



UNIVERSITI TEKNOLOGI MARA

EAD631: ENVIRONMENTAL AND EXHIBITION DESIGN

Course Name (English)	ENVIRONMENTAL AND EXHIBITION DESIGN APPROVED
Course Code	EAD631
MQF Credit	2
Course Description	<p>This course exposes students to the role of a designer in the development of educational and trade show exhibits. Students combine experiments in human scale and perception with marketing strategies to design effective three-dimensional environments. Photography, illustration and typography as well as architecture, space planning, lighting, audiovisual presentations and materials are explored through scale models and real situation of exhibition. In the early semesters students build a skills and knowledge base, which is the foundation for upper-level experimentation, testing and skill applications in variety of design situations. Upper-division studio is multidisciplinary, often shared with Product and/or Transportation Design students. The lecture topics will be carried weekly which include an exercise to determine student understanding of the course through arranging their final years senior design exhibition to explore the professional practices of exhibition design. This course exposes students to the role of a designer in the development of educational and trade show exhibits. Students combine experiments in human scale and perception with marketing strategies to design effective three-dimensional environments. Photography, illustration and typography as well as architecture, space planning, lighting, audiovisual presentations and materials are explored through scale models and real situation of exhibition.</p>
Transferable Skills	Information regarding exhibition design knowledge, space planning, theme study regarding booth and exhibition project.
Teaching Methodologies	Lectures, Studio, Demonstrations, Field Trip, Case Study, Small Group Sessions
CLO	<p>CLO1 Apprehend the concept developments, process of visualization and ideation of environment and exhibition design.</p> <p>CLO2 Calibrate in drawing, modelling, displays and communication skill as tools in the conceptual development of project exhibition.</p> <p>CLO3 Transform the concept into physical plan, prioritize concerns and constraints in a project and plan a trade show exhibition with professional attitude.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION TO ENVIRONMENTAL AND EXHIBITION DESIGN 1.1) i. Introduction to course outline, objective and structure. 1.2) ii. Brief on assessment and teaching materials 1.3) iii. Slides on course overview	
2. ELEMENTARY CONCEPTS AND THEORIES 2.1) i. Slides on introduction to elementary concepts and theories	
3. SPATIAL ORGANIZATION 3.1) i. Slides on aspects/elements of spatial organization with relationship to exhibition design	
4. HUMAN FACTORS IN DESIGN 4.1) i. Slides on human factors in environmental and exhibition design. 4.2) ii. Brief on basic relation of human factors to surrounding.	
5. COMMUNICATION DESIGN (INTERACTION & EXPERIENCE) 5.1) i. Slides on communication design that relates to interaction and experience in design.	

6. LIGHTING AND ILLUMINATE DESIGN 6.1) i. An introduction to lighting as practiced in architecture. 6.2) ii. Link Event Analysis Procedure; includes field trips, practical exercises and Case Study.
7. PUBLIC GRAPHICS, SIGNAGE AND WAY-FINDING 7.1) i. Slides on introduction to Public graphics, signage and way-finding
8. MATERIALS AND CONSTRUCTIONS 8.1) i. Slides on introduction to materials and construction in environmental & exhibition design.
9. IDENTITY SYSTEMS 9.1) i. Slides on introduction to identity system in exhibition design.
10. EXHIBITION DESIGN – TOPIC 1 : CASE STUDY/ SUBJECT 10.1) i. Brief on topic : Selecting case study / subject for exhibition design.
11. EXHIBITION DESIGN – TOPIC 2 : PLANNING & ORGANIZING 11.1) i. Slides on introduction to exhibition procedure 11.2) ii. Brief on methods, procedure and other related work or documents.
12. EXHIBITION DESIGN – TOPIC 3 : ALLIGNING CONCEPT & PROJECT THEME 12.1) i. Brief on topic : Aligning concept and project theme
13. EXHIBITION DESIGN – TOPIC 4 : ARRANGING AMBIENCE/ ATHMOSPHERE 13.1) n/a
14. EXHIBITION DESIGN – TOPIC 5 : EXHIBIT FINAL PROJECT/ PRODUCT 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Final Project/ Exhibition : Students assemble and construct design exhibition/showcase for final year's students project work.	40%	CLO3
	Group Project	Groupd discussion session and presentation of a case study of one existing environmental and exhibition set-up design to be analyzed in terms of the context, rationale, target audience, interaction, sustainability, construction and delivery	20%	CLO1
	Individual Project	An individual presentation/ critique session of initial stage to plan, strategize and propose conceptual project environmental/ exhibition design	20%	CLO2
	Individual Project	An individual presentation (with report book-development process) of exhibition/ environmental design concept with proper layout plan and scale miniature model	20%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • A Design and Innovation Consulting Firm 2008, <i>Design for a Contemporary World</i>, National University of Singapore Singapore • Herman Prigann, Heike Strelow and Vera David 2004, <i>Ecological Aesthetics. Art in Environmental D</i>, Birkhauser Basel, Switzerland • Scott Doorley and Scott Witthoft 2012, <i>Make Space: How to set the Stage For Creative</i>, Stanford University and David Kelley • Philip Hughes 2010, <i>Exhibition Design</i>, Laurence king Publishing Ltd. London,UK.
	Reference Book Resources	<ul style="list-style-type: none"> • IDTC (International Design Trend Center) 2003, <i>How Things Are Made : Manufacturing Guide For</i>, Agbook • Henry Steiner and Ken Haas 1995, <i>Cross-Cultural Design. Communicating in the G</i>, Thames and Hudson Ltd
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	