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

Inaccuracy

The image as a medium has always played an important role in architecture. The creation of architecture is always preceded by a phase of imagination, be it in the form of a sketch, a diagram, a plan or a perspective—abstract or not. Architecture has always been imagined and communicated by means of images and pictures. Today, digital image editing allows the creation of images that are nearly impossible to distinguish from a photograph. But what other image strategies and aesthetics can be pursued with the help of digital image techniques—image strategies that do not solely aim for the most exact realisation of photographic rendition?

This module will focus on working with experimental 3D rendering techniques. The main interest lies in the calculated visualisation of vagueness and imperfection. Using the rendering program Cinema 4D, students will develop a compelling series of images, ranging from two-dimensional visual compositions to figurative and fictitious arrangements of objects. Step by step, students will be introduced to the software and its possible configurations. The goal is to develop unconventional and experimental image strategies and aesthetics for architectural representation using 3D rendering techniques. The course encourages the use of digital tools for engaging at the very extreme limit of the interplay between reality and fiction.

Keywords

eperimental 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, computer rendering

Learning Prerequisites

Required courses

• basic knowledge of image editing and 3D modelling techniques
• laptop to work with during course days
• Cinema 4D software installed on computer
• basic knowledge of English

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.
• Produce computer-generated images
• 3D modelling, texturing and rendering in Cinema 4D

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, workshops, practical work (individual): intermediate exercises, 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

Resources

Bibliography
Bibliography provided during the course.

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

Videos
• https://vimeo.com/290308570