COURSE DESCRIPTION CARD - SYLLABUS

Course name
Exhibiting [S1Arch1>WYST]

Course

Field of study
Architecture

Year/Semester
3/6

Area of study (specialization)
–

Profile of study
general academic

Level of study
first-cycle

Course offered in
Polish

Form of study
full-time

Requirements
compulsory

Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
0

Projects/seminars
15

Number of credit points

2,00

Coordinators

Lecturers

Prerequisites

- Student has explicit, theoretically based general knowledge including the key issues of architectural designing - Student has basic knowledge of development in the scope of architectural designing and urban planning - Student can acquire information from publications, data bases and other sources, can interpret and integrate the said information and draw conclusions as well as voice and justify opinions - Student can carry out critical analysis of spatial complex in terms of composi-tion and function - Student understands the need of continuous self-education – demonstrates openness to various sources of information - Student is able to identify needs of space user - Student demonstrates openness and curiosity of variety interdisciplinary issues related to presented issues

Course objective

Lectures : • Presentation of various issues related to exhibiting museum collections, scientific collections, art collec-tions, commercial exposure and problematic exposure. • Presentation of variety form of presentations and basics of their design. • Becomes familiar students with exhibition achievements on the background of history architecture. Espe-cially retrospective of architecture of Expo and National Exhibition. • Presentation of contemporary realizations and the latest achievements in this discipline. • Presentation of supplementary design disciplines used in exhibiting, graphic design, design, scenogra-phy, multimedia. Project: • Becomes familiar students with designing space dedicated presentation â€“ exposure. • Exercise is designed to stimulate student to seeking creative, unconventional ways of designing space of presentation taking into account real functional assumptions. • During exercise students focused on interior view axes, openings, differences in closed and open exposition. On human scale and ergonomics. • Exercise allows students to know basic issues of connecting architectural composition with graphics and multimedia.

Course-related learning outcomes

Knowledge:
Student knows and understands:
A.W1. architectural design for the implementation of simple tasks, in particular: simple facilities taking into account the basic needs of users, single- and multi-family housing, service facilities in residential complexes, public facilities in an open landscape or in an urban environment;
A.W4. principles of universal design, including the idea of designing spaces and buildings accessible to all users, in particular for people with disabilities, in architecture, urban planning and spatial planning, and ergonomic principles, including ergonomic parameters necessary to ensure full functionality of the designed space and facilities for all users, especially for people with disabilities

Skills:
Student can:
A.U1. design an architectural object by creating and transforming space so as to give it new value - in accordance with a given program that takes into account the requirements and needs of all users;
A.U5. think and act creatively, using the workshop skills necessary to maintain and expand the ability to implement artistic concepts in architectural and urban design;
A.U6. integrate information obtained from various sources, formulate their interpretation and critical analysis;
A.U7. communicate using various techniques and tools in a professional environment appropriate for architectural and urban design;
A.U8. prepare architectural and construction documentation in appropriate scales in relation to the conceptual architectural design;
A.U9. implement the principles and guidelines of universal design in architecture, urban planning and spatial planning.

Social competences:
Student is capable of:
A.S1. independent thinking to solve simple design problems;
A.S2. taking responsibility for shaping the natural environment and cultural landscape, including the preservation of the heritage of the region, country and Europe.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Credit rules of lectures
Evaluation based on the results from the credit colloquium in the form of a multiple-choice test (written or on the e-Moodle platform). Students can be awarded additional points for the development in the form of presentations of agreed topics.
Prerequisites for passing and method of evaluation are the following criteria:
• Regularity of work and attendance at lectures
• Correct define the character and needs which must be fulfilled for good exposition of object
• Taking into account the behaviors of visitor in designed space
• Interesting functional solutions
• Creative approach to designed space
Lecture formative evaluation:

- knowledge assessment - activity at lectures
- assessment of the colloquium
Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0
Evaluation forming projects:
- semester work evaluation
- evaluations from drawing work
Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0
Evaluation summarizing the lecture:
- being the average of the partial marks (knowledge and activity)
Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0
Project summary evaluation:
- is the average of the partial marks (knowledge and drawing skills)
Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0

Programme content

A series of seven two-hour lectures in the summer term, plus a one-hour lecture to test acquired knowledge. The lectures present various forms of exhibition, e.g. museum, educational, trade fair, expo architecture, against the background of their development; theoretical and practical issues are addressed. The lectures are monographic and the content is related to the course of the tutorials, sometimes extending the subject of the tutorials.
The design exercise is designed to familiarise students with the principles of designing an exhibition space in practice, working with an exhibition scenario and the requirements for the presentation of exhibits and the nature of an exhibition.
Students develop multi-variant concepts for the spatial form of the exhibition. Proposed solutions are discussed in terms of internal aspects, lines of sight, opening entrances, ergonomics and the balance between formal expression and exhibition purpose. The chosen concept is refined in terms of detail, layout and lighting concepts, colours, materials and furnishings.

