

AR-415

UE L : Art and architecture: constructing the view I

Schaerer Philipp

Cursus	Sem.	Type
Architecture	MA1, MA3	Opt.
Mob. AR	H	Opt.

Language of teaching	English
Credits	4
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	12
Hours	4 weekly
Courses	3 weekly
Exercises	1 weekly
Number of positions	35

Remark

Inscription faite par la section

Summary

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

Content**MERGED REALITIES**

With digital media exerting a decisive influence on our contemporary environment, our view of the world is undergoing constant changes. Computer and information technologies are increasingly shaping our environment. It has become ever more difficult to draw a clear line between what is *virtual* and what is *real*. Digital information and editing technologies continuously condition us as to how we perceive, understand, structure and transform our environment and how we express ourselves within it. The aesthetics and forms of expressions that have arisen from this digital world keep intermittently penetrating our visual environment, not merely the virtual one, but they also leave a clear footprint on our physical and analogue environment.

The starting points of the module are the aesthetics and forms of expression derived from digital origins. In a first step, digitally generated images as well as symbols and graphical fragments of computer user interfaces will be examined as to their appearance and optical characteristics. In a second step, the captured properties will have to be transferred pictorially and integrated into the photographic image. The main interest lies in the visual merging of "virtual and real" by means of montage. During the semester, students will develop a picture work consisting of several pictures - based on the content conveyed in the teaching units and the exercises distributed throughout the course.

The course encourages the use of digital instruments in engaging at the very extreme limit of the interplay between reality and fiction.

Keywords

experimental and visual compositional techniques, rearranging, idea and representation, the real and the imaginary, the object and its image, architectural expression, figurative digital tools, digital image techniques, photography, image montage, rendering

Learning Prerequisites**Important concepts to start the course**

- basic knowledge of techniques of image editing and 3D modelling

- laptop to work with during the course days
- Adobe Photoshop (min CS 5) 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.
- Describe visual principles of photorealistic images.
- Formulate a personal creative process.
- Develop and apply conceptual pictorial approaches.
- Select appropriately and use image strategies best suited to the transmission of an architectural idea.
- Translate an imaginary vision into a realistic visual compound by means of figurative digital tools
- Produce professional image montages

Transversal skills

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

Teaching methods

- lectures, workshops, practical work (individual)
- intermediate exercises and final work
- desk critiques.

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
- weekly assignments.

Assessment methods

- continuous assessment
- intermediate exercises, desk critiques (60% of grade)
- review final work (40% of grade).

Supervision

Office hours	No
Assistants	No
Forum	No

Others

Resources

Bibliography

Bibliography provided during the course.

Websites

- <http://www.constructingtheview.org>
- <http://www.philippschaerer.ch>