



Eskişehir Osmangazi University College of Art and Design  
Visual Communication Design Department

COURSE INFORMATION FORM

		SEMESTER	FALL
COURSE CODE	141316014	COURSE NAME	EXHIBITION STAND DESIGN

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
6	2	2	0	3	5	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
		3	2	

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Written Exam	40
FINAL		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENTS	Exhibition design history, the structure of trade fairs in Turkey, trends in merchandising, product presentation, examination of the technical and structural systems of exhibition stands, the determination of the brand include the construction of corporate identity research and needs analysis of the brand and exhibition stand design, planning and organizational issues.
COURSE OBJECTIVES	<ul style="list-style-type: none"><li>To teach design history of fair trades and important fairs in Turkey</li><li>To train on planning and designing exhibition hall stands</li><li>To examine exhibition stand design style with emerging technologies</li></ul>
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none"><li>Ability to understand and practice the design process, its steps, and production techniques.</li><li>Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.</li><li>Ability to utilize various artistic and industrial production techniques</li></ul>
LEARNING OUTCOMES	<ul style="list-style-type: none"><li>Knowledge on exhibition stand design and applications</li><li>Knowledge on the structure of the exhibition stands</li><li>Knowledge on basic constructional and functional fundamentals of exhibition stands</li></ul>
TEXTBOOK	<ul style="list-style-type: none"><li>Marinescu S., Poesch J., <i>Trade Fair Design Annual 2014/2015</i>, Avedit Press, 2014.</li></ul>
REFERENCES	<ul style="list-style-type: none"><li>McNamara C, <i>Grand Stand 4: Design for Trade Fair Stands</i>, Frame Pub, 2014.</li><li>Bertron A., Schwarz U., <i>Designing Exhibitions</i>, Media Publishing Group, 2006, ISBN – 10: 3-7643-7207 - 9</li></ul>
MATERIALS	



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WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Introduction to exhibition stands.
2	History of Fair Trade Design
3	Structure of fairs in Turkey and examples
4	Discussing the World exhibition design exhibition structure
5	Brand determination, corporate identity research and necessity analysis
6	The lighting of exhibition stands and planning the placement of the product
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Identify the brand, corporate identity research and needs analysis
10	Drafts and proposals of the stand exhibition project
11	Design process of stand: The role and importance of design technology exhibition stand
12	Design process of stand: Discussion of innovative design model
13	Critics of the project
14	Design process of stand
15-16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.		x	
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.		x	
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.		x	
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.		x	
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.		x	
6	Ability to understand and practice the design process, its steps, and production techniques.			x
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			x
8	Ability to utilize various artistic and industrial production techniques.			x
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.		x	
10	Awareness for the protection of nature and the environment as well as eco-design,			x
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE
Bilge KInam		23.03.2015