

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. **Course Code:** ICCD 492
Course Title: Public Exhibition
3. **Number of Credits:** 4 (0-8-4) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 490
5. **Type of Course:** Required Course
6. **Trimester/Academic Year:** Trimester II, Year 4
7. **Conditions:** Enrollment cap: 18 students
8. **Course Description:**
Exhibition of Senior Thesis Project required for graduation from the Communication Design major. Emphasis on skillfully presenting a thematically consistent body of work. Details of presentation relating to publicity and display are determined and realized.
9. **Course Objectives:**
After successful completion of this course, students will be able to:
 - 9.1 Determine space for presentation of graphic information.
 - 9.2 Coordinate a series of designs into a consistent body of work that effectively communicates an overall message or meaning.
 - 9.3 Explore various methods of display that enhance the work, without distracting the viewer.
 - 9.4 Understand the importance of carefully and professionally presenting design work.
 - 9.5 Consider comprehensive elements of exhibition including location, lighting, sound, advertising, and display materials.

10. Course Outline

Week	Topics	Hours			Instructor
		Lec	Lab	IS.	
1	Presentation and discussion of need for visual and conceptual unity of Senior Thesis Projects. Examples of projects. Assignment 1: create presentation of all thesis work for possible inclusion; create presentation of all possible visual elements for exhibition design.	0	8	4	Siatras
2	Assignment 1 due. Begin editing process of Thesis Projects. Critique of consistency and effectiveness in communicating concept in individual student projects. Assignment 2: build scale model of exhibition structure (panels, pedestals, etc.) Establish committees for exhibition: sponsorship, invitation/poster, catering, guest list/VIP, opening ceremony, catalog, stage design, etc. Create calendar of deadlines.	0	8	4	Siatras
3	Assignment 2 due. Discussion of overall theme for exhibition. Assignment 3: proposals for individual and group publicity materials.	0	8	4	Siatras
4	Field Trip: Site visit to an exhibition space, including critique of execution of display.	0	8	4	Siatras
5	Presentation and discussion of appropriate methods of display for individual projects, as well as an overall plan for exhibition space. Assignment 4: proposals for individual exhibition spaces.	0	8	4	Siatras
6	Assignment 3 due. Critique of proposals. Select 3 proposals for further development.	0	8	4	Siatras
7	Assignment 4 due. Critique of proposals. Work on publicity materials in class.	0	8	4	Siatras
8	Individual and group publicity materials due. Critique of publicity materials.	0	8	4	Siatras
9	Execution of exhibition spaces, including necessary building processes, consideration of lighting and sound.	0	8	4	Siatras
10	Final adjustments to individual exhibition spaces.	0	8	4	Siatras
11	Final critique of individual exhibition spaces.	0	8	4	Siatras
12					Siatras
Total		0	88	44	

11. Teaching Methods

- 11.1 Lecture
- 11.2 In-Class Work
- 11.3 Self-study
- 11.2 Critiques

12. Teaching Media

- 12.1 Textbook
- 12.2 Supplementary Handouts

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

- 13.1 Determine space for presentation of graphic information.
- 13.2 Coordinate a series of designs into a consistent body of work that effectively communicates an overall message or meaning.
- 13.3 Explore various methods of display that enhance the work, without distracting the viewer.
- 13.4 Understand the importance of carefully and professionally presenting design work.
- 13.5 Consider comprehensive elements of exhibition including location, lighting, sound, advertising, and display materials.

Student achievement will be evaluated by means of:

Final exhibition space and project	50%
Publicity Materials	20%
Proposals	20%
Critical Participation in Class	
Discussion and Critiques	10%
Total	100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

TBA

16. Instructor

Lect. Carol Siatras
Mahidol University International College

17. Course Coordinator

Lect. Dynaya Bhutipunthu

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