

APPLIED VISUAL STUDIES

2026/27. 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		
SZAK, TAGOZAT	architecture BSc		Full time
COURSE INSTRUCTOR (Instructor managing the course)	Dr. Bánföldi Zoltán DLA, Associate professor	banfoldi.zoltan@ybl.uni-obuda.hu	Consultations during term: Monday 11:40-12:25, Thursday 12:35-13:20 department office, by e-mail appointment.
LECTURERS	Gyulai Levente, Assistant lecturer	gyulai.levente@ybl.uni-obuda.hu	Consultations during term: Tuesday 11:40-12:25, Wednesday 13:30-14:15 department office, by e-mail appointment.
	Szabó Valéria, Assistant lecturer	szabo.valeria@ybl.uni-obuda.hu	Consultations during term: Thursday 11:40-12:25 department office, by e-mail appointment.
	Boros Enikő, Assistant lecturer	boros.eniko@ybl.uni-obuda.hu	Consultations during term: Monday 13:30-14:15 department office, by e-mail appointment.
	Torják Kitti University trainee	torjak.kitti@uni-obuda.hu	Consultations during term: Monday 13:30-14:15, Tuesday 12:35-13:20 department office, by e-mail appointment.
	Borbély Laura, University trainee	borbely.laura@uni-obuda.hu	Consultations during term: Monday 8:55-9:40, Wednesday 8:55-9:40 department office, by e-mail appointment.
	Páll Attila, University trainee	pall.attila@ybl.uni-obuda.hu	Consultations during term: Monday 17:05-17:50, Tuesday 13:30-14:15 department office, by e-mail appointment.
PRE-REQUIREMENT	Drawing and Descriptive Geometry II. [YAXRA2FBNF] or equivalent		
HOURS OF LECTURES (WEEKLY)	-		
HOURS OF CLASSROOM TRAINING/ LABORATORY [LECTURES] (WEEKLY)	4 hours / 2 hours		
FIELD WORK AND TRAINING (WEEKLY)	-		
ASSIGNMENT	Midterm assignments (class assignments, board, 2D compositions, in-class test)		
CREDITS	8 credits		

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SUBJECT TASK, BRIEF DESCRIPTION OF THE SUBJECT	Educational Objectives: To acquire and apply the visual, technical, and theoretical foundations of design thinking within the creative design process. To prepare students for solving complex design tasks that meet aesthetic, functional, and technical requirements simultaneously. To develop proficiency in the integrated use of visual communication, spatial and form design, and digital design tools, while fostering conceptual thinking and professional self-expression. To encourage the practical application of artistic and theoretical knowledge in contemporary architectural and design projects. Course Content: Development of the visual skills required for design practice, including the application of the principles of composition, color theory, and typography, the conscious organization of visual elements, and the tools of effective visual communication. Sketching and drawing exercises supporting idea generation, concept development, and the visual representation of design intentions. Introduction to digital design processes through the use of graphic design software, as well as the application of 3D modeling and rendering techniques in architectural and design projects. Examination of the art historical, social, and cultural contexts that inform design practice, exploration of contemporary trends in art and design, and the development of conceptual thinking and creative approaches within the broader relationship between architecture and the applied arts.
RECOMMENDED LITERATURE	The Elements of Graphic Design by Alex W. White (2011) Color Design Workbook: New, Revised Edition by Sean Adams and Terry Lee Stone (2017) Design Elements, Third Edition: Understanding the rules and knowing when to break them - A Visual Communication Manual - Timothy Samara (2020)
TECHNICAL EQUIPMENT NEEDED	The assignments for the course are done on the students' own devices (laptop, notebook).

	TIMETABLE FOR THE SEMESTER		
WEEK Monday, Tuesday, Wednesday Thursday	LAB TOPIC	PROGRAM OF TRAINING	TASKS AND DEADLINES
2026. M 09.07. Tu 09.08. W 09.09. Th 09.10. (1st week)	Overview of the semester's schedule, discussion of mid-semester submissions and mid-semester assignments Analyzing case studies and examples from a graphical and conceptual point of view	2D, 3D composition and modeling with basic geometric elements. Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 1 (5 points) (3D modelling)
2026. M 09.14. Tu 09.15. W 09.16. Th 09.17. (2nd week)	Rules of planar compositions, fundamental technical and visual knowledge, division of surfaces, proportional systems	2D, 3D composition and modelling, additive methods, the basics of rendering. Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 2 (5 points) (3D modelling)
2026. M 09.21. Tu 09.22. W 09.23. Th 09.24. (3rd week)	Description of the 2D-composition task 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	2D, 3D composition and modelling, subtractive methods, rendering Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 3 (5 points) (3D modelling) SUBMISSION of CLASS ASSIGNMENT 1-2. (online upload) Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.
2026. M 09.28. Tu 09.29. W 09.30. Th 10.01. (4th week)	Technical principles, vector- and pixel graphics, typography, compositional principles	2D, 3D composition and modelling, modelling curved surfaces, rendering Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 4 (5 points) (3D modelling) SUBMISSION of CLASS ASSIGNMENT 3 (LATE SUBMISSION OF CLASS ASSIGNMENT 1-2.) (online upload) Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.
2026. M 10.05. Tu 10.06. W 10.07. Th 10.08. (5th week)	Methodological studies Compositional principles: rhythms, visual balances Relationship between flat and spatial compositions Generating 3D masses using 2D compositions	3D modelling, perforating surfaces, rendering Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 5 (5 points) (3D modelling) SUBMISSION of CLASS ASSIGNMENT 4 (LATE SUBMISSION OF CLASS ASSIGNMENT 3) (online upload) Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.

