

PART A: Student Workload Analysis

Programme of Studies:	BA in Interior Design	
Name of the Course:	IND412 – Exhibition Design	
Target group and type:	Interior Design students	
Level of the unit:	BA –7th Semester	Advanced
Entrance requirements:	IND321	
Number of ECTS credits:	6 (Average student working time: 150 hours)	

Competences to be developed:		Program Competences
1	To further identify and comprehend the techniques pertinent to image production and advanced pictorial illustration. To introduce students to Illustration as a conceptual representation of space. To introduce students to exhibition curating and design.	A2, A4, B1
2	To exploit two-dimensional and three-dimensional means of representation and establish how various historical, theoretical aspects of spaces are manifested in transient, time based and process-oriented work that will get students to understand alternative uses of museum and gallery space.	C1, C11
3	To develop an understanding of the creative process through conceptual analysis of spaces expressed in traditional and non-traditional media, thus encouraging students to develop a critical approach to the use and application of visual imagery in interior design and especially in museology.	A1, B1, C5
4	To generate a maturing thinking process linking the stages of research, invention, exploration, development and production by investigating the subjects intelligently through practical, critical and/or theoretical readings and writings. To attain and demonstrate awareness of the context for which a space is created and as a result to have the ability to be articulate and be critical about their designs.	A2, B1, C4
5	To develop and invent alternative, innovative and appropriate methods of illustration techniques in a given situation. The curriculum places primary importance on aesthetic and personal development and emphasizes a critical and historical understanding of the use of space within our culture.	A10, C2, C5

Estimated student's work time distribution in hours:			
Contact hours		Student's private time	
Lecture	11	Project work	18
Studio Work	28	Experimentation	18
Final Critique	3	Research	15
Interim Critiques	3	Interim Critiques Preparation	15
		Final Critique Preparation	15
		Use of external resources	15
		Tutorial	9
Total:	45	Total:	105

Learning outcomes	Educational activities	Estimated student's work time in hours	Assessment
Students should be able to:			
Introduction to basic notions – Curating and Design			
<ul style="list-style-type: none"> • Be introduced to the Course. The Museum Space. Students should be able to appreciate the role of the Museum in society. «Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for society». Presentation of the project: Let's design an exhibition. 	Lecture Attendance	1	<ul style="list-style-type: none"> • The Museum Project
	Studio Work	2	
	Project Work/Experimentation/ Research/Resources	4	
	Interim Critique Preparation	0	
	Final Critique Preparation	0	
	Tutorial	0	
<ul style="list-style-type: none"> • Visit the Museum and measure the space. Guided tour of the exhibition space. • Be introduced to exhibition curating and design. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation/ Research/Resources	4	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	0	
<ul style="list-style-type: none"> • Prepare Architectural Drawings of the Art Centre- • Engage in research on the proposed themes- Art- Industrial Design -Fashion Design. • Choose the subject and engage in group discussion. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation / Research / Resources	4	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	0	
<ul style="list-style-type: none"> • Invent the exhibition concept and the role of the exhibition curator. • Analyse the basic principles of curating. And the methods and mechanisms for an exhibition concept. Engage in dialogue. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation / Research / Resources	4	
	Interim Critique Preparation	4	

	Final Critique Preparation	0	
	Tutorial	0	
Exhibition Design- The Museum as tool			• The Museum Project
<ul style="list-style-type: none"> • Present the written brief of exhibition concept. Engage in analysis and discussion. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation/ Research/Resources	4	
	Interim Critique Preparation	3	
	Final Critique Preparation	1	
	Tutorial	0	
<ul style="list-style-type: none"> • Comprehend the importance of the visual presentation of the concept (<i>method of presentation to be chosen by the student</i>). • Work on Exhibition visuals: invitations, posters, and banners. • Elaborate on Cultural marketing and promotion. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation/ Research/Resources	4	
	Interim Critique Preparation	3	
	Final Critique Preparation	3	
	Tutorial	1	
<ul style="list-style-type: none"> • Using basic knowledge on illustration techniques, present hand drawings of the exhibition design including spatial views of the concept design. • Develop drawing illustration methods such as Collage. • Experiment with Conceptual mode of perception and construction. • Experiment views of the museum space using collage techniques and engage in discussion. 	Lecture Attendance	0	
	Studio Work	3	
	Project Work/Experimentation/ Research/Resources	4	
	Interim Critique Preparation	3	
	Final Critique Preparation	1	
	Tutorial	1	
Spatial Autonomies- The three dimensional continuum			• The Museum Project
<ul style="list-style-type: none"> • Delve into the art of model making. • Comprehend the importance of representing in scale. • Present the model of the exhibition design in scale and engage in discussion. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation/ Research/Resources	8	
	Interim Critique Preparation	0	
	Final Critique Preparation	1	

	Tutorial	1	
<ul style="list-style-type: none"> Practice and experiment and present visuals of the exhibition design in: Photomontage images and 3D Visuals. Finalize the project and engage in discussion. 	Lecture Attendance	0	
	Studio Work	3	
	Project Work/Experimentation/Research/Resources	8	
	Interim Critique Preparation	0	
	Final Critique Preparation	1	
	Tutorial	1	
<ul style="list-style-type: none"> Culminate the creative process and analyse its conceptual and technical value. Engage in discussion on the final presentation of the project. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation/Research/Resources	8	
	Interim Critique Preparation	0	
	Final Critique Preparation	1	
	Tutorial	1	
Museum Project-Closure			
<ul style="list-style-type: none"> Discuss the final presentation of the project including model, technical and architectural drawings, technical details and materials. 	Lecture Attendance	1	• The Museum project
	Studio Work	2	
	Project Work/Experimentation/Research/Resources	8	
	Interim Critique Preparation	0	
	Final Critique Preparation	1	
	Tutorial	1	
<ul style="list-style-type: none"> Deadline of the 2-D and 3-D work. Present their work giving concurrently a verbal justification of their project solutions. 	Lecture Attendance	1	
	Studio Work	2	
	Project Work/Experimentation/Research/Resources	4	
	Interim Critique Preparation	0	
	Final Critique Preparation	1	
	Tutorial	1	
<ul style="list-style-type: none"> Present their final project. 	Lecture Attendance	1	

<ul style="list-style-type: none"> Engage in a group dialogue including discussion, re-examination and re-evaluation of the creative process, the importance of curating the exhibition concept and the effectiveness of a successful exhibition design in relation to the spectator. 	Studio Work	2	
	Project Work/Experimentation/ Research/Resources	2	
	Interim Critique Preparation	0	
	Final Critique Preparation	5	
	Tutorial	2	
	Sub-Total:	144	

Assessment Contact Hours	Hours
Interim Critique	3
Final Critique	3
Total:	6

PART B: Complementary Material

Course Content (Syllabus):

Introduction to techniques pertinent to editorial design such as techniques of rendering and advanced pictorial illustration. Familiarization with two dimensional means of representation i.e. pencil, wash, tempera, water colour, marker etc. Use of collage techniques. Development of model making techniques, photomontage and 3-d visuals, as well as other three dimensional means including finishing methods through fabrics, drapery, furniture and accessories. Introduction to the use of varied media in the presentation of light, texture, colour, volume and form.

Teaching Methodology:

The course is based on:

- Practical workshops
- Exercises
- Illustrated lectures, demonstrations and discussions on critical parts of the subject
- Student centred practical work
- Personal research
- Realization and manipulation in project work
- Practical work in a professional environment (museum & gallery)

Language of instruction:

English

Assessment Type		Weights
Interim Critique	The Museum Project	50%
Final Critique	The Museum Project	50%
	TOTAL	100%

Note: The assessment weights for Interim/Final Critiques and the Final Assessment are: Ability to comprehend and use basic concepts and meanings – Design Intelligence 40%, Research and Methodology 20% - Experimentation and Analysis 20%, Time management and presentation 20%.

Bibliography:

References:

1. David Dernie, *Exhibition Design*, London (Laurence King), 2007
2. Massimiliano Falsitta, *Exhibition Design*, Rome (Te Neus), 2002
3. Ulrich Schwarz and Aurelia Berton, *Designing Exhibitions*, Basel (Birkhauser), 2006
4. Raul Barreneche, *New Museums*, London (Phaidon Press), 2005
5. Andrea Fraser, *Museum Highlights*, Massachusetts (MIT Press), 2005
6. Vittoria Magnago Lampugnani, *Museums for a New Millennium: Concepts, Projects Buildings*, Munich (Prestel), 2003
7. Gerhard Marc, *Art Museums in the 21st Century*, Basel (Birkhauser), 2000
8. James Putnam, *Art and Artefact: The Museum as Medium*, London (Thames & Hudson), 2001