



*Course syllabus*

# Utställningsdesign Exhibition Design

**AAHA65, 3 credits, G1 (First Cycle)**

**Valid for:** 2023/24

**Faculty:** Faculty of Engineering, LTH

**Decided by:** PLED A

**Date of Decision:** 2023-03-28

## General Information

**Elective for:** A2

**Language of instruction:** The course will be given in Swedish

## Aim

The ability to create successful exhibitions and presentations are a vital aspect of a professional architect's practice. The aim of the course is to provide a deeper understanding of all common elements in the creation of an exhibition. Emphasis will be placed on developing the exhibition concept and to understand how the event communicates to the target audience and how it works visually, spatially and conceptually.

## Learning outcomes

### *Knowledge and understanding*

For a passing grade the student must

- should be able to demonstrate knowledge of the operations involved in the production of an exhibition

### *Competences and skills*

For a passing grade the student must

- should, with help from tutors, be able to coordinate, plan and carry out the operations involved in the production of an exhibition.

### *Judgement and approach*

For a passing grade the student must

- should demonstrate ability to critically reflect on the exhibition's working process and the relationship between exhibition design and its content.

## Contents

- Selection and analysis of the exhibition site conditions.
- Staging and dramatization of the exhibition space including control of environmental factors as people flow, lighting and acoustics, and the purpose of the exhibition.
- Marketing strategies through the production of printed materials, digital marketing and contact with the press and other media.

The course is organized in three stages:

- The first phase includes a series of lectures and short workshops led by professionals in the field, such as artists, architects, etc.
- In the second stage, students work in groups to plan, construct on site and advertise the exhibition.
- In the third stage, students work individually and in groups to analyze and critically reflect on the outcome of the working process.

## Examination details

**Grading scale:** UG - (U,G) - (Fail, Pass)

**Assessment:** Approved exercises. 80% attendance at lectures and reviews, and approved attendance in supervision.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## Admission

**Admission requirements:**

- AAHA60 The Architect's Tools
- AADA01 Digital Tools I
- AAHA01 Architecture, Basic Course A1 or AAHA20 Architecture, Basic Course C1

**The number of participants is limited to:** No

**The course might be cancelled:** If the number of applicants is less than 12.

## Reading list

- No obligatory literature.

## Contact and other information

**Course coordinator:** Marit Lindberg, [marit.lindberg@arkitektur.lth.se](mailto:marit.lindberg@arkitektur.lth.se)