**Course Code**  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.

Assessment (includes both continuous and summative assessment)

<table>
<thead>
<tr>
<th>Component</th>
<th>ILO Tested</th>
<th>Programme LO</th>
<th>Weighting</th>
<th>Team/ Individual</th>
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</thead>
<tbody>
<tr>
<td>1. Continuous assessment:</td>
<td>5</td>
<td>N.A.</td>
<td>20%</td>
<td>Individual</td>
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<tr>
<td>Participation</td>
<td></td>
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<td></td>
<td>Project 1</td>
<td>2, 4, 5</td>
<td>N.A.</td>
<td>20%</td>
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<td>3. Essay reading/write assignment and presentation</td>
<td>1, 4, 5</td>
<td>N.A.</td>
<td>30%</td>
<td>Individual</td>
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<tr>
<td>4. Final Project</td>
<td>3, 4, 5</td>
<td>N.A.</td>
<td>30%</td>
<td>Team</td>
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<td></td>
<td>Total</td>
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<td>100%</td>
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**Reading and References**


**Course Policies and Student Responsibilities**

(1) **General**

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) **Punctuality**

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) **Absenteeism**

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a
medical certificate and participation in NTU’s approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

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**Academic Integrity**

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU’s shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

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**Planned Weekly Schedule***

*Subject to adjustment by instructor according to the teaching situation, students’ progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Course LO</th>
<th>Readings/ Activities</th>
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</thead>
</table>
| 1    | Exhibition design or narrative environments?  
Overview of the key characteristics of exhibition design, definitions and use of terms. Introduction to different types of exhibitions: permanent, temporary, travelling. | 1, 5 | Introductory Lecture & in-class discussion on good and bad exhibitions  
Creative exercise in groups  
Assignment brief for Project 1  
(i.e. create a Display using objects to tell a story) |
| 2-3  | Historical overview on exhibition design  
Looking at the evolution of exhibition design over time. | 1, 2 | Lectures on the evolution of exhibition design - Part 1: From the Cabinet of Curiosities to the Exposition Universelle; Part 2: The XX Century.  
Development of Project 1  
Assignment of Essays for reading/writing and discussion. |
| 4    | 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. | 1 | Guided tour on:  
- Circulation flow & placement  
- Graphic elements & typographic standards  
- Showcasing objects |
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Lectures on:</th>
<th>Student Submission of Individual Writing on Assigned Essays for Reading</th>
<th>Teams Presentations of Essays for Class Discussion</th>
<th>Assignment Brief for Final Project: (i.e. Conceptualise and Plan an Exhibition for a Medium Size Gallery)</th>
<th>Continuous Review of Final Project: (i.e. An Investigation on Conceptualizing, Planning and Representing an Exhibition. The Basic Concepts of Layout, Circulation, Collection Arrangement, Content Layering. The Exhibition Visualization - 3D Modeling)</th>
<th>Student Presentations on Final Project Assignment with Critique and Feedback</th>
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<tbody>
<tr>
<td>5-7</td>
<td><strong>Working behind an exhibition</strong></td>
<td>- Lighting and use of colour</td>
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<td>Conceptualisation and development of Project 1</td>
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<td></td>
<td>Through analysis of a variety of case studies, you will learn about the teams that work behind exhibitions. 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.</td>
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<td>Student submission of individual writing on assigned essays for reading</td>
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<td>8-9</td>
<td><strong>Discussion of Essays</strong></td>
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<td>Assignment brief for Final Project: (i.e. Conceptualise and Plan an Exhibition for a Medium Size Gallery)</td>
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<td>10-13</td>
<td><strong>Continuous review of Final Project through various stages of completion</strong></td>
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