CARLETON UNIVERSITY  
School of Industrial Design  
IDES 3104 – Exhibition Design  
Winter 2017 – Course Outline

Instructor: Alisdair MacRae, alisdairmacrae@cmail.carleton.ca, 613-868-4066
Teaching Assistant: Mohamed Matboully, mohamedmatboully@cmail.carleton.ca
Office hours: During course hours or by appointment
Course hours and location: Tuesdays, 8:35-11:25 am, UC 280

Description
Students will be introduced to the various considerations for realizing a successful exhibition. Theoretical and thematic content, logistical aspects, and spatial concerns will all be addressed from a design perspective. The final project will result in the mounting of the School of Industrial Design’s Annual Graduation Exhibition.

Objective
The primary objective of this course is to provide students with an understanding of the tasks and skills required to work in display and exhibition design. Emphasis will be on the importance of creating a cohesive and meaningful exhibition within a given space.

Working individually and collaboratively, it will become apparent that exhibitions and displays have many moving parts, including but not limited to content, budget, space, and time constraints. In order to make the most of the opportunity of putting work into the world for a particular audience, you will gain an awareness of the decision-making process that determines a successful show.

Each student will be expected to:
- Develop knowledge about the planning, design, and execution of an exhibition;
- Participate as an active and reliable team member;
- Observe all assignment requirements including the development of ideas/concepts, lists of tasks, research material, quotes/prices, sketches, and schedules, and;
- Make a time commitment that ends after the exhibition is dismantled on April 26, 2017.

Please note: This is an exciting, but intensive course, which will require student participation outside of normal lecture hours on a regular basis.

Assignments
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.

Five separate projects will allow students to explore the course content, which will be taught through lectures with slides or videos, readings, and group discussions. Presentation of materials will be conducted in a constructive atmosphere, fostering each student’s understanding and particular approach to mounting an exhibition. Field trips to local galleries and museums as well as relevant guest speakers will provide source material and reference for the topics covered in class.

Evaluation
1. Compelling Experience Map 10%
2. Exhibition Review 10%
3. Assignment To Group 10%
4. Exhibition Proposal 30%
   (A. Brainstorming B. Theme C. Exhibition proposal with floor plan or maquette)
5. Graduation Exhibition Development (In Groups) 30%
6. 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, creativity 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.

Readings
The following readings are available from the library and will be referenced in class.


Locker, P. (2011). *Exhibition design*. Lausanne, Switzerland London La Vergne, TN: AVA Pub. ; Distributed by Thames & Hudson (ex-North America) ; Distributed in the USA and Canada by Ingram Publisher Services.


Schedule
The course is held for three hours each Tuesday morning from 8:35 am – 11:25 am in University Centre 280. The following schedule is intended as a guideline. All efforts will be made to adhere to the schedule, but where extenuating circumstances occur, changes may be required. Students will be kept up-to-date on any changes as they arise.

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture Content</th>
</tr>
</thead>
</table>
| WK 1 - Tues., Jan. 10, 2017 | Course Introduction  
Exhibition Design: Introduction, Brief History  
Gathering and Evaluating Experience – Compelling Experience Map and Exhibition Review |
| Assignment 1: Compelling Experience Map |
| Assignment 2: Exhibition Review |
| Activity: Tour of Unicentre Atrium |

**WK 2 - Tues., Jan. 17, 2017**
- Exhibit Design Process: Themes and Storytelling
- Guest Lecture: Jaime Koebel, National Gallery of Canada
- Exhibition Design Roles
- Exhibition Design Schedule
- Assignment 3: Assignment to Group
- Assignment 4: Exhibition Proposal - Activity: Group Assignments, Brainstorming

**WK 3 - Tues., Jan. 24, 2017**
- Exhibit Design Process: Content Planning and Curation
- Field Trip: Tour of Alex Janvier Exhibit, National Gallery of Canada
- Assignment 1 Due: Compelling Experience Map
- Assignment 2 Due: Exhibition Review

**WK 4 - Tues., Jan. 31, 2017**
- Exhibit Design Process: Funding
- Assignment 3 Due: Assignment to Group
- Assignment 4 Due: Exhibition Proposal - Group Presentations – Preliminary Ideas

**WK 5 - Tues., Feb. 7, 2017**
- Exhibit Design Process: Graphic Design and Wayfinding
- Guest Lecture: Ilesh Parmar, nineSixteen Creative Inc.
- Exhibit Design Process: Space Planning and Traffic Flow

**WK 6 - Tues., Feb 14, 2017**
- Assignment 4 Due: Exhibition Proposal - Group Presentations – Refined Concepts (Theme Chosen)
- Graduation Exhibition: Progress Meetings; Class Discussion

**WK 7 - Tues., Feb 21, 2017**
- Winter Break – no class

**WK 8 - Tues., Feb 28, 2017**
- Graduation Exhibition: Progress Meetings; Class Discussion

**WK 9 - Tues., Mar. 7, 2017**
- Assignment 4 Due: Exhibition Proposal - Group Presentations – Final Concepts (Direction Chosen)

**WK 10 - Tues., Mar. 14, 2017**
- Graduation Exhibition: Progress Meetings; Working Class (Production)

**WK 11 - Tues., Mar. 21, 2017**
- Graduation Exhibition: Progress Meetings; Working Class (Production)

**WK 12 - Tues., Mar. 28, 2017**
- Graduation Exhibition: Progress Meetings; Working Class (Production)

**WK 13 - Tues., Apr. 4, 2017**

**WK 14 - Tues., Apr. 11, 2017**
- Activity: Galleria Setup Day 1 (9AM-Noon / All day)

**WK 15 - Wed., Apr. 19, 2017**
- Activity: Galleria Setup Day 2 (9AM-Noon / All day)

**WK 15 - Fri., Apr. 21 2017**
- Activity: Galleria Setup Day 3 (9AM-Noon), Opening Night

**WK 15 - Sat., Apr. 22, 2017**
- Graduation Exhibition: Alumni Night

**WK 15 - Sun., Apr. 23, 2017**
- Graduation Exhibition

**WK 15 - Mon., Apr. 24, 2017**
- Graduation Exhibition

**WK 16 - Tues., Apr. 25, 2017**
- Graduation Exhibition

**WK 16 - Wed., Apr. 26, 2017**
- Activity: Exhibition Tear-down (9AM-Noon)

---

**Individual/Group Work**

The course will include various combination 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 an individual contribution has been made. Where the evaluation for individual work is below a passing grade, that grade will be awarded for the course.
Late Submission of Deliverables

Course Deliverables
All deliverables submitted late will accrue a 10% per day or part of 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.

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 request 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/accommodation

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/accommodation

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). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC Web site 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 Web site: http://carleton.ca/registrar/academic-integrity/. The policy governs the academic behaviour of students. At the same time that students do not always understand the meaning of plagiarism and how to avoid it.

In Industrial Design, ideas and concepts come with 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, reviews, examinations, and material covered during any absence from scheduled classes.

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