

CARLETON UNIVERSITY  
SCHOOL OF INDUSTRIAL DESIGN

**COURSE OUTLINE IDES 3104A • EXHIBITION DESIGN • Fall (2022)**

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**Instructor: Carla Ayukawa**

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Location: Minto Centre (MC) 3040

Office Hours: Mondays 15:00- 16:00 in MC3040 or by Zoom

**Teaching Assistant: Eman Moheb**

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Office Hours: TBD

**Course Time and Location:** Monday, 11:35-2:25. Location: NI4030

**Course Description**

Exhibition design is explored through lectures, case studies, field trips and guest lectures. Students participate in exercises and apply design skills to a variety of exhibition design realms. Introduces students to the potential of the built environment for exploring a range of diverse exhibit applications. Includes: Experiential Learning Activity.

Prerequisite(s): IDES 1301 or permission of the School of Industrial Design.

Lectures and tutorials three hours a week.

**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. Describe the collaborative skills and responsibilities of an exhibition designer.
3. Develop design strategies for various exhibition contexts.

4. Identify and evaluate the physical design characteristics of the exhibition space.
5. Acquire knowledge about the fabrication process for short and long-term exhibitions in indoor and outdoor environments.
6. Explore exhibition development techniques through practical design applications.
7. Effectively communicate ideas through visual, written, and oral presentations.
8. Cooperate and be a reliable and contributing team member, with other team members in working through class exercises and assignments.

### **Course Deliverables**

These are the deliverables for this course. Please see 'Appendix A Course Schedule' for more detailed information.

- **In-Class Evaluation** – best 7 out of 9 in class quizzes/activities to confirm understanding of concepts. These must be completed while in class. The total equals **18% of overall course grade**.
- **Individual assignment** – A two- part written assignment. The first is a 5% short proposal, *The Pitch*. The second is a 35% final report, *Detailed Analysis*. The total equals **40% of overall course grade**.
- **Group assignment** – 3 in-class presentations of a creative exhibition design project. The first presentation is 6%, the second is 8% and the third is 16%. The total equals **30% of overall course grade**. Groups will be the same throughout the assignment.
- **Individual exercise** - 3 reflective exercises to demonstrate individual contribution to group assignment and reflect on the group process. Each exercise is 4%. The total equals **12% of overall course grade**.

### **Student Access to Quiz, Test and Exam Papers**

Examinations are for evaluation purposes only and will not be returned to the student.

### **Required Materials**

Materials required for the course are listed below and on the Appendix A - Course Schedule.

Students will require model building materials to build a scale model for their exhibition design project.

Students will require devices that can access a collaborative online platform (MIRO) in class, use Poll Everywhere, and capture digital images (iPhone or digital camera). This course will require occasional travel to fieldtrip locations in the Ottawa/Gatineau area. Evaluated activities may be associated with fieldtrips. A signed consent will be required.

### **Computer Requirements**

Please refer to the computer requirements on the School of Industrial Design Website. You may be asked by your instructor to refer to Brightspace for other information or requirements related to computer work.

<http://www.id.carleton.ca/undergraduate/about-the-bid-program/computer-requirements>

### **Individual/Group Work**

Courses may include individual and group work. It is important in collaborative work that students clearly demonstrate their individual contribution.

### **Review/Presentation Attendance**

Attendance at scheduled SID Reviews/Presentations is mandatory. These are equivalent to exams when indicated in the course outline. Failure to attend the Review/Presentation without reasonable cause, will result in a grade of F. Students arriving late for the Review/Presentation or not remaining for the complete session without approval from the instructor, will be addressed on a case-by-case basis at the discretion of the instructor.

If you are not able to attend a Review/Presentation, foresee arriving late or need to leave before it is complete, please email your instructor in advance explaining the reason for the situation. It is important that you provide a reasonable rationale for your absence, late arrival or early departure. In the event of an illness or death in the family, you will be required to sign a form verifying your claim and this form is available through the SID administration office.

### **Late Submission of Lecture & Studio Deliverables**

In this class, some assignment deliverables have firm deadlines that can't change and for which there can be no extensions. Some assignment deliverables are eligible for penalty-free and no-question-asked extensions. Each student has a bank of 5 "grace-days" that you can use for extensions/late submissions on qualified deliverables. The following is a list of course deliverables that qualify for grace days:

Individual assignment – *The Pitch and Detailed Analysis*

Individual exercise – Reflective exercises about individual contributions to the group assignment.

Late assignment that are ineligible for “grace-days” automatically earn a grade of zero.

Once a student uses all 5 grace-days, any late assignment that would normally be eligible for grace-days receives an automatic zero. Special consideration may be given if you are dealing with a medical or similar issue for which you can provide documentation.

Grace-days are measured in 24-hour units that start at 11:59pm on the due date. For example, if an assignment is due on Monday at 11:59pm and the student submits the assignment on Tuesday at 2am, that is considered 1 grace day. All assignments MUST be submitted via the Brightspace dropbox.

