AR-329

Constructing the view: built images

Schaerer Philipp

Cursus	Sem.	Type
Architecture	BA5	Obl.
HES - AR	H	Obl.

Language of teaching	English
Credits	3
Session	Winter
Semester	Fall
Exam	During the semester
Workload	90h
Weeks	12
Hours	**4 weekly**
Courses	2 weekly
Exercises	2 weekly
Number of positions	

Summary

What is meant by the term "image" as pictorial representation? How do we read, process and interpret images - and what premises can be derived from this for the conception and production of meaningful images?

Content

Images have never been as present as they are today. With the invention of technically produced images, the digitisation of content and the latter's increasing accessibility via digital information technologies, the image, as a medium, now shapes all facets of our social communication. Today, images have become omnipresent, permeating all areas of life and knowledge in our society to an unprecedented extent - also in architecture.

The first theoretical part of the course provides a basic outline of the concept of the image and the nature of pictorial representation. Important underlying aspects of visual perception are taught, and the associated blurring and scope for interpretation in the processing of visual information are demonstrated. Following this, basic concepts of gestalt psychology or gestalt theory and important principles of image organisation are introduced and shown in more detail using example images from the fields of art, photography and cinematography. In view of the constantly changing technical and cultural conditions, individual example images are examined with regard to their content-related, formal and aesthetic aspects, and the claim to reality asserted by newer, seemingly photographic images is questioned and discussed.
With practical work in mind, important elements of image design and visual composition are subsequently taught, along with methods for preparing, managing (curating), editing and collaging digital images. Based on the knowledge acquired from the lecture series and aided by the practice-oriented workshops, the students individually develop a multi-part visual work during the semester. The image technologies used comprise photography and digital montage.

Keywords

Image, pictorial representation, visual perception, gestalt psychology, illusion, reading images, image-design element, visual composition, digital image technologies, image processing, montage, architectural representation, the real and the imaginary

Learning Prerequisites

Important concepts to start the course

- basic knowledge of English
- basic knowledge of digital image processing
- (laptop to work with during course days)

- (Adobe Photoshop software installed on computer)
- (digital camera or smart phone 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
- Test visual faculties of perception and expression
- Describe the fundamentals and limits of visual perception
- Identify the concept and (ambiguous) nature of images
- Prove analytical and critical thinking skills in examining image-based representations
- Define the basic ideas of gestalt psychology
- Apply the principles of visual organisation and perceptual grouping
- Take into consideration the basic principles and elements of image design
- Promote various approaches to visual composition
- Translate the learned image-design principle to the architectural image
- Identify the parameters and properties of digital images
- Organize and curate digital images using meta-information
- Promote proficiency in digital image processing and montage
- Translate an imaginary vision into a series of images using digital image technologies
- Produce a multi-part visual work

Transversal skills

- Demonstrate the capacity for critical thinking
- 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.
- Use a work methodology appropriate to the task.
- Demonstrate a capacity for creativity.

Teaching methods

- lectures and workshops
- practical work (individual): exercises and reviews of selected work

Expected student activities

- interest in (digital) image technologies
- personal commitment and active participation

Assessment methods

- based on practical work (intermediate exercises and final work)

Supervision

Office hours	No
Assistant.e.s	Yes
Forum	No
Others	Assistant: Pedro Maiurano

Resources

Virtual desktop infrastructure (VDI)

No

Bibliography

Bibliography provided during the course

Websites

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

Videos

- https://vimeo.com/290308570