

VISUAL COMMUNICATION

2025/26. 1ST SEMESTER

BASIC DATA			
COURSE NAME	Visual communication		Vizuális kommunikáció
COURSE CODE(S)	YARVIKBNF		
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture and Civil Engineering, Institute of Architecture		
PROGRAMME, TRAINING	architect BSc		Erasmus
COURSE INSTRUCTOR (Instructor managing the course)	Dr. Zoltán Bánföldi DLA, Associate Professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: during term time: Tuesday 12:30-13:15 Thursday 11:45-12:30 appointment by e-mail
LECTURERS	Dr. Zoltán Bánföldi DLA, Associate Professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: during term time: Tuesday 12:30-13:15 Thursday 11:45-12:30 appointment by e-mail
PRE-REQUIREMENT	None		
HOURS OF LECTURES (WEEKLY)	-		
HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)	3 hours		
FIELD WORK AND TRAINING (WEEKLY)	0 hours		
ASSIGNMENT	Midterm assignments		
CREDITS	5 credits		
SUBJECT TASK, BRIEF DESCRIPTION OF THE SUBJECT	Content: the language and characteristics of visual thinking in different areas of visual culture, contemporary methods of image making, design and spatial planning. Factors and systems of effects that influence the perception of space, form and color: errors of visual perception, possibilities of creating illusions, optical illusions, study of light-shadow effects that emphasize plasticity, light-filtering and kinetic experiments. Conceptualization of exterior and interior spaces, considering visual effects: division and articulation of space with architectural elements, construction of spatial structures and shapes, modelling and computer-generated, visual design documentation: material and texture effects, changing space, form, color and light experiences during the walk-through.		
RECOMMENDED LITERATURE	Janis Teruggi Page/ Margaret E. Duffy: Visual Communication Gavin Ambrose: Design thinking for Visual communication Timothy Samara: Design elements Sabine Coqillart: From object modelling to Advanced visual communication		
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. 09.11.	Introduction of the assignments and the requirements of the semester	BZ	classroom training	MID-TERM ASSIGNMENT 1. Starting research work, collecting inspirational images
2. 09.18.	Analysing conceptual aspects	BZ	classroom training	Defining and preparing the visual concept Design analysis
3. 09.25.	Composition principles and use of colour	BZ	classroom training	Final visual concept
4. 10.02.	Evaluation of Mid-term assignment 1. Introduction of Mid-term assignment 2.	BZ	classroom training	Submission of MID-TERM ASSIGNMENT 1. MID-TERM ASSIGNMENT 2. Starting research work, collecting inspirational images
5. 10.09.	Exploring and assessing opportunities Defining the goals of the design Application of form design methods	BZ	classroom training	Substitute submission of MID-TERM ASSIGNMENT 1. Defining and visualising the concept Design analysis
6. 10.16.	Impact in design	BZ	classroom training	Making variations with architectural effects.
7. 10.30.	Use of colour and light	BZ	classroom training	Visual design, color dynamic variations
8. 11.06.	Use of texture and light	BZ	classroom training	Visual design, texture variations Light and shadow
9. 11.13.	Visual design	BZ	classroom training	Final visual design
10. 11.27.	Visual presentation: Portfolio preparation Visual communication tools	BZ	classroom training	Submission of MID-TERM ASSIGNMENT 2. Portfolio design: composition, typography

11. 12.04.	Portfolio finalization	BZ	classroom training	Substitute submission of MID-TERM ASSIGNMENT 2. Development of a coherent image of the portfolio. Submission of PORTFOLIO
12. 12.11.	Closing of the semester, evaluation	BZ	classroom training	Substitute submission of PORTFOLIO

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
REQUIREMENT	DESCRIPTION	VALUE (point, %, grade)
PARTICIPATION AT LESSONS	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.	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absence will be considered as justified with a medical certificate!	-
MID-TERM ASSIGNMENT 1.	MID-TERM ASSIGNMENT 1. Stage visualisation Parts to be submitted: min. 2 different scenic design for the stage min. 4 visual designs from different view other drawings and pictures that are important for the presentation (sketches) 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 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. 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!	30 points
MID-TERM ASSIGNMENT 2.	MID-TERM ASSIGNMENT 2. Design assignment Transforming the pictorial form. Parts to be submitted: min. 2 3D form variations min.3 colour variations min.3 texture variations min. 3 visual designs with different surround other drawings and pictures that are necessary for interpretation. (sketches) 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 Completion of a mandatory number of consultations with a continuously evolving	30 points

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	plan: min. 3 consultations. The progress of the tasks is confirmed by the signature of the lecturer. 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!	
PORTFOLIO	- 1 BOOKLET - Portfolio 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 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. 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!	40 points
TOTAL VALUE		100 points

END OF SEMESTER REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	- Three or fewer absences from classes. - Midterm-assignment 1-2. and the portfolio must be accepted by the due dates. - 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 - The progress of the tasks is confirmed by the signature of the lecturer. - Presentation of the semester's work. (PORTFOLIO) - A minimum of 50 points must be achieved. If any of the above is not met, the semester will be refused.				
SIGNATURE RETAKE EXAM	- Three or fewer absences from classes. - Midterm-assignments 1-2. must be accepted by the due dates. - 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 - The progress of the tasks is confirmed by the signature of the lecturer. - A minimum of 40 points must be achieved. If any of the above is not met, the signature retake exam won't be provided.				
SEMESTER GRADE	0-49 points	50-69	70-79	80-89	90-100
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 26. June 2025

Dr. Zoltán Bánföldi DLA