AR-495

Apparent realities - Constructing the view

Schaerer Philipp

Cursus	Sem.	Type
Architecture	MA1, MA2, MA3, MA4	Opt.

Language of teaching	English
Credits	3
Withdrawal	Unauthorized
Session	Winter, Summer
Semester	Fall
Exam	During the semester
Workload	90h
Weeks	12
Hours	**2 weekly**
Lecture	2 weekly
Number of positions	**70**

It is not allowed to withdraw from this subject after the registration deadline.

Remark

course not available for exchange students

Summary

Key competences for every architect are the ability to represent ideas coherently and communicate a projectâ##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

The course focuses on experimenting with artistic digital image-based techniques for interpreting reality and transmitting ideas. The emphasis will be on image strategies and techniques for recording apparent reality. We will investigate image constructs that appear realistic, yet that are not based on a real existing encountered situation but have been arranged, alienated or completely constructed. In the first part of the course, different image techniques and reference examples from the fields of photography, art and advertising will be introduced. The second part of the course is dedicated to computer graphics and computer-generated imagery. The students will receive an introduction to the 3D graphics software "Cinema 4D", on the basis of which the course participants will develop a series of computer-generated still-life images as their final project. The course encourages the use of manual and digital instruments in engaging at the very extreme limit of the interplay between reality and fiction.
The number of participants is limited to 70 students. You may attend the course only once – either in the fall semester 2019 or spring semester 2020. The course will be held in English.

Keywords

idea and representation, the real and the imaginary, the object and its representation, visualization, digital image techniques, computer graphics, computer-generated imagery, CGI, rendering, cinema 4D, still-life

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
- 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
- Describe visual principles of photorealistic images
- Specify the possibilities and potential afforded by 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 appropriately and use image strategies best suited to the transmission of an architectural idea
- Produce computer-generated images

Transversal skills

- Plan and carry out activities in a way which makes optimal use of available time and other resources.

Teaching methods

- Lectures and practical final work (individual)

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

Review of final work (100% of grade)

Supervision

Office hours	No
Assistants	No
Forum	No

Resources

Websites

- http://constructingtheview.org
- http://philippschaerer.ch

Videos

- https://vimeo.com/290308570