Course topics

Lecture 1:
Introduction to exhibition and exhibition design.
Different forms of exhibition activity: museums, galleries, thematic exhibitions, Expo architecture and exhibitions, trade fair stands, promotional stands and occasional arrangements.
Lecture 2:
Exhibitions in Museums 1
Historical outline of the development of exhibition spaces. Discussion of issues related to the organisation of exhibition spaces in museum facilities, classification, schemes for guiding the viewer through exhibition spaces.
Lecture 3:
Exhibitions in museums 2
Presentation of classification. Discussion of basic design issues and the relationship between exhibition scenario and composition. Thematic and problem-based exhibitions. Presentation of design solutions.
Lecture 4:
Lighting in Exhibitions. Commercial exhibitions - Exhibition stands 1
Discussion of the lighting of exhibition spaces and exhibits.
Systematics and characteristics of exhibition stands. Function. Technologies. Presentation of contemporary applications. Functional characteristics of stands.
Lecture 5:
Commercial Exhibition - Stands 2
Overview of contemporary implementations. Discussion of design principles and differences in large expositions.
Lecture 6:
Architecture of Expo 1851-1925 and the 1929 Universal Exhibition
A chronological presentation of the architecture of Expo, with particular emphasis on the way in which exhibition spaces were designed. Presentation of the General National Exhibition in the context of European achievements. Discussion of the exhibition site in the context of contemporary Poznañ.
Lecture 7: Architecture of Expo 1933 until today
Architecture of Expo sites and expositions. Chicago 1933-34, Paris 1937, New York 1939, Brussels 1958,

New York 1964, Montreal 1967, Osaka 1970, Hanover 2000, Milan 2015 and other contemporary realisations.

Description of the design exercise
Design an exhibition space with different functionalities.
Work in teams of 2 or 3 people.
The theme of the exhibition will be decided during the first class.
Design a showroom/design space to display products and solutions (e.g. bathroom fittings, modern heating systems, etc.). Location: hypothetical location in a modern building with neutral architecture, area 200-500 m² (minimum 100 m² per team member), interior height 4 m. The project team decides on the proportions, shape and entrance; a glass wall is required. The function is an exhibition space for an attractive and comprehensible presentation of the products, including the design of the display method, a reception area with an information and customer service function, separate areas for meetings and advice (minimum 3 independent, comfortable places for 4 people). Sanitary facilities for customers and staff and staff welfare facilities are excluded from the scope of the project (assumed to be in another part of the building). Multimedia presentation media, LED walls, digital simulators, etc. may be used in the project. An important element is to promote the visual identity of the hypothetical manufacturer through appropriate colours, materials and logos.

Design solutions should include a functional concept, an attractive visual form for the showroom, a colour and material concept and a well thought out way of lighting the display, communication space and work areas. Work on working mock-ups, allowing for design changes, is required, with work on the mock-up expected by the fourth class at the latest. The final study will consist of a 100x70 cm board printed on 140-220 g paper and a working mock-up. The study should include at least three perspective views (exhibition, reception, meeting room), a projection of the whole installation (scale 1:100 or 1:200) and a projection, section and wall plans of a selected part (scale 1:50, 1:100), e.g. a selected fragment of the exhibition to be agreed with the teacher.

Teaching methods

1. lectures / problematic lectures.
2. project / project method - practical.
3. eLearning Moodle (system of didactic process support and distance learning)

Bibliography

Basic
1 Barton A.,Schwarz U. Frey C., Projektfeld Ausstellun. Project Scope:ExhibitionDesign. Brikhauser, Basel 2012
2. Czekaj F., Mikszo T., PeWuKa, Wydwanictwo Poznańskie, Poznań 2019
3 Kiciński A. Museums. Zagadnienia rozwoju i projektowania. Polish perspective, Oficyna Wydawnicza Politechniki Warszawskiej, Warsaw
4. Kysiak M., Architektura Pawilonów Wystawowych, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa 1998
Loren J., Skolnick L., Berger C., What is exhibition design? ABE Dom Wydawniczy,Warsaw, 2008
6 Trade Fairs and Fair MTP, Poznan City Chronicles 1996/2
7 Tietz Jurgen, History of 20th Century Architecture, Konemann,Cologne 2001
8. Watin David, History of Western Architecture , Arkady Warsaw,2001
9. Żórawski Juliusz, O budowa formy architektonicznej, Arkady, Warsaw, 1962.

Supplementary
1 On show Ginko Press
2. New Exhibition Design 01, avedition, Stuttgart 2008
3. New Exhibition Design 02, avedition, Stuttgart 2010
4. Muller A., Mohlmann F. Neue ausstellungs gestaltung, New exhibition design 1900-2000, Avedition, Stuttgart 2014
5. Scenography - Schoenografie 2: Staging the Space - Der Inszenierte Raum, avedition, Studgartt 2018

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	1,00