2026. M 10.12. Tu 10.13. W 10.14. Th 10.15. (6th week)	Developing concepts of space by defining the scale and dimensions of space, the role of grids in architecture	3D modelling, distortions, twists, deformations, rendering, post-production Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 6 (5 points) (3D modelling) SUBMISSION of CLASS ASSIGNMENT 5 (LATE SUBMISSION OF CLASS ASSIGNMENT 4) (online upload) Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.
2026. M 10.19. Tu 10.20. W 10.21. Th 10.22. (7th week)	Free-form shaping of three-dimensional masses, horizontal/vertical segmentation, spatial delimitations, experimentation with curved and organic forms	Consultation, SUBMISSION	Consultation SUBMISSION OF THE 2D-COMPOSITION TASK (two compositions!) (25 points)
2026. M 10.26. Tu 10.27. W 10.28. Th 10.29. (8th week)	Visualization design, Principles of photography/rendering, composition, post-processing	3D modelling, colors Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	LATE SUBMISSION OF THE 2D-COMPOSITION TASK (two compositions!) CLASS ASSIGNMENT 7 (5 points) (3D modelling) SUBMISSION of CLASS ASSIGNMENT 6 (LATE SUBMISSION OF CLASS ASSIGNMENT 5) (online upload) Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.
2026. M 11.02. Tu 11.03. W 11.04. Th 11.05. (9th week)	Compilation of color and texture palettes. Experimentation with natural (daylight) and artificial (nighttime) lighting	3D modelling, environment/background settings Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	CLASS ASSIGNMENT 8 (5 points) (3D modelling) SUBMISSION of CLASS ASSIGNMENT 7 (LATE SUBMISSION OF CLASS ASSIGNMENT 6) (online upload) Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.
2026. M 11.09. Tu 11.10. W 11.11. Th 11.12. (10th week)	Style analysis, stylistic features within contemporary trends, major methodologies Designing the layout and the visualization of the board	IN-CLASS TEST Post-production, rendering Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	IN-CLASS TEST (20 points) CLASS ASSIGNMENT 9 (5 points) (rendering the complex modelling assignment from the previous lesson - from several viewpoints) (LATE SUBMISSION OF CLASS ASSIGNMENT 7) (online upload)

			Work deemed to be incomplete or of insufficient quality may be returned by the lecturer for further work or improvement.
2026. M 11.16. Tu 11.17. W 11.18. Th 11.19. (11th week)	Style analyses, stylistic features in contemporary trends, major methodologies	Post-production, rendering Cinema4D, Twinmotion, Photoshop (computer graphic and modelling techniques, use of visualization software)	SUBMISSION OF CLASS ASSIGNMENT 8-9. (online upload) Incomplete or substandard work may be returned by the lecturer for further development and correction, or the semester may be denied.
2026. M 11.30. Tu 12.01. W 12.02. Th 12.03. (12th week)	Analysis of case studies, architectural examples	SUBMISSION OF THE BOARD, MAKE-UP/RETAKE IN-CLASS TEST (online upload) Incomplete or substandard work may be returned by the lecturer for further development and correction, or the semester may be denied.	DESIGNING THE BOARD. SUBMISSION OF THE BOARD BY THE END OF THE CLASS (10 points) MAKE-UP/RETAKE IN-CLASS TEST (LATE SUBMISSION OF CLASS ASSIGNMENT 8-9) (online upload) Incomplete or substandard work may be returned by the lecturer for further development and correction, or the semester may be denied.
2026. M 11.07. Tu 12.08. W 12.09. Th 12.10. (13th week)	Closing of the semester, evaluation	LATE SUBMISSION OF THE BOARD (online upload)	LATE SUBMISSION OF THE BOARD (online upload) If the work is considered incomplete or of insufficient quality, the lecturer will deny the semester!

