COURSE OUTLINE IDES 3104 • EXHIBITION DESIGN • FALL (2019)

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Teaching Assistant:

none

Office Hours: During studio/lecture hours or by appointment.

Time and Location: Please refer to Carleton Central under Student Services – Registration – Search Schedule: https://admissions.carleton.ca/faqs/where-can-i-find-the-class-schedule/

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. 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 an 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.

Required Materials:

Materials required for the course are listed below. You may be asked by your instructor to refer to cuLearn and ARES for a more comprehensive list of required materials.

Computer Requirements:

Please refer to the computer requirements on the School of Industrial Design Website:

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

Course Deliverables:

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

Museum Exhibit Design Assignment 40%

Individual written assignment 40%
In-class evaluative activities  

Individual/Group Work  

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

Studio Review Attendance  

Attendance at scheduled SID Reviews is mandatory. These are equivalent to exams when indicated in the course outline. Failure to attend the Review without reasonable cause, will result in a grade of F. Students arriving late for the Review 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, 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  

Students who do not hand in deliverables on time will have their earned grade reduced by 1% per day up to a maximum of 3 days.

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.

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

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

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).

The 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.

**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 cuLearn. 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**

Please see document “IDES3104 Appendix A”
LECTURE SCHEDULE  (Items marked with * are to be confirmed as to timing and location)

Sept 4       Introduction – Past Present & Future of Exhibition Design

Sept. 11     Roles and Responsibilities & the Exhibition Design Process
              – Guest Lecture: Denise Corbett, Canadian Museum of History*

Sept. 18     Visitor Experience & The Big Picture

Sept. 25     Concept Design Techniques | Universal Accessibility Overview

Oct. 2       Spaces & Sites – Traffic Flow, Interior and Exterior Spaces

Oct. 9       Design Development Techniques | Conservation

Oct. 16      IPOP Framework | Graphic Labels | Interactives

Oct. 23      Reading Week

Oct. 30      Lighting, Sound & Media | Fabrication Documentation

Nov. 6       Exterior Interpretation | Scenography | Branded Environments | Materials

Nov. 13      Field Trip #1 – Expographiq – visit large exhibition fabrication company*

Nov. 20      Signage & Wayfinding | Semiotics/Symbols | Signage Materials & Design Documentation

Nov 27       Field Trip #2 – Canadian Museum of History – Behind the scenes*

Dec 4        Final Design Group Presentations
ASSIGNMENT SCHEDULE

Exhibition Design Group Project 40% of overall course grade

Sept 4  Exhibition Design Group project introduction
Oct 9   Research Phase – 10%
         Group Presentation – 6%
         Individual cuPortfolio – 4%
Nov 6   Concept Design Phase – 10%
         Group Presentation – 6%
         Individual cuPortfolio – 4%
Dec 4   Exhibition Design Group Project Final Design presentations - 20%
         Group Presentation 16%
         Individual cuPortfolio – 4%

Individual Assignment (written comparison of two environments) - 40% of overall course grade

Sept 25  Individual Assignment introduction
Oct 30   Individual Assignment – one page topic proposal (5%)
Dec 11   Individual Project due (35%)

All other evaluative activities are in-class - 20% of overall course grade

READINGS

Course Textbooks (downloadable from Library):

Lecture Readings:
Sept 4   none
Sept 11  none
Sept. 18 Hughes, Chapter 2 (pp. 36-56)  
Summers, Chapter 4, *Creating Exhibits That Engage* (to be posted on cuLearn)

Sept. 25 Hughes, Chapter 5 (pp. 82-86)  
*Smithsonian Accessible Exhibition Guidelines* (to be posted on cuLearn)  
Summers, Chapter 4, *Creating Exhibits That Engage* (to be posted on cuLearn)

Oct. 2 Hughes, Chapter 4 (pp. 77-80)

Oct. 9 Hughes, Chapter 5 (pp. 87-102)  

(to be posted on cuLearn)  
Serrell, *Exhibition Labels*, Chapters 8 & 11 (to be posted on cuLearn)

Oct. 23 Reading Week

Oct. 30 Hughes, Chapter 7 (pp. 132-154)  
Hughes, Chapter 9 (pp. 168-176)  
*Good Lighting for Museums, Galleries and Exhibitions* (to be posted on cuLearn)

Nov. 6 Hughes, Chapter 10 (pp. 178-184)  

Nov. 13 Hughes, Chapter 13 (pp. 202-210)  

Nov. 20 Gibson, *The Wayfinding Handbook*, (pp. 36-55) (to be posted on cuLearn)

Nov. 27 Gibson, *The Wayfinding Handbook*, (pp. 96-99) (to be posted on cuLearn)

Dec 4 none