



**UNIVERSITI TEKNOLOGI MARA**

**CDT290: CERAMIC EXHIBITION MANAGEMENT**

<b>Course Name (English)</b>	CERAMIC EXHIBITION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	CDT290
<b>MQF Credit</b>	2
<b>Course Description</b>	This course will be introduced the fundamental of management in the ceramic exhibition event. The students are exposed to set of team organization and handling Ceramic exhibition. The students must work as a team to develop coordinated promotional package that includes advertising, display, Ceramic show and Event Management. Academic trip is requiring enhancing student knowledge and experience in exhibition skills
<b>Transferable Skills</b>	Preparing Paperwork for Event Production team for Exhibition Handling An Art Exhibition
<b>Teaching Methodologies</b>	Lectures, Studio, Field Trip, Discussion, Presentation
<b>CLO</b>	CLO1 Perform ceramic production work ethic through proposal preparation, exhibition planning and project organization protocol CLO2 Demonstrate team work attitude in exhibition production and presentation through event preparation, promotion including publicity activities. CLO3 Report exhibition information management activities through project documentation and visual presentation
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Ceramic Exhibition</b> 1.1) 1.1 Introduction to types of exhibition 1.2) 1.2 Malaysia Ceramic Exhibition 1.3) 1.3 International Ceramic Exhibition	
<b>2. Event Protocol</b> 2.1) 2.1 Organization 2.2) 2.2 Event Protocol 2.3) 2.3 Event Requirement	
<b>3. Event Protocol</b> 3.1) 3.1 Organization 3.2) 3.2 Event Protocol 3.3) 3.3 Event Requirement	
<b>4. Exhibition Preparation</b> 4.1) 4.1 Paperwork Presentation	
<b>5. Exhibition Preparation</b> 5.1) 5.1 Paperwork Presentation	
<b>6. Academic Visit</b> 6.1) 6.1 Exhibition visit	
<b>7. Mid Term Break</b> 7.1) 7.1 Mid Term Break	
<b>8. Exhibition Production</b> 8.1) 8.1 Team Production 8.2) 8.2 Exhibition Layout	

<b>9. Exhibition Production</b> 9.1) 9.1 Team Production 9.2) 9.2 Exhibition Layout
<b>10. Exhibition Production</b> 10.1) 10.1 Team Production 10.2) 10.2 Exhibition Layout
<b>11. Exhibition Production</b> 11.1) 11.1 Team Production 11.2) 11.2 Exhibition Layout
<b>12. Publicity and Promotion</b> 12.1) 12.1 Exhibition Advertisement
<b>13. Publicity and Promotion</b> 13.1) 13.1 Exhibition Advertisement
<b>14. Publicity and Promotion</b> 14.1) 14.1 Exhibition Advertisement
<b>15. Exhibition Presentation</b> 15.1) 15.1 Opening Ceremony 15.2) 15.2 Closing Ceremony
<b>16. Study Week</b> 16.1) 16.1 Study Week
<b>17. Exhibition Report</b> 17.1) 17.1 Report Submission

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Project 1: Paper work Preparation The task will tap on the students' preparation of event, production team, catalog and event as a hold.	20%	CLO1
	Assignment	Group Work: Event Organization The project will tap on the students' teamwork of organizing and managing the advertisement promotion activities for exhibition.	30%	CLO2
	Written Report	Report: The project will tap on the students' writing report of the Academic visit, Project, Documentation and Visual presentation	50%	CLO3

  

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Paula Marincola, editor 2006, <i>What makes a great exhibition?</i>, Philadelphia Exhibitions Initiative Philadelphia, PA [ISBN: 9780970834614]</li> <li>• Philip Hughes, <i>Exhibition Design</i>, Laurence King Publishers [ISBN: 9781856696401]</li> </ul>	<ul style="list-style-type: none"> <li>• Duncan Hooson 2012, <i>Workshop Guide to Ceramics</i>, Thames &amp; Hudson [ISBN: 9780500516218]</li> <li>• Daab Books (Editor) 2009, <i>Exhibition Design</i>, daab [ISBN: 9783866540620]</li> <li>• Freda Matassa 2014, <i>Organizing Exhibitions: A Handbook for Museums, Libraries and Archives</i>, Facet Publishing London [ISBN: 9781856049450]</li> <li>• John Emsley 1999, <i>Molecules at an exhibition</i>, Oxford [etc.] Oxford University Press 1999 Oxford [ISBN: 9780192862068]</li> </ul>

  

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources