CARLETON UNIVERSITY
School of Industrial Design

IDES 3104 - Exhibition Design          Winter 2018 - Course Outline

**Instructor**  Sarah Dobbin, B.I.D, PMP
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**Teaching Assistant**  Jennifer Heaney
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**Office Hours**  Tuesdays during class hours,
or by appointment

**Course Hours and Location**  Tuesdays, 8:35-11:35am
UC378

**Course Description Exhibition Design**

The field of exhibition design is explored through lectures and case studies. Students undertake a preliminary exercise in display and exhibition design prior to the development and implementation of an exhibition; this normally involves the design of the School of Industrial Design's Annual Graduation Exhibition.

Prerequisite(s): IDES 2300, or permission of the School of Industrial Design.

**Learning Outcomes**

By the end of this course, the students will be able to:

1. Understand the history of Exhibition Design
2. Understand the collaborative nature of exhibition development, and the roles, skills and responsibilities associated with different facets of Exhibition Design
3. Understand the career and business opportunities associated with Exhibition Design
4. Understand the relationship of an Exhibition Designer, related to the range of other expertise that contribute to the development of exhibitions
5. Gain a basic understanding of exhibition audiences, and audience-centric exhibition design strategies
6. Understand stakeholder consultations, and evaluative techniques at various stages of exhibition development
7. Understand the basics of how to create cohesive and meaningful exhibition experiences
8. Understand the complexity of the creation of exhibitions, and the exhibition design process
9. Understand about the physical design characteristics of an exhibition space (space planning, graphics materials, media, lighting etc.)
10. Understand the basics about the fabrication process for museum exhibits
11. Gain experience in the exhibition development process and related decision-making, as well as organizing or project management principles for exhibitions
12. Participate collaboratively in the creation of an exhibition, and demonstrate participation as a reliable team member
Please note: This is an exciting, but intensive course, which will require student participation outside of normal lecture hours on a regular basis. Students are expected to make a time commitment that ends after the exhibition is dismantled on April 23, 2018.

**Course Schedule, Field Trips, Assignments**

<table>
<thead>
<tr>
<th>Week and Dates</th>
<th>Topic</th>
<th>Activity or Deliverable</th>
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</thead>
</table>
| 1 – January 9 | • Course Outline Review  
• Exhibition Design History and Profession Overview (Categories and process)  
• Measuring Success in Exhibitions | |
| 2 – January 16 | • Exhibition Process, Teams and Resources  
• Preparing the Big Idea: Content, Front-end evaluation, Audiences and Narrative | **Group Activities** – the exhibition plan; structuring front-end evaluation |
| 3 – January 23 | • Communications means in exhibitions  
• Space planning | **Group Activity** – review of exhibition spaces; Group activity – review of schedule, RACI, Interpretive plan and front-end evaluation progress |
| 4 – January 30 | • Accessibility for Exhibitions  
• Exhibition Design Graphics | **Due:** Group Front-End Evaluation and Client Interview presentations (5%)  
**Group Activity** – brainstorming exhibition themes and short presentations |
<p>| 5 – February 6 | • TOUR: Canadian Museum of Science and Technology | <strong>Due:</strong> Individual Exhibition Review (30%) |
| 6 – February 13 | • The Industrial Design Bit - Exhibition Design Detailing – Materials, Quality, Production | <strong>Due/Activity:</strong> Group Exhibition Concept Presentations (10%) |
| 7 – February 20 | • <strong>Reading Week, NO CLASSES</strong> | Office hours between 8:30-11:30am, book an appointment to see Sarah and Jennifer |
| 8 – February 27 | • Immersive Experiences | <strong>Due:</strong> Group Exhibition Preliminary Presentations, Poster (10%) |
| 9 – March 6 | • TOUR: Expographiq | |</p>
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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Description</th>
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<tbody>
<tr>
<td>10 – March 13</td>
<td>GUEST LECTURE - The Devil is in the Details – Lighting</td>
<td>Due/Activity: Exhibition Final Design Proposal Presentations (10%)</td>
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<td>11 – March 20</td>
<td>TOUR: Canadian Museum of History</td>
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<td>12 – March 27</td>
<td>GUEST LECTURE: Carla Ayukawa, Evolution Professional Design Consultants</td>
<td>Activity – group progress meetings</td>
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<td>13 – April 3</td>
<td>Exhibitions as a business</td>
<td>Activity – group progress meetings</td>
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<tr>
<td>14 – April 10</td>
<td>LAST CLASS</td>
<td>Activity – group progress meetings</td>
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<tr>
<td>15 – April 17</td>
<td>EXHIBITION SET-UP</td>
<td>Activity – exhibition set-up</td>
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<td>15 – April 18</td>
<td>EXHIBITION SET-UP</td>
<td>Activity – exhibition set-up</td>
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<tr>
<td>15 – April 19</td>
<td>EXHIBITION SET-UP</td>
<td>Activity – exhibition set-up</td>
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<tr>
<td>15 – April 20</td>
<td>EXHIBITION – OPENING NIGHT</td>
<td>Activity – exhibition set-up, final walkthrough, opening night</td>
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<td>Due: Final Exhibition (20%)</td>
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<td>15 – April 21</td>
<td>EXHIBITION – ALUMNI NIGHT</td>
<td>Activity – exhibition operation</td>
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<tr>
<td>15 – April 22</td>
<td>EXHIBITION LAST DAY</td>
<td>Activity – exhibition operation</td>
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<tr>
<td>16 – April 23</td>
<td>EXHIBITION TEARDOWN</td>
<td>Activity – exhibition teardown</td>
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<tr>
<td>16 – April 25</td>
<td>EXHIBITION FINAL ASSESSMENT</td>
<td>Due: Exhibition Final Self-Assessment (5%)</td>
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**Recommended Reading**


