ANTALYA BİLİM ÜNİVERSİTESİ

DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3358	Exhibition Stand Design	2020-2021/Spring	3	0	3	3

Level of Course:	Undergraduate
Course Type:	Elective Course
Language of Instruction: Course time:	English Wednesday, 13.30 – 16.30
Mode of Delivery:	Presentation, Assignments, Quizzes, Projects
Prerequisites and Co-requisites:	None None
Name of Lecturer(s):	Assist. Prof. Dr. Poupak Parvaresh
Course Objectives:	This course aims to understand aspects of Exhibition Stand Design in relation with function and use, context and environment, ergonomics and human/built scale, material and technique, trends and/or themes. Exhibition Stand Design includes custom, modular, portable, country pavilion, and double decker exhibition stands. Students will be able to apply their knowledge in their prospected professional careers concerning the expo cabin and stand design, temporary pavilions, as well as other multi-functional and flexible innovative exhibition design forum.
Course Description:	Exhibition Stand Design will focus on a complex function in multi-layered urban-expo environment and the primary goal is to have a better understanding of the design principals for aforementioned spaces. Through different topic presentations and course lectures student will be able to improve their talent on design and modify innovative Exhibition Stand spaces regarding different functions and scales.
Learning Outcomes: **Language**	**Upon successful completion of the course, students will be able to:** 1. Characterize, describe, identify, locate, recognize and sketch expo stands and pavilions. 2. Divide exhibition stands to custom, modular, portable, country pavilion, and double decker concept approaches. 3. Use the proper furnishings, equipment and finishing for unique designs from show to show. 4. Lead the Exhibition Stand design process and analysing the prime cost. The studio classes and discussions will be in English. Developing your verbal language skills will be very important in acquiring the disciplinary terminology as well as daily communication at the class.

Recommended Text Books:	1. The Best in Trade & Exhibition Stand Design, 1992, Stafford, Cliff. 2. Exhibition Stand Design, 2019, Servetto, Mara, Images Publishing Dist Ac. 3. Trade Fair Stand Design, 2011, Marlous van Rossum-Willemss, Frame Publishers 4. Interior Design, 2010, Gibbs, Jenny.
For the terminology:	1. The Fairchild Books Dictionary of Interior Design, 2014, Hinchman, Mark, Fairchild Books. 2. The Visual Dictionary of Interior Architecture and Design (Visual Dictionaries) 3. Philosophy of Interior Design by Abercrombie, 1991, Stanley Abercrombie.
Reading Text books:	1. Principles of Design, 2016, Lidwell, William; Holden, Kritina, Rockport Publishers. 2. Creating Exhibitions: Collaboration in the Planning, Development, and Design of Innovative Experiences, 2018, Mckenna-Cress, Polly ; Kamien, Janet, Wiley; 1 edition. 3. New Exhibition Stands, 2004, Arian Mostaedi, Links International.
Planned Learning Activities and Teaching Method:	**Learning/Teaching Method:** This is a lecture-based course and students learn about interior design process of Exhibition spaces through power point presentations of the lecturer as well as their group projects. The learning process is supported by projects and quizzes. The main teaching medium oral presentations and discussions. **Class Participation:** Regular attendance of all enrolled classes is expected. Do not be late to the class. At the end of the Semester, your attendance will be reported on UBS system. Attendance is compulsory and in case of absenteeism of more than **25%,** the system will automatically grade you "FX". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. Class contribution will be measured in terms of quality not quantity. **Academic integrity & plagiarism:** Academic integrity is the pursuit of scholarly activity based on the values of: honesty, trust, fairness, respect and responsibility. Practicing academic integrity means never plagiarizing or cheating, never misrepresenting yourself, never falsifying information, never deceiving, or compromising the work of others. Basically, this means, either intentionally or unintentionally, using the words or ideas and drawings and models of someone else. **Course Textbooks:** Students are required to study recommended reading textbooks and also do research on the variety of architectural presentation techniques. **Key Works**: In this theory course lectures and assignments mainly focuses on User Requirements, critical thinking, elements of design and the awareness of basic concepts, factors, functions, and materials in designing an innovative exhibition stand design in a competitive modern context. ## Specific Rules: 1. **Be punctual. Punctuality is a sign of respect toward yourself and the others.** 2. Show respect for all the people and property around you. 3. Be responsible for your actions and meet all expectations. 4. Follow directions the first time they are given. 5. Students should use the Internet at school for academic purposes only. 6. It is forbidden to record classes with any type of device. **Communication**: If you have a question that requires a substantive response, please send an email to the course instructor. PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes and also in this course some quizzes will be held without further notice to evaluate the process of education.

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Course Contents*: (Weekly Lecture Plan)	

Date	Week	Chapter Topic	Take-home exercise
03.03.2021	1	Course Introduction to Exhibition Stand Design	
10.03.2021	2	Typology of Exhibition Stand Design	Group Project List
17.03.2021	3	Dubai- An Innovative Hub for Modern Expo Era	
24.03.2021	4	Exhibition Stand Design in Turkey	Group Assignment and Presentation
31.03.2021	5	Exhibition Design: The Latest Trends	
07.04.2021	6	Exhibition Stand Graphics and Signage	
14.04.2021	7	Midterm Project Critics and Discussions	
	8	MIDTERM EXAM	
28.04.2021	9	Exhibition Stand Cost Evaluation	
05.05.2021	10	Immersive Showrooms & Digital Exhibition Design	
12.05.2021	11	Exhibitions Stand Interior Design	
19.05.2021	12	Final Project Critics and Discussions	Public Holiday (Make up course)
26.05.2021	13	Exhibition Design in Public Places	
02.06.2021	14	Final Project Critics and Discussions	
		FINAL SUBMİSSİON OF THE PROJECT	

Assessment Methods and Criteria:	METHODS	EFFECTS ON GRADING
	Assignment Submission	10%
	Quiz Submission	10%
	Midterm Exam	30%
	Final Submission	50%

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ECTS Workload Table:

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	13	3	39
Midterm Submission	1	2	0
Midterm Submission Preparation	1	10	10
Quiz Preparation	4	2	8
Final Project Preparation	1	10	18
Final Project submission	1	2	0
Total Workload/25	**0**	**0**	**75/25**
ECTS			**3**

GRADING AND EVALUATION

The students' progress will be evaluated throughout the semester. Students' grades point lower **than 40** will be considered as failed.
Grade Scale:

GRADE	MARKS	VALUE
A+		
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70

GRADE	MARKS	VALUE
C+	60-64	2.30
C	55-59	2.00
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00