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER

MID-SEMESTER TASKS AND TESTS

REQUIREMENT	DESCRIPTION	VALUE (POINTS)
PARTICIPATION AT LESSONS	Students may miss no more than three practice sessions or consultations. The course requirements are governed by the "Egyetemi Tanulmányi és Vizsgaszabályzat", 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	The absence from lessons is determined in accordance with the 46. § of HKR. A maximum of three absences is allowed during the semester.	-
ETHICAL CODEX	Anyone who plagiarises – i.e. violates the provisions of the 4. § (2) of the 'Óbudai Egyetem Etikai Kódexe' – will be refused the completion of the course by the lecturer of the course, and the University may initiate disciplinary proceedings pursuant to the 90. § of the HKR TVSZ.	

2D-COMPOSITIONS (two compositions!)	CREATING TWO DIGITAL POSTERS ON THE GIVEN TOPIC <u>To be submitted:</u> 2 pieces of A3 digital poster, min. 72, max. 150dpi - pdf or jpg <u>Submission place and method:</u> online upload to the course server <u>Submission date:</u> by the day designated in the "Timetable for the semester" section <u>File name:</u> Surname_FirstName_poster1/2....jpg or pdf Completion of the assignments is mandatory! Assignments uploaded with incorrect file format/name will not be evaluated by the lecturers! Work deemed incomplete or of insufficient quality may be returned by the lecturers for further work or correction! The lecturer may deny the semester because of incomplete work or work of insufficient quality! The task must be consulted at least twice before submission.	25 points
BOARD OF RENDERERS OF THE SEMESTER'S CLASS ASSIGNMENTS	<u>To be submitted:</u> 30x80cm min 72. max 150dpi - pdf or jpg, <u>Place and method of submission:</u> upload online to the course server <u>Time of submission:</u> on the day specified in the "Timetable for the semester" section <u>File name:</u> Surname_FirstName_tablo.jpg or pdf Completion of the assignments is mandatory! Assignments uploaded with incorrect file format/name will not be evaluated by the lecturers! Work deemed incomplete or of insufficient quality may be returned by the lecturers for further work or correction! The lecturer may deny the semester because of incomplete work or work of insufficient quality!	10 points
DESCRIPTION OF CLASS ASSIGNMENTS	The CLASS ASSIGNMENTS (9 assignments) must be completed according to the semester schedule and requirement list provided at the beginning of the year. Each class assignment must be uploaded to the course server by the start of the next class. <u>To be submitted:</u> minimum 1 render/assignment, min 72. max 150dpi - pdf or jpg <u>Place and method of submission:</u> upload online to the course server <u>Time of submission:</u> on the day indicated in the "Timetable for the semester" section. <u>File name:</u> Surname_FirstName_Task1/2/3...etc, jpg or pdf Completion of the assignments is mandatory! Assignments uploaded with incorrect file format/name will not be evaluated by the lecturers! Work deemed incomplete or of insufficient quality may be returned by the lecturers for further work or correction! The lecturer may deny the semester because of incomplete work or work of insufficient quality!	9x5=45 points
IN-CLASS TEST	The in-class test consists of questions covering theoretical knowledge. The criterion for passing the semester is achieving a minimum score of 50% on the in-class test.	20 points

END OF SEMESTER REQUIREMENTS					
THE REQUIREMENTS FOR OBTAINING A SIGNATURE	Three or fewer absences. Both of the 2D-compositions must be accepted by the deadline. All class assignments must be accepted (minimum 50% of points must be earned) by the due dates. A minimum of 50% must be achieved on the in-class test. Proactive participation in class, uploading class-by-class the completed assignments to the course server. If any of the above is not met, the semester will be denied. “Anyone who commits plagiarism—that is, violates the provisions set forth in Section 4(2) of the Code of Ethics of Óbuda University—will be denied completion of the course by the instructor responsible for the course, and the University may initiate disciplinary proceedings pursuant to Section 90 of the Academic and Examination Regulations (HKR TVSZ). “				
	Three or fewer absences. At least one of the 2D-compositions must be accepted by the deadline. Class assignments 1-7 must be accepted (minimum 50% of points must be earned) by the due dates. A minimum of 50% must be achieved on the in-class test. Proactive participation in class, uploading class-by-class the completed assignments to the course server. If any of the above is not met, the semester will be denied.				
COURSE GRADE	0-49 points	50-69 points	70-79 points	80-89 points	90-100 points
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 10 JUNE 2026.

Gyulai Levente
Szabó Valéria Zsuzsanna
Boros Enikő
Borbély Laura Viktória
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