Serrell, Beverly. (n.d.) *Visitor Behavior in Museums and Implications for Improving Exhibits*. Retrieved 24-11-2017 from URL: [https://www.diba.cat/documents/99058/103207322/2016-12-9_VisitorBehaviorinMuseumExhibitions_BeverlySerrell.docx/d476b3c7-26f3-4e9f-900ce1acfa83052b](https://www.diba.cat/documents/99058/103207322/2016-12-9_VisitorBehaviorinMuseumExhibitions_BeverlySerrell.docx/d476b3c7-26f3-4e9f-900ce1acfa83052b)


Required Tools
Computer with design software such as Adobe Creative Suite (Illustrator, Photoshop), 3D design software suitable for exhibition design (e.g. Sketchup, Vectorworks)

Course Projects/Assignments/Exams

- Group Client Interview presentations (5%)
- Individual Exhibition Review (30%)
- Group Exhibition Concept Presentations (10%)
- Group Exhibition Preliminary Concept Presentations (10%)
- Group Exhibition Final Design Proposal Presentations (10%)
- Final Exhibition (20%)
- Individual Exhibition Final Self-Assessment (5%)
- Attendance, Participation and Professionalism (10%)

All of the above will be evaluated according to content and format. Content refers to the quality of the underlying concepts, creativeness of the ideas, thoroughness of the writing, and range of development. Format refers to the appropriate use of materials and clarity in the material presented.

Course Completion Requirements
Course work consists of assignments that cover ongoing course subject matter, and the planning and production of the Annual Graduation Exhibition. Attendance and active participation at lectures is considered critical to the learning experience.

Individual/Group Work
Courses may include various combinations of individual and group work. Students must demonstrate individual aptitude. It is important where collaborative work is undertaken that students be able to clearly demonstrate that individual contribution has been made. Where the evaluation for individual work is below a passing grade, that grade will be awarded for the course.

Review Attendance
Attendance at scheduled SID reviews is mandatory. These are equivalent to exams in IDES courses when indicated in the course outline. Failure to attend will result in a grade of F. If you are not able to attend a review, you are required to call the General Office (613-520-5672) and/or send an email to id@carleton.ca to leave a message in advance. A comprehensive medical certificate or other documentation to substantiate the absence must be submitted as soon as possible after the review. The documentation must state the date of illness onset, the expected date of recovery, and the extent to which the student is incapacitated. The student is also required to set up a meeting with the instructor as soon as he or she is well enough to discuss and schedule an alternative date.

Any student in the review should submit materials for presentation and present as scheduled. In addition, a student who does not remain for the complete review session, who does not present as scheduled, or who arrives late for the review, without approval from the instructor, will receive a 10% grade reduction for that review.
Late Submission of Deliverables - Course Deliverables for reviews and other due dates
All deliverables submitted late will accrue a 10% per day deduction from the determined grade, to a maximum of 3 days, from the original deadline time and date. Failure to submit within 3 days, without approval from the instructor, will result in a grade of F.

Participation and Professionalism
Active participation and professional conduct are particularly important in this course, and will be evaluated. At the same time, when the student’s work is reviewed at the end of the course, an evaluation will be made based on one or more of the following: in class discussion; consultations with instructors; and work ethic. However, none of these evaluations will be used to raise an overall failing grade, to a passing one, based on the quality of the work.

Student Access to Quiz, Test, and Exam Papers
Examinations are for evaluation purposes only and will not be returned to the student.

Academic Accommodation (Equity Services)
You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

Pregnancy obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details visit: http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details visit: http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). Requests made within two weeks will be reviewed on a case-by-case basis. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (if applicable).

Instructional Offenses / Plagiarism
The regulations of the university require that we bring to your attention regulations on Instructional Offenses, descriptions of which can be found in the current Academic Integrity Policy available on the Student Affairs website. The policy governs the academic behavior of students.
At the same time it seems that students do not always understand the meaning of plagiarism and how to avoid it.

In industrial design, ideas and concepts come from a multitude of sources to be modified and utilized in the design and development process. The student should reference sources appropriately.

**Student Responsibility**
The student is responsible for knowing the content of this course outline, the schedule of classes, assignments, and reviews; and material covered during any absence from scheduled classes.

Unless otherwise arranged, the class will meet during regularly scheduled studio hours. These meetings are mandatory; important issues and questions will be raised, and announcements might be made. Everyone is expected to be based in studio and to work during scheduled hours. The studio should be considered a professional design studio environment. Because of the special involvement of external professionals, scheduling changes for guest lectures, presentations, and reviews may occur at short notice; students should stay informed regularly.

**Changes to the Course Outline**
The course outline may be subject to change in the event of extenuating circumstances.