## **Participation and Professionalism**

Active participation and professional conduct (e.g. class discussion, consultations with instructors, work ethic, etc.) are important in lecture and studio courses and may be formally evaluated by a grade.

Professionalism also includes Carleton’s Policy on Academic Integrity described in more detail below with links to content which you are required to review.

## **Academic Integrity**

*Carleton’s Policy on Academic Integrity* is available at: <https://carleton.ca/registrar/academic-integrity/> and covers the following topics:

*Plagiarism* (e.g. submitting work in whole or in part by someone else, failing to acknowledge sources through the use of proper citations when using another’s work).

*Test and Exam Rules* (e.g. attempting to read another student’s exam paper, speaking to another student even if the subject matter is irrelevant to the text, using material not authorized by the examiner).

*Other Violations* (e.g. improper access to confidential information, disruption in classroom activities, misrepresentation of facts for any academic purpose).

This policy governs the academic behavior of students. In industrial design, ideas and concepts come from a multitude of sources and may be modified and utilized in the design and development process. The student should reference such sources appropriately and it is strongly advised that you read Carleton’s Policy on Academic Integrity prior to conducting any work at the University.

## **Requests for Academic Accommodation**

You may require special arrangements to meet your academic obligations during the term. For an accommodation request for any of the following topics below, refer to the link provided for more information: <https://students.carleton.ca/course-outline/>

- *Parental Leave*
- *Religious/Spiritual Obligation*
- *Academic Accommodations for Students with Disabilities*
- *Survivors of Sexual Violence*
- *Accommodations for Student Activities*

## **Student Responsibility**

The student is responsible for knowing the content of this course outline; the schedule of classes, assignments, and/or Reviews; and the material that was covered when absent. The studio is a professional environment and students should be working during the scheduled hours.

Unless otherwise arranged, the class will meet during scheduled class hours. Please note that attendance is important since issues and questions may be raised in class, and announcements made, along with information disseminated through Brightspace. As external professionals are often involved in our work, scheduling changes for guest lectures, presentations, and Reviews may occur at short notice, requiring students to stay informed.

## **Changes to the Course Outline**

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

## Appendix A - Course Schedule

Date	Lecture	In-class materials required by student	Group Assignment Due	Individual Assignment and Exercises Due	In-class Evaluation
Sept 12	Introduction to Exhibition Design Course Outline Review	Device to access internet			Quiz #1 on Brightspace
Sept 19	Exhibition Design Process, Roles and Responsibilities	Device to access internet	<b>Submit</b> project groups and roles via Brightspace by Sept. 17 <sup>th</sup> .		Quiz #2 on Brightspace
Sept 26	Visitor Experience and the Big Idea	Device to access internet	<b>Submit</b> chosen Exhibition topic via Brightspace		Quiz #3 on Brightspace
Oct 3	Mood Boards, Sensory Aspects, Accessibility/Inclusion	Device to access and operate MIRO	<b>Create</b> Exhibition Mood Board and <b>PM to submit</b> MIRO link via Brightspace		Activity #1 submit via Brightspace
Oct 10	Thanksgiving Day No class			<b>Submit</b> Individual Assignment – <i>The Pitch</i> via Brightspace (October 11)	
Oct 17	Object Conservation, Traffic Flow Patterns, Venue Influence	“Show and Tell” object (optional) Device to access internet	<b>Review</b> CUAG space		Quiz #4 on Brightspace
Oct 24	Fall Reading Week				
Oct 31	IPOP Framework, Exhibition didactics, Interactives		<b>Present</b> Research Design and Model box for in-class evaluation <b>PM to submit</b> slide deck via Brightspace	<b>Submit</b> Research Phase Individual Exercise via Brightspace	
Nov 7	<i>Behind the Scenes Museum Tour</i> at Canadian Science and Technology Museum	Transportation to museum Signed <i>Informed Consent</i> form Device to take digital photos and access internet			Activity #2 submit via Brightspace
Nov 14	Other Exhibition Realms, Lighting, Sound and Media, Object Reproductions	Device to access internet			Quiz #5 on Brightspace
Nov 21			<b>Present</b> Concept Design for in-class evaluation <b>PM to submit</b> slide deck via Brightspace	<b>Submit</b> Concept Design Phase Individual Exercise via Brightspace	
Nov 28	Fabrication and Materials, Exhibition Systems, Fabrication Documentation	Device to access internet			Quiz #6 on Brightspace
Dec 5	Exhibition Design and Social Inclusion	Device to access internet			Quiz #7 on Brightspace
Dec 9			<b>Present</b> Final Design and Model for in-class evaluation <b>PM to submit</b> slide deck via Brightspace	<b>Submit</b> Final Design Phase Individual Exercise via Brightspace <b>Submit</b> Individual Assignment – <i>Detailed Analysis</i> via Brightspace	

