

INT412 - EXHIBITION DESIGN

Course Title	EXHIBITION DESIGN				
Course Code	INT412				
Course Type	Required				
Level	Bachelor / Advance				
Year / Semester	Year 4 / 1 st Semester				
Teacher's Name	Dr Anna Merry / Dr Yiannis Toumazis / Constantinos Kounnis				
ECTS	6	Lectures p/w:	1	Labs p/w:	2
Course Purpose and Objectives	<p>The course aims to:</p> <ul style="list-style-type: none"> • To introduce students to exhibition curating and design. • To further identify and comprehend the techniques pertinent to image production and advanced pictorial illustration. To introduce students to Illustration as a conceptual representation of space. • To exploit two-dimensional and three-dimensional means of representation and establish how various historical, theoretical aspects of spaces are manifested in transient, time based and process-oriented work that will get students to understand alternative uses of museum and gallery space. • To develop an understanding of the creative process through conceptual analysis of spaces expressed in traditional and non-traditional media, thus encouraging students to develop a critical approach to the use and application of visual imagery in interior design and especially in museography. • To generate a maturing thinking process linking the stages of research, invention, exploration, development and production by investigating the subjects intelligently through practical, critical and/or theoretical readings and writings. • To attain and demonstrate awareness of the context for which a space is created and as a result to have the ability to be articulate and be critical about their designs. • To develop and invent alternative, innovative and appropriate methods of illustration techniques in a given situation. The curriculum places primary importance on aesthetic and personal development and emphasizes a critical and historical understanding of the use of space within our culture. 				
Learning Outcomes	<p>Students should be able to:</p> <ul style="list-style-type: none"> • Engage in a critical approach of the creative design process. • Understand the importance of exhibition design and curating. • Develop alternative and novel conceptual and practical approaches to exhibition design. • Experiment in novel design techniques regarding the design of exhibitions. • Explore different possibilities of 2D and 3D techniques and experimentation. • Develop their research skills, analysis and synthesis of a concept. • Present and critically analyse evaluate complex design concepts and solutions to various design problems. 				

Prerequisites	INT321	Co-requisites:	-
Course Content	<p>Introduction to Basic Notions-Curating and Design. The Museum/Gallery Space. Students should be able to appreciate the role of the Museum/Gallery in society.</p> <ul style="list-style-type: none"> • Visit of the Museum/Gallery and measurements of the space. Guided tour of the exhibition space. • Introduction to exhibition curating and design. • Preparation of Architectural Drawings of the exhibition space. • Engagement in research on the proposed themes: Art- Industrial Design - Fashion Design et.al. Selection of subject and critical group discussion. • Development of the exhibition concept and the role of the exhibition curator. • Analysis of basic principles of curating, the methods and mechanisms for an exhibition concept. Critical dialogue. <p>Exhibition Design- The Museum as tool.</p> <ul style="list-style-type: none"> • Development of the written brief of exhibition concept. Engagement in analysis and discussion. • Comprehension of the importance of the visual presentation of the concept (<i>method of presentation to be chosen by the student</i>). • Work on Exhibition visuals: invitations, posters, and banners. • Students elaborate on Cultural marketing and promotion skills, as well as skills in synthesis and concept-development. • Using basic knowledge on illustration techniques, students present hand drawings of the exhibition design including spatial views of the concept design. • Development of drawing illustration methods such as Collage. • Experimentation with Conceptual mode of perception and construction. • Experimentation with views of the museum space using collage techniques and engage in discussion. <p>Spatial Autonomies- The three-dimensional continuum.</p> <ul style="list-style-type: none"> • Introduction into the art of model making. • Analysis of the importance of representing in scale. • Presentation of the model of the exhibition design in scale and engagement in critical discussion. • Practice, experimentation and presentation of visuals of the exhibition design in: Photomontage images and 3D Visuals. • Finalization of the project and engagement in critical discussion. • Culmination of the creative process and analysis of its conceptual and technical value. 		
Teaching Methodology	<p>The course is based on:</p> <ul style="list-style-type: none"> • Practical workshops • Exercises • Illustrated lectures, demonstrations and discussions on critical parts of the subject 		

	<ul style="list-style-type: none"> • Student centred practical work-Personal research • Realization and manipulation in project work • Practical work in a professional environment (museum & gallery)
Bibliography / References	<ol style="list-style-type: none"> 1. David Dernie, <i>Exhibition Design</i>, London (Laurence King), 2007 2. Massimiliano Falsitta, <i>Exhibition Design</i>, Rome (Te Neus), 2002 3. Ulrich Schwarz and Aurelia Berton, <i>Designing Exhibitions</i>, Basel (Birkhauser), 2006 4. Raul Barreneche, <i>New Museums</i>, London (Phaidon Press), 2005 5. Andrea Fraser, <i>Museum Highlights</i>, Massachusetts (MIT Press), 2005 6. Vittoria Magnago Lampugnani, <i>Museums for a New Millennium: Concepts, Projects Buildings</i>, Munich (Prestel), 2003 7. Gerhard Marc, <i>Art Museums in the 21st Century</i>, Basel (Birkhauser), 2000 8. James Putnam, <i>Art and Artefact: The Museum as Medium</i>, London (Thames & Hudson), 2001 <p>Visual contemporary references in the form of online magazines www.dezeen.com, www.yatzer.com, www.designer.com, www.designboom.com, www.mocoloco.com, www.arcspace.com, www.archdaily.com</p>
Assessment	<ul style="list-style-type: none"> • Interim Critique 33% • Final Critique 33% • Final Assessment 34% Total: 100% <p><u>Note:</u> The assessment criteria for Interim/Final Critiques and the Final Assessment are: Design Intelligence 40%, Research and Methodology 20%, Experimentation and Analysis 20%, Time management and Presentation 20%</p>
Language	English