scholar Kiadó.		
TECHNICAL EQUIPMENT NEEDED	The assignments for the course are done on the students' own devices (laptop).		



TIMETABLE FOR THE SEMESTER				
WEEK	PROGRAM OF TRAINING	LECTURERS	FORM OF TRAINING	TASKS, DEADLINES
1. 02.20.	Introduction of the assignments and the requirements of the semester	BZ	classroom training / laboratory training	<b>MID-TERM ASSIGNMENT 1.</b> Starting research work, collecting inspirational images Design analysis
2. 02.27.	Analysing conceptual aspects	BZ	classroom training / laboratory training	Defining and preparing the visual concept Design analysis
3. 03.06.	Visual communication: Composition principles and use of colour	BZ	classroom training / laboratory training	Final visual concept
4. 03.13.	Evaluation of Mid-term assignment 1. Introduction of Mid-term assignment 2.	BZ	classroom training / laboratory training	<b>Submission of MID-TERM ASSIGNMENT 1.</b>  <b>MID-TERM ASSIGNMENT 2.</b> Starting research work, collecting inspirational images Design analysis
5. 03.20.	Exploring and assessing opportunities Defining the goals of the design Application of form design methods	BZ	classroom training / laboratory training	<b>Substitute submission of MID-TERM ASSIGNMENT 1.</b>  Defining and visualising the concept Design analysis
6. 03.27.	Impact in design	BZ	classroom training / laboratory training	Making variations with architectural effects.
7. 04.03.	Use of colour and light	BZ	classroom training / laboratory training	Visual design, color dynamic variations
8. 04.10.	Use of texture and light	BZ	classroom training / laboratory training	Visual design, texture variations Light and shadow
9. 05.05.	Visual design	BZ	classroom training / laboratory training	Final visual design

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10. 05.08.	Visual presentation: Portfolio preparation Visual communication tools	BZ	classroom training / laboratory training	<b>Submission of MID-TERM ASSIGNMENT 2.</b>  Portfolio design: composition, typography
11. 05.15.	Portfolio finalization	BZ	classroom training / laboratory training	<b>Substitute submission of MID-TERM ASSIGNMENT 2.</b>  Development of a coherent image of the portfolio. <b>Submission of PORTFOLIO</b>
12. 05.22.	Closing of the semester, evaluation	BZ	classroom training / laboratory training	<b>Substitute submission of PORTFOLIO</b>

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
REQUIREMENT	DESCRIPTION	VALUE (point, %, grade)
<b>PARTICIPATION AT LESSONS</b>	Classes 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.	-
<b>IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS</b>	Absence will be considered as justified with a medical certificate!	-
<b>MID-TERM ASSIGNMENT 1.</b>	<p>MID-TERM ASSIGNMENT 1. Stage visualisation</p> <p>Parts to be submitted: min. 2 scenic design for the stage min. 4 visual designs other drawings and pictures that are important for the presentation (sketches)</p> <p>To be submitted: plans in A3 format, with a consistent visual appearance, organised in a booklet Format: PDF Place and method of submission: online upload to the course server Time of submission: on the day designated in the "SCHEDULE OF THE SEMESTER" section File name: LastName_FirstName_FF1</p> <p>Completion of a mandatory number of consultations with a continuously evolving plan: min 2 consultations. The progress of the tasks is confirmed by the signature of the lecturer.</p> <p>Completing the task is mandatory! Instructor 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!</p>	30 points
<b>MID-TERM ASSIGNMENT 2.</b>	<p>MID-TERM ASSIGNMENT 2. Design assignment</p> <p>Transforming the pictorial form.</p> <p>Parts to be submitted: min. 2 3D form variations min.3 colour variations min.3 texture variations min. 3 visual designs with surround other drawings and pictures that are necessary for interpretation. (sketches)</p> <p>To be submitted: drawings in A3 format, with a consistent visual appearance, organised in a booklet Format: PDF Place and method of submission: online upload to the course server Time of submission: on the day designated in the "SCHEDULE OF THE SEMESTER" section File name: LastName_FirstName_FF2</p>	30 points

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	<p>Completion of a mandatory number of consultations with a continuously evolving plan: min. 3 consultations. The progress of the tasks is confirmed by the signature of the lecturer.</p> <p>Completing the task is mandatory! Instructor 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!</p>	
<b>PORTFOLIO</b>	<p>- 1 BOOKLET An A3-sized booklet of term papers, with an organised, consistent visual appearance - paying particular attention to aesthetics, text and image placement. Format: PDF Place and method of submission: online upload to the course server File name: Last Name _ First Name _ PORTFOLIO.pdf</p> <p>Completion of a mandatory number of consultations with a continuously evolving plan: min. 2 consultations. The progress of the tasks is confirmed by the signature of the lecturer.</p> <p>The booklet must be consulted at least twice before submission. Place and method of submission: online upload to the course server Time of submission: on the day designated in the "SCHEDULE OF THE SEMESTER" section Completing the task is mandatory! Instructor 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>	40 points

END OF SEMESTER REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	<ul style="list-style-type: none"> <li>- Three or fewer absences from classes.</li> <li>- Midterm-assignment 1-2. and the portfolio must be accepted by the due dates.</li> <li>- Completion of a mandatory number of consultations with a continuously evolving plan: Mid-term assignment 1: min. 2 consultations Mid-term assignment 2: min. 3 consultations Portfolio: min. 2 consultations</li> <li>- The progress of the tasks is confirmed by the signature of the lecturer.</li> <li>- Presentation of the semester's work. (PORTFOLIO)</li> <li>- A minimum of 50 points must be achieved.</li> </ul> <p><b>If any of the above is not met, the semester will be refused.</b></p>				
	<ul style="list-style-type: none"> <li>- Three or fewer absences from classes.</li> <li>- Midterm-assignments 1-2. must be accepted by the due dates.</li> <li>- Completion of a mandatory number of consultations with a continuously evolving plan: Mid-term assignment 1: min. 2 consultations Mid-term assignment 2: min. 3 consultations Portfolio: min. 2 consultations</li> <li>- The progress of the tasks is confirmed by the signature of the lecturer.</li> <li>- A minimum of 40 points must be achieved.</li> </ul> <p><b>If any of the above is not met, the signature retake exam won't be provided.</b></p>				
SEMESTER GRADE	0-49 points	50-69	70-79	80-89	90-100
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 16. January 2025

Dr. Zoltán Bánföldi DLA