

EXHIBITION DESIGN

Course code: 02.2-WA-AW-PPW

Type of course: compulsory

Language of instruction: Polish/English

Director of studies: dr Agnieszka Meller-Kawa

Name of lecturer: dr Agnieszka Meller-Kawa

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Full-time studies					6
Classes	45	3		Pass/Grade	

COURSE AIMS:

Aims of the course:

- familiarize students with basic information about the exhibition design
- prepare them to create scenarios of exhibitions; create architecture of exhibition space and to design various elements of the exhibition
- develop creative sensibility; develop independence in making design decisions

ENTRY REQUIREMENTS:

- knowledge of the principles of composition
- drawing skills for architectural drawing; ability to create color and texture compositions
- basic knowledge of architectural design
- skills in techniques of creating project and techniques of presentation

COURSE CONTENTS:

- wide range of exhibition spaces: fair exhibitions, museum exhibitions, exhibitions in galleries, showrooms and retail stores, the exposure of goods, glass cases, shop windows
- different styles and systems used in exhibition design (e.g. modular systems in exhibition stands)
- wide range of exhibited objects: works of art, goods, documents, events, ideas...
- creating scenario of the exhibition
- functionality of the space of exhibition
- architectural design
- product exhibition
- light, sound, multimedia in exhibition
- techniques of presentation

TEACHING METHODS:

While much of the course is devoted to the realization of the students' projects, the course will involve use of multi-media presentations; slide shows and film. Students are expected to use the course contact hours to discuss design-related issues in groups.

CONTACT HOURS TO DISCUSS DESIGN-RELATED ISSUES IN GROUPS. LEARNING OUTCOMES:

K_W01	Student has the basic knowledge of the field of exhibition design
K_W10	Student knows relationship between theoretical and practical elements related to the design of exhibition space

K_U01	Student can create and implement their own design concepts in the field of exhibition projects
K_U02	Student has the skills needed to express their design concepts
K_U03	Student can consciously use the tools of design and art workshop in exhibition projects
K_U07	Student has the skills to use digital design tools used in the creation of exhibition projects and elements of their equipment
K_U08	Student knowingly use proper technique during the implementation of project work
K_U18	Student has a wide range of technical skills to implement their own ideas and project of exhibitions and exhibition components
K_U20	Student has experience in the implementation of their project activities based on different conceptions of style

K_K01	Student understands the need for learning throughout life
K_K04	Student takes action to collect the necessary information from selected areas of the project
K_K05	Student is able to effectively use: imagination, intuition, emotion, creative thinking and the ability to work in a creative problem solving
K_K06	Student has the ability to think flexibly, adapting to new and changing circumstances and the ability to control their own behavior
K_K10	Student has the ability to present the project tasks and their studies in an accessible form - with the use of information technology

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Student is obligated to create a whole design of a fair stand. It must contain following elements:

- a scenario of the exhibition
- a functional division of the space
- an architectural design
- a design of 'product' presentation
- a graphic design
- a selection of colors, materials, textures...
- a lighting design
- details of the project (optional, depending on the chosen topic)

The design is supposed to be shown:
on sketches and drawings

an architectural technical drawing

a model of the design made in the traditional way (paper model + photo) or virtual model (renderings, animation)

Assessment criteria:

The final presentation contains a board and a portfolio (both in printed and electronic version).

completeness of a work of art

the adequacy of the designed exhibition to the specifics of the exhibited 'product'

functionality of the space

visual attractiveness of the architectural and exhibition design

attractive way of presentation of the design

STUDENT WORKLOAD:

Number of teaching hours	Type of student's work	ECTS
45	Participation in classes	1,5
75	Participation in tutorials	2,5
60	Preparation	2
180	Total	6

RECOMMENDED READING:

1. Daab, *Show Design*, Daab, 2007
2. Visual Reference Publications, Pico Global Services Limited, *Excellence in Exhibit & Event Design*, Collins Design, 2008
3. portals with design exhibition examples (design + photo)
4. portals exhibition systems manufacturers (e.g. OCTANORM www.octanorm.pl)
5. monthly magazine: *ARCHITECTURE*, publisher: MURATOR,
6. Neufert E., *Neufert Architects' Data: The Handbook of Building Types*

OPTIONAL READING:

1. Krauel J., *Trade show design*, Links International, 2007
2. Krauel J., *New trade show design*, Links International, 2008
3. Vranckx B., Bonet L., *Exhibit Design: High Impact Solutions*, Collins Design, 2006
4. Mostaedi A., *Outstanding stands*, Links International, 2005
5. Mostaedi A., *Shopdesign*, Mons Instituto de Ediciones, 2000
6. Llorell O.A., *Best Shops*, Tectum Publisher, 2005

and other monographs

REMARKS:

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