

COURSE CONTENT

Course Code	DA2004 (DA9009)
Course Title	Exhibition Design
Pre-requisites	NIL
No of AUs	3 AU
Contact Hours	39 hours studio contact

Course Aims

This studio-based course is an introduction to design principles and methodologies that are relevant to exhibition making today. It exposes you to art galleries and museum environments and it is designed to develop an understanding of the synergy between designing in space and forming interpretative narratives. You will also learn how to present artworks in space and articulate their meaning.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and discuss techniques and media used in exhibitions and museums
2. Create an object display using fundamental storytelling techniques
3. Apply methods to conceptualise, plan and represent an exhibition for a medium size gallery
4. Present creative work and critical readings on exhibition design in a clear and cohesive manner
5. Critique ideas and techniques employed in exhibition design case studies or by peers in a constructive way

Course Content

Exhibition design or narrative environments?

Exhibition environments can be enlightening, immersive, interactive, and use all kinds of media: video projections, historical objects, specimens, hands-on exhibits, innovative technologies. In this course you will explore how exhibition design is evolving, to become more engaging, participatory and more effective. You will critique the role design can play in the communication of objects, ideas and information within the exhibition environment, and how the different elements of a display effectively blend.

The course presents an overview of the key characteristics of exhibition design, definitions and use of terms, and an introduction to different types of exhibitions: permanent, temporary, travelling.

Historical overview

Looking at the evolution of exhibition design over time. Focusing on key transformations underpinning museography, the model of *Universal Expositions* and the development of new aesthetics through the experiments of the avant-garde movements.

Field trips to Museums and Art Galleries

Exploration of the exhibition space and articulation of the visitor experience. Analysing the elements that compose an exhibition. Through analysis of a variety of examples from museums and art exhibitions, you will learn about the role of spatial perception, navigation, object placement, graphics, media and lighting in the exhibition contexts.

Working behind an exhibition

In-depth exploration of strategies to create a display and an exhibition with a larger narrative. Through analysis of a variety of case studies, you will learn about the teams that work behind exhibitions. The concept of structuring content by layering text, graphics and media. Basic applications of graphic design, typographic standards and the integration of narrative media are explored as elements of the exhibition making process.

Presentation and discussion of various issues related to exhibition making with a particular focus on strategies of audience engagement, interpretative techniques, functionality, aesthetic and sustainability helping you to experiment and reflect on the relationship between collections, content and visitors' experience.

Essay reading, writing and discussion

These classes are dedicated to the critical discussion of issues related to exhibition making today in the context of Museums and Art Galleries. Reading, writing and discussion may include reflections on newly emerging exhibition-formats that deviate from traditional displays. It provides a basic introduction and familiarizes students with new terms and challenges in conceiving innovative exhibitions.

Class assignments

Two creative projects explore the synergies between narrative and space in exhibition.

The first consist in the creation of a display using objects to tell a story.

- Investigation on objects as an element of storytelling;
- Function of the single object in the display;
- Basic concepts of arrangement, composition, lighting and colour within a display;
- Introduction of textual or media elements.

The second project is the creation of an exhibition for a medium size gallery. An investigation on conceptualizing, planning and representing an exhibition.

- Concept, storyline, zones and displays in relation to the visitor experience;
- Exhibition layout and circulation;
- Collection arrangement;
- Content layering through the introduction of textual or media elements;
- Exhibition visualization (3D Modeling)

Both assignments are developed through lectures, tutorials, class teamwork and peer/instructor feedback sessions.