

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Media Design Studies 3.
Name of the subject in English:	Media Design Studies III.
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-MDIST3-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	[Media Design Studies II. (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of the course is to acquire technical knowledge (software knowledge and skills), creative skills (design skills) and artistic mastery (aesthetic approach) of media designing at an advanced level. As a result of completing the course, the student is able to recognize, analyze, understand, apply and conceptualize the professional contents, technical experience, and his/her acquired creative abilities in the field of media design at an advanced level.

SUMMARY OF THE CONTENT OF THE SUBJECT

Concept and tools of 3D image creation with Blender.

In this semester the student will learn the base concept of 3D scene and image creation, and also learn one of the most useful 3D content creation tool: Blender.

Free and open-source software Blender can be widely used in design, film and game industries, architecture, media design projects.

In this course, you will learn about the extensive tools of Blender through example tasks, from object scale to architectural and landscape modeling, from simple mass sketches to a developed 3D model to a presentation quality rendering.

5 topic of the semester:

- INDUSTRIAL LANDSCAPE - montage graphic series
- PLAYGROUND - create a real mock-up
- PLAYGROUND - 3D modeling with Blender
- CHESS /or any table game - 3D modeling with Blender
- Preparing PRESENTATION with the tasks from semester: pdf, video, sketchfab upload

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Task #1: Industrial Landscape

„INDUSTRIAL LANDSCAPE“ - Creation of a series (3 pictures) with photo montage technique, with any digital program. It is recommended to use your own photo or a found photo about your home landscape or the industrial landscape and environment in your town. Please reinterpret and transform the meaning of the photo and space with an unusual element, symbol.

Recommended techniques: Photoshop, Illustrator, photo, montage, use of hand drawing with

digital techniques, etc.

Task #2: Playground:

Designing a playground of your choice, sketching, modeling it in 3D with Blender and modeling a real mock-up. It is recommended to use simpler geometric shapes: construction from cubes, circles, spheres, columns, triangles, squares, rectangles, simpler curved shapes.

Task #3 „Chess“:

3D design and modeling of any chess board and its figures with Blender.

Task # 4: Preparing Presentation with the tasks from semester: pdf, video, sketchfab interactive tour.

EVALUATION OF THE SUBJECT:

Consideration of evaluation

- Presence and activity on courses
- Quality, thoughtfulness and validity of created artworks
- Invention,
- communication
- quality and content of presentation
- execution for deadline

Marks:

91-100%: excellent

76-90%: good

61-75%: fair

51-65%: pass

0-50%: fail

Components of the semester evaluation mark:

- professional practical knowledge (30%):
use of hardware tools, use of software tools, design of workflow
- theoretical knowledge (15%)
research, articulate of problems, conclusion
- Creative skills (30%)
individual creativity, innovative thinking,
- Soft skills (25%)
cooperation, contribution, flexibility, communication, presentation, self-evaluation

The evaluation is based on the presented artwork and the documentation and oral presentation.

The student will get a mark and oral evaluation, self-reflection practices happen during the semester.

OBLIGATORY READING LIST:

- Eissen, Koos: *Sketching : drawing techniques for product designers*. BIS Publishers, 2011
- Lefteri, Chris: *Making it : Manufacturing techniques for product design*. Laurence King, 2007
- Wild, Johannes: *3D Printing 101 : the ultimate beginners guide*. [s.n.], cop. 2019
- John M. Blain: *The Complete Guide to Blender Graphics*, A K Peters Ltd, 2022

RECOMMENDED READING LIST:

- *Theories and documents of contemporary art : a sourcebook of artists' writings*. University of California Press, c1996
- Bürdek, Bernhard E.: *Design : history, theory, and practice of product design*. Birkhauser-Publishers for Architecture, 2005

- Hoskins, Stephen: *3D printing : for artists, designers and makers*. Bloomsbury, cop. 2013
- Erőss István: *Body In The Landscape*, Mamü Society, 2021