



Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3358	Exhibition Stand Design	2023-2024/Spring	3	0	3	3

Level of Course: Undergraduate

Course Type: Elective Course

Language of

Instruction: English

Course time: Thursday, 09.30 – 12.30

Office Hours: You can request an appointment

Course classroom: B1-01

Mode of Delivery: One o one critique, Class Teaching, Presentation, Assignments, Technical trips

Prerequisites and Prerequisites:

Co-requisites: None

Course Coordinator: Asst. Prof. Dr. Yaren Şekerci

Name of Lecturer(s):

Course Teaching Asst. Prof. Dr. Yaren Şekerci

Assistant:

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: **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.

Language: 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.

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, Marlou van Rossum-Willems, Frame Publishers
4. Interior Design, 2010, Gibbs, Jenny.

Recommended Text Books:

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.

For the terminology:

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.

Reading Textbooks:

**Timeline of
Architecture and Art
history:**

**Planned Learning
Activities and Teaching
Method:**

Learning/Teaching Method: This is a studio course and students learn about the design process by getting directly involved in the process. The studio practice is supported by lectures and group/one-on-one critique sessions. The main teaching medium in the studio is individual critiques.

Project Development: A series of assignments with an emphasis on the main topic will be offered in this course. In the first half of the semester, assignments will mainly include kitchen design exercises. The second half of the semester will be followed by a bathroom design project. For developing the projects **minimum of 80% critiques are expected**. The development of the project will be evaluated by following the project improvement during the critique sessions.

Class Participation: Regular attendance of all enrolled classes is expected. Do not be late for the class. **Attendance will be taken in the first quarter of the class; if you come later you will be considered half-attended.** At the end of the Semester, your attendance will be reported on the UBS system. Attendance is compulsory and in case of absenteeism of more than **30%**, 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. The 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. This means, either intentionally or unintentionally, using the words or ideas of someone else without giving credit, it's strictly forbidden.

There will be pop-up quizzes (unscheduled or unannounced quiz) throughout the semester. The aim is recording student's drawing and modelling skills. In case of serious differences between the quiz results and jury submissions, instructors are allowed to take an extra exam from students.

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Also, all visual submissions will be checked through Google's image search engine and in case of detecting high level of similarities between student project and existing designs, the case will be investigated and handled by universities' discipline committee.

Course Textbooks: Students are required to study recommended reading textbooks and also do researches on a variety of architectural presentation techniques.

Key Works: In this studio course lectures and assignments mainly focus on User Requirements, critical thinking, elements of design, and the awareness of basic concepts, factors, functions, and materials in designing a space.

Specific Rules:

1. Be punctual. Punctuality is a sign of respect toward yourself and 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. No candies or gums are allowed during classes.
6. Students should raise their hands to signal a question or to answer a question.
7. Students should use the Internet at school for academic purposes only.
8. It is forbidden to record classes with any type of device.
9. Each student has a different learning style. Please create your strategy to learn the topics mentioned in Syllabus.
10. If you request, the instructor may repeat a lecture in the class or during office hours and explain the subjects that you do not understand.
11. Students will be prepared for market conditions and their professional life during the education period. Everyone will be treated equally and fairly. Please do not expect privileged or special treatment from your instructor.
12. Please send your requests about the course to the instructor without delay. When the training process is completed, it is not possible to fulfill any demand.

Communication:

If you have any questions about the syllabus, your responsibilities in the course, and assessment procedures please ask your instructor without any delay.

Students are encouraged to visit the professor during their office hours. If you cannot make it to announced office hours, please make individual arrangements via e-mail. However, do not expect the professor and the research assistant to respond at length via e-mail to questions of content, the definition of terms, grading questions, etc. If you have a question that requires a substantive response, please set up an appointment to speak with one of us.



**Course Contents*:
(Weekly Lecture Plan)**

Date	Week	Chapter Topic	Take-home exercise
15.02.24	1	- Introduction to the Course	Research: Make a research about fair designs Ass 1: Choose a brand and make a research about it. Prepare a presentation about brand identity. (Choose a brand which has a brand identity)
22.02.24	2	-Student Presentations (Brand)	Ass 2: Choose a concept and prepare a concept poster.
29.02.24	3	-Student Presentations (Concept)	Ass 3: Zoning (1/50) 2d organization of space by using design principles and considering the zoning
07.03.24	4	-Critiques on Zoning	Ass 4: 1/50 plan & 3d (3d organization of space)
14.03.24	5	-Critiques on 1/50 plan & 3d	Ass 5: Revision
21.03.24	6	-Critiques on 1/50 plan & 3d	Ass 6: cross sections (1/50)
28.03.24	7	-Critiques on 1/50 plan & 3d & sections	Midterm preparation
	8	- MIDTERM Submission	Ass 7: Material board
11.04.24	9	NATIONAL HOLIDAY	-
18.04.24	10	-Critiques on material board	Ass 8: Developing the project
25.04.24	11	-Critiques on material board	Ass 9: 1/20 partial drawings
02.05.24	12	1/20 Partial Design	Ass 10: Revision
09.05.24	13	NATIONAL HOLIDAY	-
16.05.24	14	-Final review on the poster prepared for the fair design	-
		FINAL SUBMISSION	

* PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced in class.

Grading: Midterm and final exam responses will be evaluated for accuracy, thoughtfulness, and clarity. Assignments will be evaluated for content, quality of ideas, and clarity of presentation (including all necessary materials).

Assessment Methods

METHODS	EFFECTS ON GRADING
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and Criteria :

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Participation, Critiques, and Project Developments 20%

Midterm submission 30%

Final Submission 50%

ECTS Workload Table :

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	12	3	39
Assignments	11	2	22
Project Developments	1	4	4
Midterm submission	1	5	5
Final Submission	1	5	5
Total Workload			75
Total workload/25			75/25
ECTS			3

GRADING AND EVALUATION

The students' progress will be evaluated throughout the semester.

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	2.40
C	55-59	2.20
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00