



COURSE DESCRIPTION CARD - SYLLABUS

Course name

The Psychology of Perception [S2Arch2E>PP]

Course

Field of study
Architecture

Year/Semester
1/1

Area of study (specialization)
–

Profile of study
general academic

Level of study
second-cycle

Course offered in
English

Form of study
full-time

Requirements
compulsory

Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
0

Projects/seminars
0

Number of credit points

1,00

Coordinators

dr inż. arch. Agnieszka Kasińska-Andruszkiewicz
agnieszka.kasinska-andruszkiewicz@put.poznan.pl

Lecturers

Prerequisites

- the student has a basic knowledge of human behavior and its causes; - the student has a basic knowledge of social phenomena and processes; - the student has knowledge of the determinants of designing human behavior, - the student is able to obtain information from literature, databases and other, properly selected sources; - the student is able to prepare and present in Polish a presentation of an issue or problem integrating the indicated areas of education, - awareness and understanding of non-technical aspects and effects of engineering activities, including its impact on the environment and the related responsibility for decisions made; - ability to work in a team, timeliness and efficiency of work organization

Course objective

- discussion of the basic paradigms of modern psychology; - explanation of psychological mechanisms in the individual and social dimension; - presentation of the most important issues in the field of perception and acquiring knowledge about the environment; - indication of the relationship between the quality of design processes and creativity with the quality of life and the quality of the living environment.

Course-related learning outcomes

Knowledge:

Knows and understands the issues of the psychology of perception - to the extent to which it affects the quality of architectural, urban and planning work, and also understands the need to evaluate existing and planned solutions;

Skills:

Can use concepts characteristic of the psychology of perception correctly and is able to perceive the broader, philosophical context of issues related to architectural and urban design;

Social competences:

Is capable of effectively use imagination, intuition, creative attitude and independent thinking in order to solve complex design problems;

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment

- active participation in 2/3 classes.

Summative assessment:

Lecture: the subject ends with a credit based on a project requiring a description of a specified social problem and a description of its solution, taking into account the integration of knowledge from the field of architecture and social sciences.

Assessment scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0

Obtaining a positive grade for the module depends on the student achieving all the learning outcomes listed in the syllabus.

Programme content

The lecture explains the concepts of beauty, the phenomenon of art. the significance of creativity, the role of the creator, and the recipient of the work of art. The perception of aesthetic impressions in historical development is explained. The universal nature of beauty is explained. The differences between beauty and art are discussed. The problem of the perception of beauty and the importance of attractiveness in architectural creation are explained. Definition of semiotics and its applicability to visual systems. Connotation and denotation in architecture. The role of the context in the perception. The architecture of the language and the language of architecture. The lecture will discuss the physics of colour perception by the human eye as well as diverse aspects of its influence on the way we perceive architectural space. Human senses and the perception of space. Psychological profile of shopping mall customers and mechanisms used in shopping spaces to attract a specific customer. City at site level - what features make street comfortably walkable and attract attention of pedestrian.

Course topics

1. Perception of beauty
2. Chinese Architectural Fengshui and Perceptual Psychology
3. Profile of shopping malls customers and Perception Psychology
4. Psychological perception impacts on Landscape Architecture Design
5. Semiotics of space
6. City at site level
7. Colours and Perception

Teaching methods

1. Problem lecture.
2. eKursy (a system supporting the teaching process and distance learning)

Bibliography

Basic:

1. Lindsay, P. H., Norman, D. A. (1984). Procesy przetwarzania informacji u człowieka. Wprowadzenie do psychologii. Warszawa: PWN.
2. Bańka, A. (1997). Architektura psychologicznej przestrzeni życia. Behawioralne podstawy projektowania. Poznań: Gemini S. C.

3. Bańka, A. (2002). Społeczna psychologia środowiskowa. Warszawa: Wydawnictwo Naukowe "Scholar".

4. E-skrypt dla przedmiotu „Psychologia percepcji”.

Additional:

1. Nosal, C. (1992). Różnorodność twórczych umysłów- ujęcie holistyczne. W: C. S. Nosal (red.). Twórcze przetwarzanie informacji. Ujęcie poznawcze. (s. 11-25). Wrocław: Drukarnia Agencji Delta.

2. Tomaszewski, T. (red.). (1975). Psychologia. Warszawa: PWN.

3. Hauziński, A. (2003). Mapy poznawcze środowiska zamieszkania zagrożonego przestępczością. Poznań: Wydawnictwo Stowarzyszenia Psychologia i Architektura

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50