IDES 3104 – Exhibition Design - Winter 2019
COURSE OUTLINE

Instructors
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Office Hours
During studio hours or by appointment

Course Time and Location  Tues.  8:35-11:25 TBD

1. Course Description
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.

2. Learning Outcomes: By the end of this course, students will be able to:
   1. Discuss the history of Exhibition Design and the complexity of the exhibition design process.
   2. Understand the collaborative role, skills, and responsibilities of an Exhibition Designer in relation to the roles, skills, and responsibilities of the other experts who contribute to the development of exhibitions, including the stakeholders.
   3. Discern among and prepare for different exhibition audiences and implement audience-centric exhibition design strategies.
   4. Evaluate and develop the physical design characteristics of an exhibition space (space planning, graphics materials, media, lighting etc.).
   5. Acquire basic knowledge about the fabrication process for museum exhibits.
   6. Apply evaluative techniques at various stages of exhibition development.
   7. Gain basic experience in the exhibition development process and related decision-making for a cohesive and meaningful exhibition experience, including organizing or project management principles for exhibitions.
   8. Effectively communicate ideas through visual, written, and oral presentations.
   9. Cooperate and be a reliable and contributing team member, with other team members in working through class exercises and assignments.
   10. Adopt professional behaviour.
3. PARTICULAR COURSE INFORMATION AND SCHEDULING
The class structure shall include a one hour lecture covering the topic of week, student group presentation / round-table discussions, and studio time in class to direct students in the next group assignment (related to the week’s topic).

- **Course Schedule**

<table>
<thead>
<tr>
<th>Week and Dates</th>
<th>Topic</th>
<th>Activity</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- January 8</td>
<td>INTRO Exhibition Design Overview Course Assessment Expectations</td>
<td>GROUP</td>
<td>Group Assessment 1 overview</td>
</tr>
<tr>
<td>2_ January 15</td>
<td>FUNDAMENTALS Exhibit Development Process Roles and Responsibilities Exhibit Design Process</td>
<td>GROUP</td>
<td>Assignment 2 overview Research content and messaging requirements ASSIGNMENT 1 GROUP PRESENTATIONS</td>
</tr>
<tr>
<td>3_January 22</td>
<td>EXHIBIT MESSAGE &amp; RATIONALE</td>
<td>CLASS DISCUSSION Messaging for Grad Show GROUP Assignment 3 - Mood Boards</td>
<td>ASSIGNMENT 2 GROUP PRESENTATIONS</td>
</tr>
<tr>
<td>4_January 29</td>
<td>PLANNING &amp; PROJECT MANAGEMENT Schedules Budgets Content Management</td>
<td>CLASS DISCUSSION fixture inventory Budget</td>
<td>ASSIGNMENT 3 GROUP PRESENTATIONS</td>
</tr>
<tr>
<td>5_February 5</td>
<td>ACCESSIBILITY Types of disability Standards Testing</td>
<td>CLASS DISCUSSION Standards we must meet, Standards we should meet. Impact of choices</td>
<td>Work on Design Development</td>
</tr>
<tr>
<td>6_February 12</td>
<td>DESIGN DEVELOPMENT Group Presentations</td>
<td>CLASS DISCUSSION Determination of what concepts or elements to be retained for final design INDIVIDUAL ASSIGNMENT 1</td>
<td>GROUP PRESENTATIONS</td>
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<tr>
<td>READING WEEK</td>
<td></td>
<td></td>
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<tr>
<td>Date</td>
<td>Event Description</td>
<td>Class Discussion</td>
<td>Individual Assignment 1</td>
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<tr>
<td>7_February 26</td>
<td>EXHIBITION TOOLKIT Methods of communication Dealing with artifacts Lighting</td>
<td>CLASS DISCUSSION Determination of how to apply toolkit to Grad Show</td>
<td>Work on final design – consult with other groups INDIVIDUAL ASSIGNMENT 1 - presentation by ½ of students</td>
</tr>
<tr>
<td>8_March 5</td>
<td>USER EXPERIENCE in exhibitions</td>
<td>CLASS DISCUSSION How can we increase user engagement with the Grad Show</td>
<td>Work on final design – consult with other groups INDIVIDUAL ASSIGNMENT 1 - presentation by ½ of students</td>
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<tr>
<td>9_March 12</td>
<td>FINAL DESIGN Group Presentations</td>
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<td>GROUP PRESENTATIONS of Final Design</td>
</tr>
<tr>
<td>10_March 19</td>
<td>FIELD TRIP to fabricator Expographiq</td>
<td>Tour of facilities</td>
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<tr>
<td>11_March 26</td>
<td>OTHER RELATED FIELDS</td>
<td>Q &amp; A about opportunities</td>
<td>Review progress</td>
</tr>
<tr>
<td>12_April 2</td>
<td>FIELD TRIP to museum</td>
<td>Tour exhibit and discuss critically Grad Show Progress meetings</td>
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<tr>
<td>April 8-10</td>
<td>GRAD SHOW SET-UP</td>
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<td>13_April 9</td>
<td>REVIEW &amp; WRAP-UP</td>
<td>Discuss Grad Show implementation</td>
<td>INDIVIDUAL ASSIGNMENT 2</td>
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<tr>
<td>14 _April 11 - 14</td>
<td>GRAD SHOW</td>
<td>Set up, Opening, Operations, and Tear down</td>
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- **Field Trips**
  - Organized tour of Expographiq, 65 Adrien Robert, Gatineau
  - Visit to national museum (exact museum TBD)

- **Required Materials** - None.

4. COURSE COMPLETION AND EVALUATION INFORMATION

- **Course Projects/Assignments/Exams**
  - 2 Individual Assignments
    - This is one assignment in two parts involving the analysis of two exhibits or branded environments that deal with the same content in different ways
  - 5 Group Assignments/Presentations
These presentations will be used to collaboratively progress through the process of designing the Grad Show.

- **Course Completion Requirements**
  - This course requires students to absorb the presented concepts and to work collaboratively with each other in order to apply that knowledge to the realization of the 2019 SID Grad Show. It is essential that all students actively participate and make positive contributions due to the Grad Show’s scale and expeditious nature.

- **Course Evaluation Information**
  - Individual Assignments: 30%
  - Group Assignments: 55%
  - Grad Show Participation: 5%
  - Professionalism: 10%

- **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 present as scheduled, who does not remain for the complete review session, 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 studio courses 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.

5. **STUDENT CONSIDERATIONS AND RESPONSIBILITIES**

**Requests for Academic Accommodation**
You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

**Pregnancy obligation**
Please contact your instructor 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 the Equity Services website: [https://carleton.ca/equity/accommodation/](https://carleton.ca/equity/accommodation/)

**Religious obligation**
Please contact your instructor 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 the Equity Services website: [https://carleton.ca/equity/accommodation/](https://carleton.ca/equity/accommodation/)

**Academic Accommodations for Students with Disabilities**
If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](carleton.ca/pmc)

**Survivors of Sexual Violence**
As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are
supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities
Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor 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. https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf

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.