**Summary**

The ability to represent ideas coherently and communicate a project’s aims effectively is a key skill for every architect. Design, painting, photography, modelling and graphics are essential to the architectural project and become didactic instruments for the development of individual talent.

**Content**

*Close-up - the unobtrusive beauty of the everyday*

Perception serves as an essential cornerstone and starting point for every creative activity in design and architecture. This module focuses on perception of our everyday environment, beginning with the various spaces that we spend time in daily, along with their objects and the mobile everyday items that surround us. By means of short film and animation sequences, a subtle still life, an excerpt from everyday life, is to be poetically captured: an observed or arranged choreography of objects in a space, as affected by dynamically active influencing factors such as light and shadow, gravity, wind, temperature, sound, or those generated by mechanical forces.

The module offered is divided into two main parts. In the first part, the participants observe or arrange individual still lifes from their daily routine and create a series of poetic close-ups on this basis, in the form of short film sequences that are captured with a camera or mobile phone. In the second part of the module, the real scenes are reconstructed three-dimensionally on a computer and conveyed as animation. The students will receive a full introduction to the 3D software "Cinema 4D", on the basis of which the course participants will create a series of expressive computer animations as their final project. The course encourages the use of manual and digital tools for engaging at the very extreme limit of the interplay between reality and fiction.

**Keywords**

experimental and visual composition techniques, rearranging, idea and representation, the real and the imaginary, the object and its image, architectural expression, figurative digital tools, digital image techniques, CGI, 3D rendering, animation

**Learning Prerequisites**

**Important concepts to start the course**

- basic knowledge of image editing and 3D modelling techniques
- basic knowledge of English
- laptop to work with during course days
• Cinema 4D software installed on computer
• digital camera (mobile phone) and tripod to work with during the whole course

Learning Outcomes
By the end of the course, the student must be able to:
• investigate and interpret the visual environment
• enhance visual faculties of perception and expression
• specify the possibilities and potential afforded by digital image techniques
• simulate and reconstruct a fragment of built reality by means of digital image techniques
• formulate a personal creative process
• develop and apply conceptual pictorial approaches
• translate an imaginary vision into a realistic visual compound by means of figurative digital tools
• select and use image strategies best suited to the transmission of an architectural idea
• 3D modelling, texturing and rendering in Cinema 4D
• produce professional 3D computer animations

Transversal skills
• Assess one's own level of skill acquisition, and plan their on-going learning goals.
• Plan and carry out activities in a way which makes optimal use of available time and other resources.

Teaching methods
• lectures & practical work (individual): intermediate exercises and final work, reviews

Expected student activities
• strong interest in (digital) image processing techniques
• mandatory and attentive attendance during all of the course days
• high level of personal commitment and active participation during course days

Assessment methods
• continuous assessment
• intermediate exercises and final work

Supervision
Office hours: No
Assistants: No
Forum: No
Others: No

Resources
Bibliography
Bibliography provided during the course.

Websites
• http://www.constructingtheview.org
• http://www.philippschaerer.ch

Videos
• https://vimeo.com/290308570