

## Subject description

Faculty of Architecture, WUT 2020, **Architecture** studies

**Architecture for Society of Knowledge** speciality

<b>ADVANCED VISUAL COMMUNICATION</b>		<b>ASK4-D-Av</b>	<b>MSc level</b>	<b>semester 4</b>
Classes: <b>seminar</b>	Hours/semester <b>20</b>	Student's workload hours: <b>28</b>	Status: <b>obligatory</b> Level: <b>Advanced Diploma module</b>	ECTS: <b>2</b>
				Exam: <b>no</b>

**Unit delivering this subject:** Katedra Projektowania Architektonicznego  
Pracownia Projektowania Architektonicznego Wspomagane

Komputerem

**Subject coordinator:** dr hab inż. arch. Krzysztof Koszewski

### Learning outcomes and subject delivery methods

#### Objective of the course:

The seminar aims to gain the awareness and importance of advanced visual communication in the architect's workshop and the students' ability to shape a visual message in architecture in a fully conscious and purposeful way to achieve specific goals.

#### General description of the course:

Classes are associated with the final design involving analysis of the role of the visual message in individual phases of the design process. The visual message in architecture as a design tool and as a communication tool.

#### Scope of taught competencies:

- Skill in formulating a legible message of high substantive and aesthetic quality illustrating the design concept
- Skill in critical assessment of the visual communiqué
- Skill in visualising questions related to the extra-geometric qualities of designed space (e.g. functional matters)

#### Learning outcomes:

No. of the outcome/ area	Description
<b>Knowledge</b>	
ASK_D7 W01	Student knows the aesthetics of visual communication in architecture, in particular, the use of graphic elements in the architectural design.
ASK_D7 W02	Student has theoretically founded knowledge about advanced techniques of visual communication and their application in the presentation of design works
<b>Skills</b>	
2ASK_D7 U01	Student can prepare an attractive and communicative presentation of the project work
ASK_D7 U02	Student expands the skills of the workshop leading to the efficient transfer of design ideas
2ASK_D7 U01	Student can prepare an attractive and communicative presentation of the project work
<b>Social competenc</b>	

<b>es</b>	
ASK_D7 K01	Student understands the need to clearly express the design idea, also in a non-professional environment
ASK_D7 K02	Student can efficiently communicate essential information about project work Student can efficiently communicate essential information about project work

### **Learning contents:**

During the seminar, knowledge about the principles of visual communication in architecture is transferred, both in the context of the elements of the designed objects as well as in the context of the architect's and urbanist's workshop. Particular emphasis is placed on the readability, clarity and intelligibility of the message, also in the context of an unskilled recipient.

### **Teaching methods and forms :**

The seminars start with a short introduction, followed by students presentation concepts of using visual communication elements in the project as well as the concept of the transmission of the design idea: both in graphic form (diploma boards) and multimedia presentation.

### **Method of testing the learning outcomes:**

<b>Outcome number</b>	<b>Way of testing</b>
<b>Knowledge</b>	
ASK_D7, W_01	Presentation evaluation.
ASK_D7, W_02	As above.
<b>Skills</b>	
ASK_D7, U_01	Presentation evaluation.
ASK_D7, U_02	As above.
<b>Social competences</b>	
ASK_D7, KS_01	ASK_D7
ASK_D7, KS_02	As above.

### **Literature:**

- GAGE, J. (1999). Colour and meaning: art, science, and symbolism. Berkeley, University of California Press.
- ARNHEIM, R. (1974). Art and visual perception: a psychology of the creative eye. Berkeley, University of California Press
- ARNHEIM, R. (1969). Visual thinking. Berkeley, University of California Press.
- FRUTIGER, A. (1989). Signs and symbols: their design and meaning. New York, Van Nostrand Reinhold
- KANDINSKY, W., & REBAY, H. (1979). Point and line to plane. New York, Dover Publications.
- Margaret Livingstone "Vision and art - the biology of seeing" New York 2002
- Will Jones "Architects' sketchbooks" London 2011
- Edward Robbins "Why architects draw" Boston 1994