



UNIVERSITI TEKNOLOGI MARA

ADE443: ENVIRONMENTAL AND EXHIBITION DESIGN

Course Name (English)	ENVIRONMENTAL AND EXHIBITION DESIGN APPROVED
Course Code	ADE443
MQF Credit	3
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	Presentation Techniques; Design Process; creative problem solving; Communication Skill;
Teaching Methodologies	Lectures, Studio, Demonstrations, Supervision, Industrial Talk
CLO	<p>CLO1 Build the concept developments, process of visualization, ideation of environment and exhibition design through design process simulation.</p> <p>CLO2 Justify the implementation of association in concept drawing, modelling, displays and layout arrangement of project exhibition development.</p> <p>CLO3 Demonstrate initiative in prioritizing project concerns and constraints for a trade show exhibition</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION TO ENVIRONMENTAL AND EXHIBITION DESIGN 1.1) Overview of the key characteristics of exhibition design 1.2) Definitions and use of terms.	
2. ELEMENTARY CONCEPTS AND THEORIES 2.1) Introduction to different types of exhibitions	
3. SPATIAL ORGANIZATION 3.1) Exploration of the exhibition space 3.2) Articulation of the visitor experience. 3.3) Analysing the elements that compose an exhibition	
4. HUMAN FACTORS IN DESIGN 4.1) issues related to exhibition-making 4.2) strategies of audience engagement 4.3) interpretative techniques 4.4) functionality 4.5) aesthetic and 4.6) sustainability	

<p>5. COMMUNICATION DESIGN (INTERACTION & EXPERIENCE) 5.1) newly emerging exhibition-formats vs traditional displays.</p>
<p>6. LIGHTING AND ILLUMINATE DESIGN 6.1) newly emerging exhibition-formats of lightings, 6.2) ambience and 6.3) illuminate design.</p>
<p>7. PUBLIC GRAPHICS, SIGNAGE AND WAY-FINDING 7.1) Basic applications of graphic design, 7.2) typographic standards and 7.3) the integration of narrative media</p>
<p>8. MATERIALS AND CONSTRUCTIONS 8.1) newly emerging exhibition materials and construction</p>
<p>9. IDENTITY SYSTEMS 9.1) newly emerging exhibition systems and 9.2) current technologies</p>
<p>10. EXHIBITION DESIGN 10.1) conceptualizing, 10.2) planning and representing an exhibition. 10.3) The basic concepts of layout, 10.4) circulation, collection arrangement, 10.5) content layering. 10.6) The exhibition visualization 10.7) 3D Modeling</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	INTRODUCTION TO ENVIRONMENTAL AND EXHIBITION DESIGN .	10%	CLO1
	Assignment	ELEMENTARY CONCEPTS AND THEORIES	10%	CLO1
	Assignment	SPATIAL ORGANIZATION	10%	CLO1
	Assignment	HUMAN FACTORS IN DESIGN	10%	CLO2
	Assignment	COMMUNICATION DESIGN (INTERACTION & EXPERIENCE)	10%	CLO2
	Assignment	LIGHTING AND ILLUMINATE DESIGN	10%	CLO2
	Final Project	Final Project 1 : PUBLIC GRAPHICS,SIGNAGE AND WAY-FINDING	20%	CLO2
	Final Project	Final Project 2 : EXHIBITION DESIGN	20%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Laurence King, London 2015, <i>Hughes, Philip, Exhibition design : introduction</i> [ISBN: ISBN : 978178] • 2012, <i>P.O.P display design</i>, Tokyo/Alpha Books [ISBN: ISBN : 978456] • Whitaker, Jan 2011, <i>The department store: history, design, display</i> [ISBN: ISBN:97805005] • Koos Eissen 2014, <i>Sketching product design presentation</i>, BIS Amsterdam [ISBN: ISBN: 9789063] • 2012, <i>Hi-Design International Publishing Co., Ltd. Commercial display</i>, Dalian University of Technology Press [ISBN: ISBN 97875611] • Philip Hughes, <i>Exhibition Design</i>, Laurence king Publishing Ltd • Herman Prigann, Heike Strelow and Vera David 2004, <i>Ecological Aesthetics. Art in Environmental</i> • Scott Doorley and Scott Witthoft 2012, <i>Make Space: How to set the Stage For Creative</i>, Stanford University and David Kelley
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources