EXHIBITION DESIGN
Visual Presentations

COMD3505 Topics in Graphic Design

Presented by: M. Genevieve Hitchings

Exhibition Design

The process of conveying information through visual Storytelling in an environment. This includes:

1. **The meaning of a concept or theme** (e.g., Democracy or aspect of Science)
2. **An object** (e.g., the Constitution or an Aircraft)
3. **A site** (e.g., an Automobile Manufacturing Plant or a National Park)
4. **An event** (e.g., the Battle of Gettysburg or the Jamestown Floods)
5. **A historical figure** (e.g., Franklin Delano Roosevelt or Martin Luther King)
6. **A corporation's history or its products**

Exhibition Narrative (What is the Story?)

Depending on your topic and your target audience, which of the following will best enable you to tell your story?

1. Process
2. Procedure
3. Phenomenon
4. Complex idea/object

Presenting Content - Media

A form of visual storytelling within a multi-layered environment, can be displayed in and include various outlets:

1. Static Images
2. Physical artifacts
3. Audiovisuals (A/V)
4. Video
5. Interactive Media
6. Artificial Intelligence (AI)
7. Virtual Reality (VR)

Exhibition Narrative - Next Steps (1 of 3):

---

1. Understand the Process of Research and Analysis
2. Design Development and Documentation
(*Professional Presentation Book*)
3. Selecting appropriate Visual Presentation and Explanation

Exhibition Narrative - Next Steps (2 of 3):

Developing an Exhibition Narrative

1. Big Idea
2. Object List
3. Concept Studies

Exhibition Narrative - Next Steps (3 of 3):

Presenting Model in Scale (Actual or Digital).

1. Diorama
2. Interactive Display/ Kiosk
3. Digital Display

Space Considerations: Two walls (about 12” high) and a floor. Walls have one longer and one shorter (width 12”–16”)

Exhibition Narrative - Next Steps 3:

Presentation Should Include:

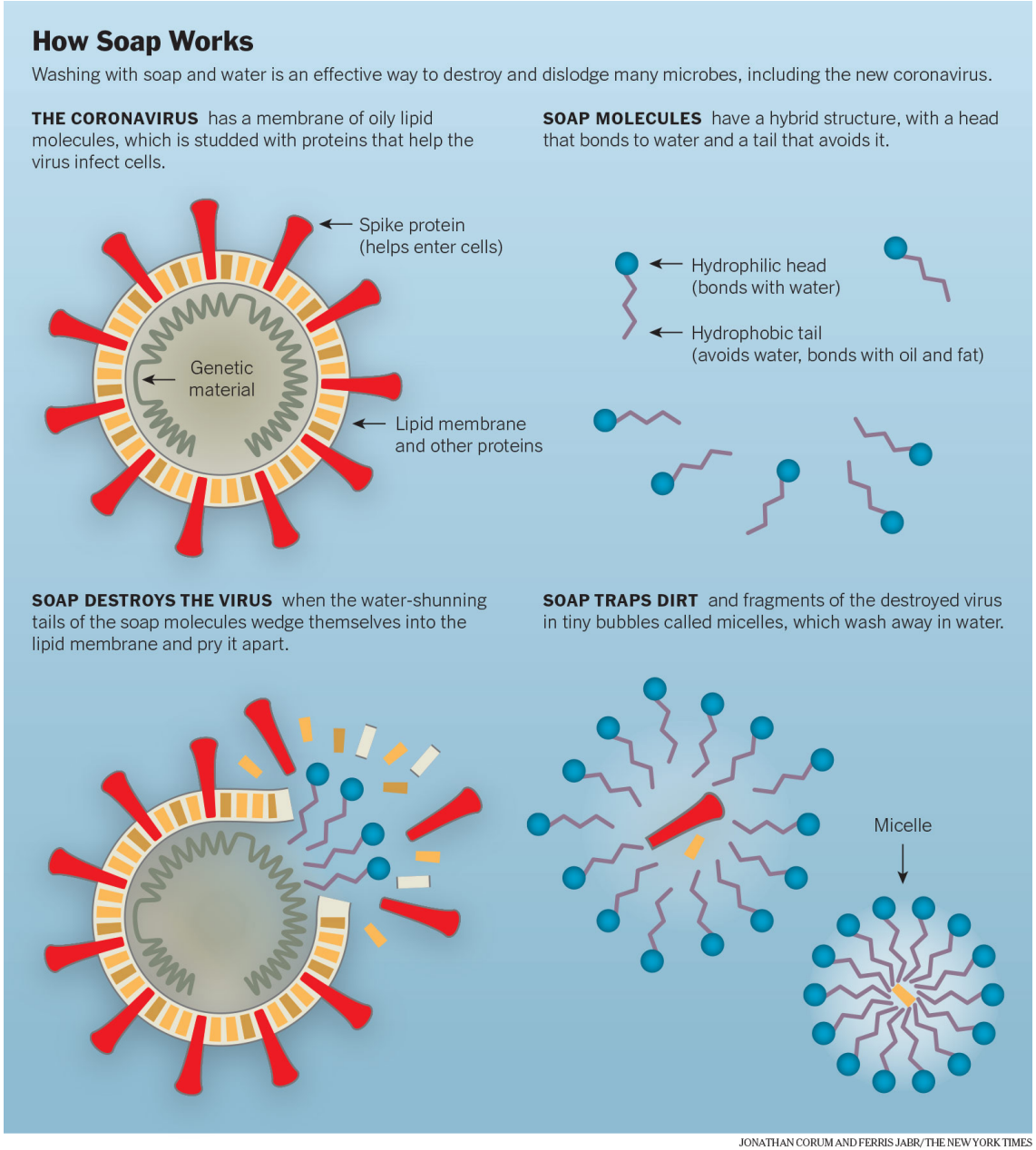
1. Exhibit logo, Color Scheme and Typeface Selection
2. 3 or more large panels (posters) scaled and mounted on wall at a comfortable height for viewing.
3. Reader rail scaled, angled, at waist-level
4. Viewer (person) scaled, standing in space
5. Freestanding or attached to wall, vinyl lettering mounted on wall
6. Optional: additional related graphics or elements.

Types of Visual Presentations

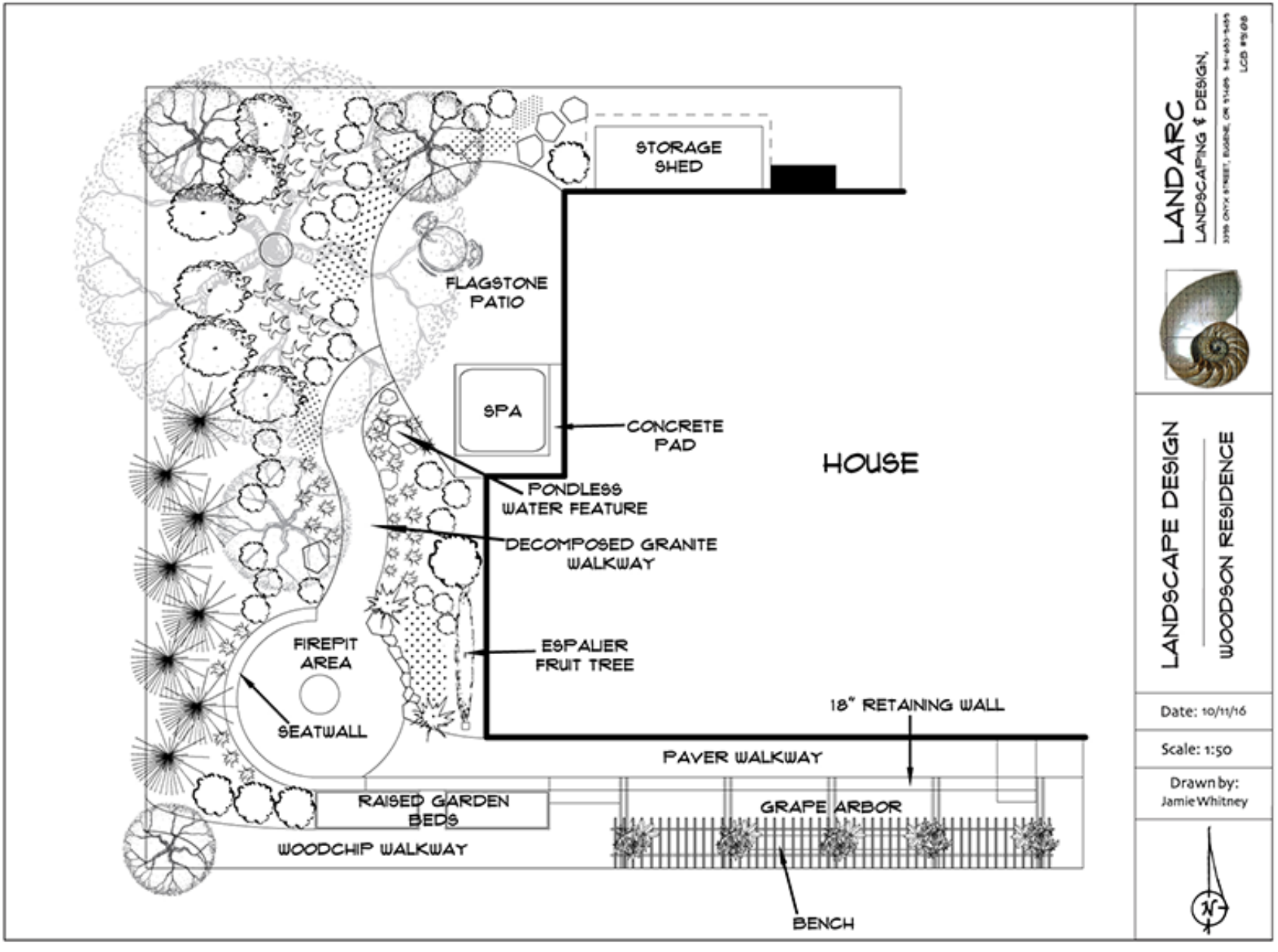
---

1. Schematics and Diagrams

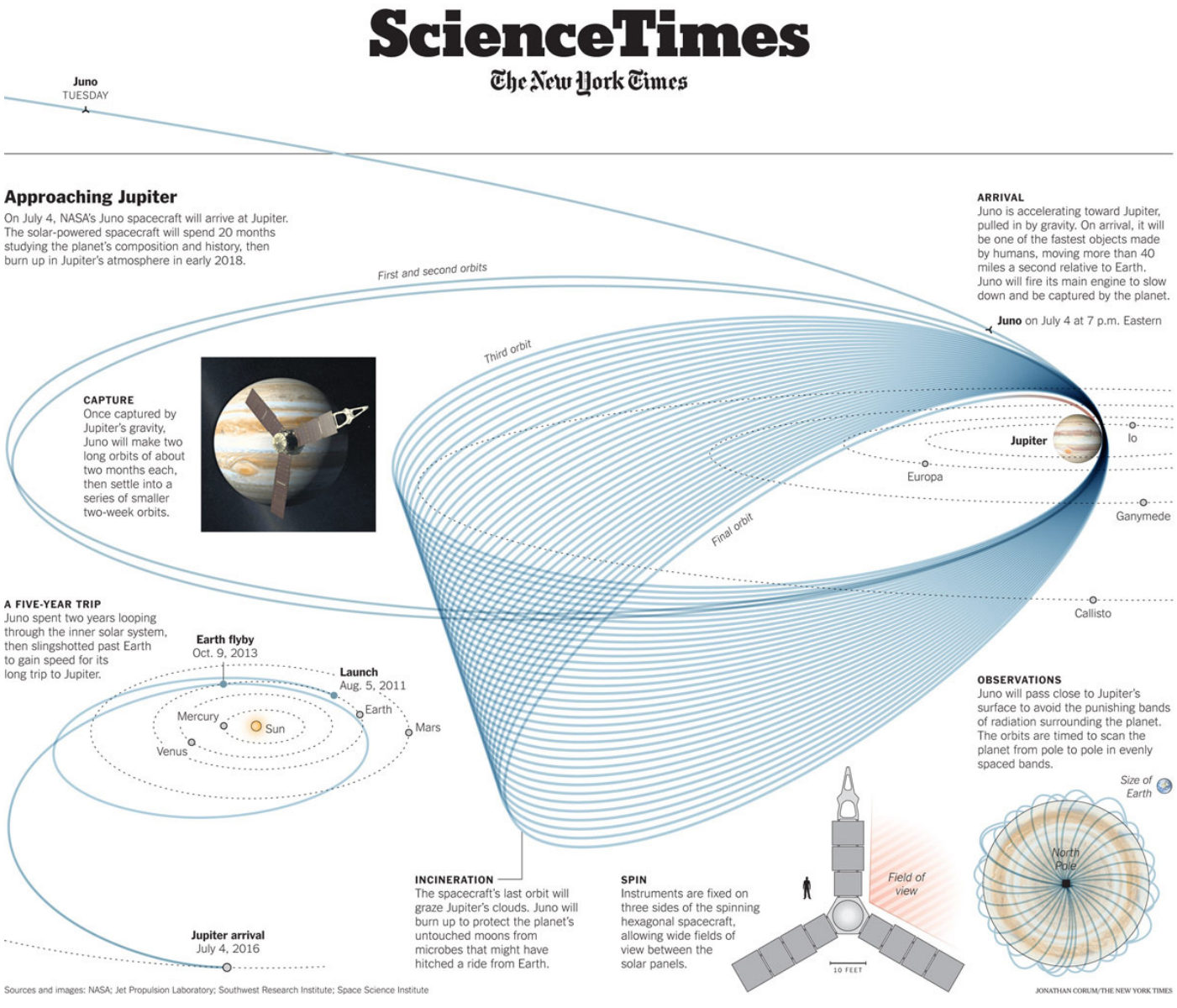
Visuals intended to explain how something works.



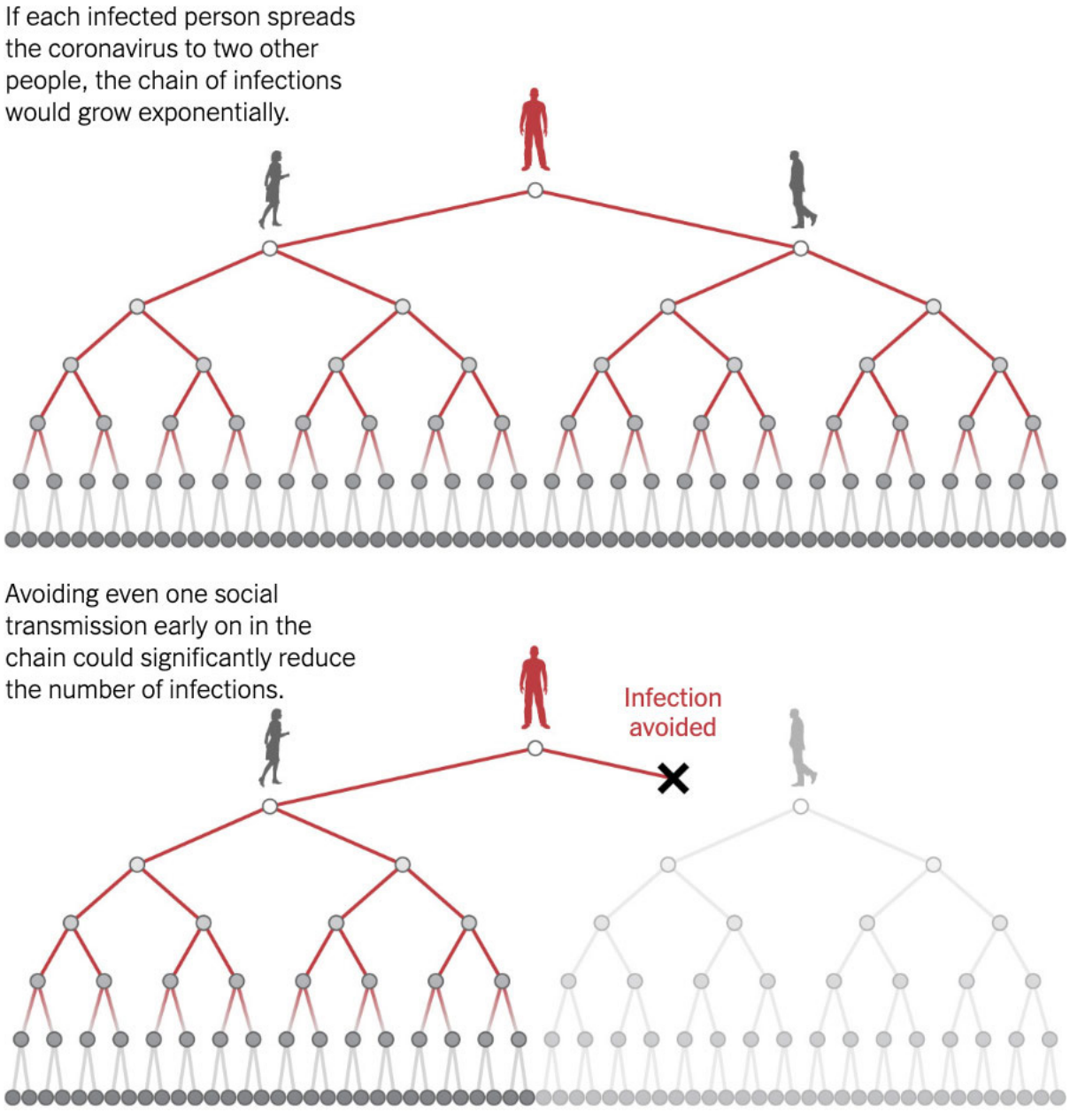
How Soap Works - Jonathan Corum is the science graphics editor at The New York Times and founder of 13pt LLC - http://13pt.com/projects/nyt200311/



Landscape Schematic - https://landarclandscape.com/



Approaching Jupiter - Jonathan Corum is the science graphics editor at The New York Times and founder of 13pt LLC - http://13pt.com/projects/nyt200311/



Chain of Transmission - Jonathan Corum is the science graphics editor at The New York Times and founder of 13pt LLC

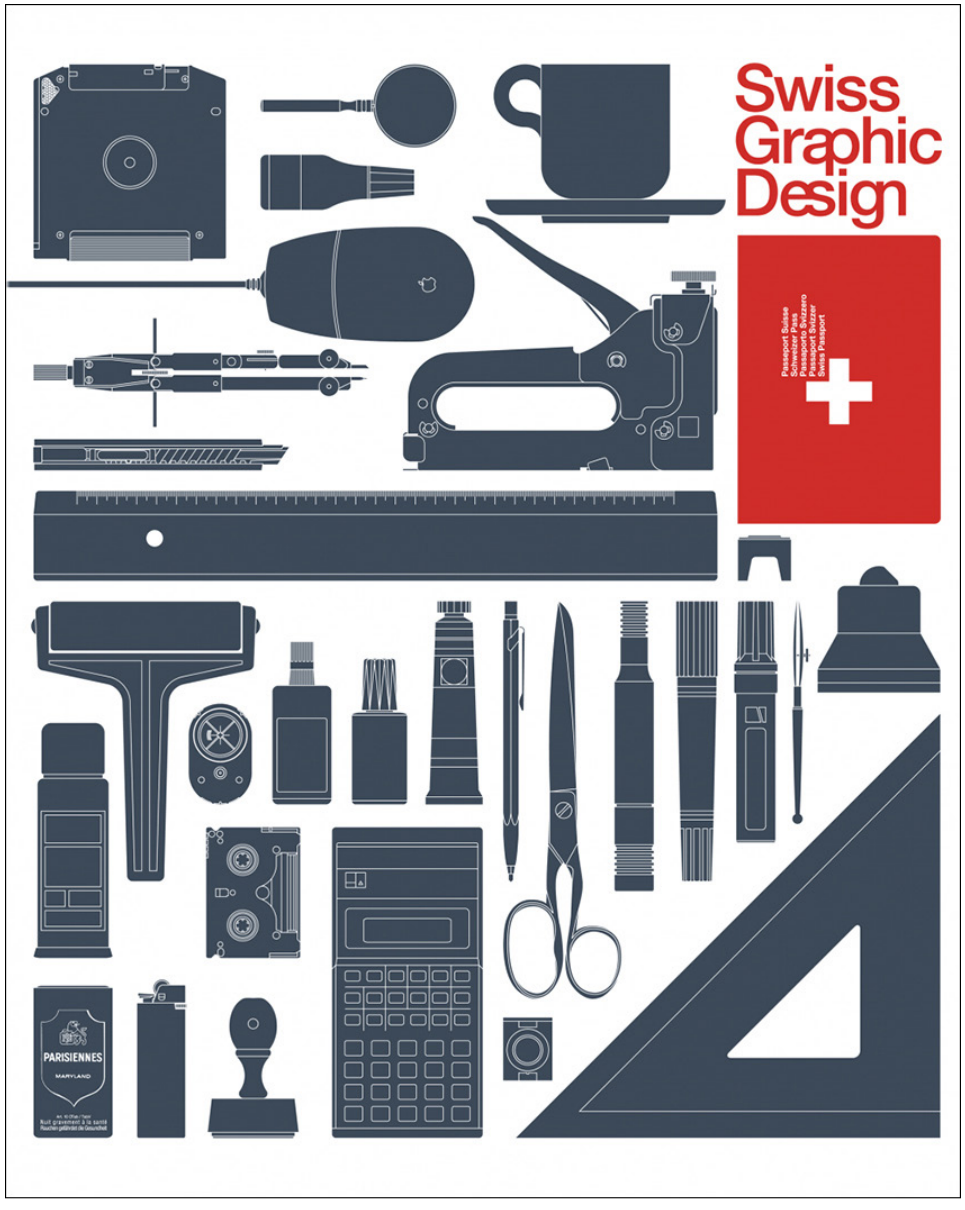
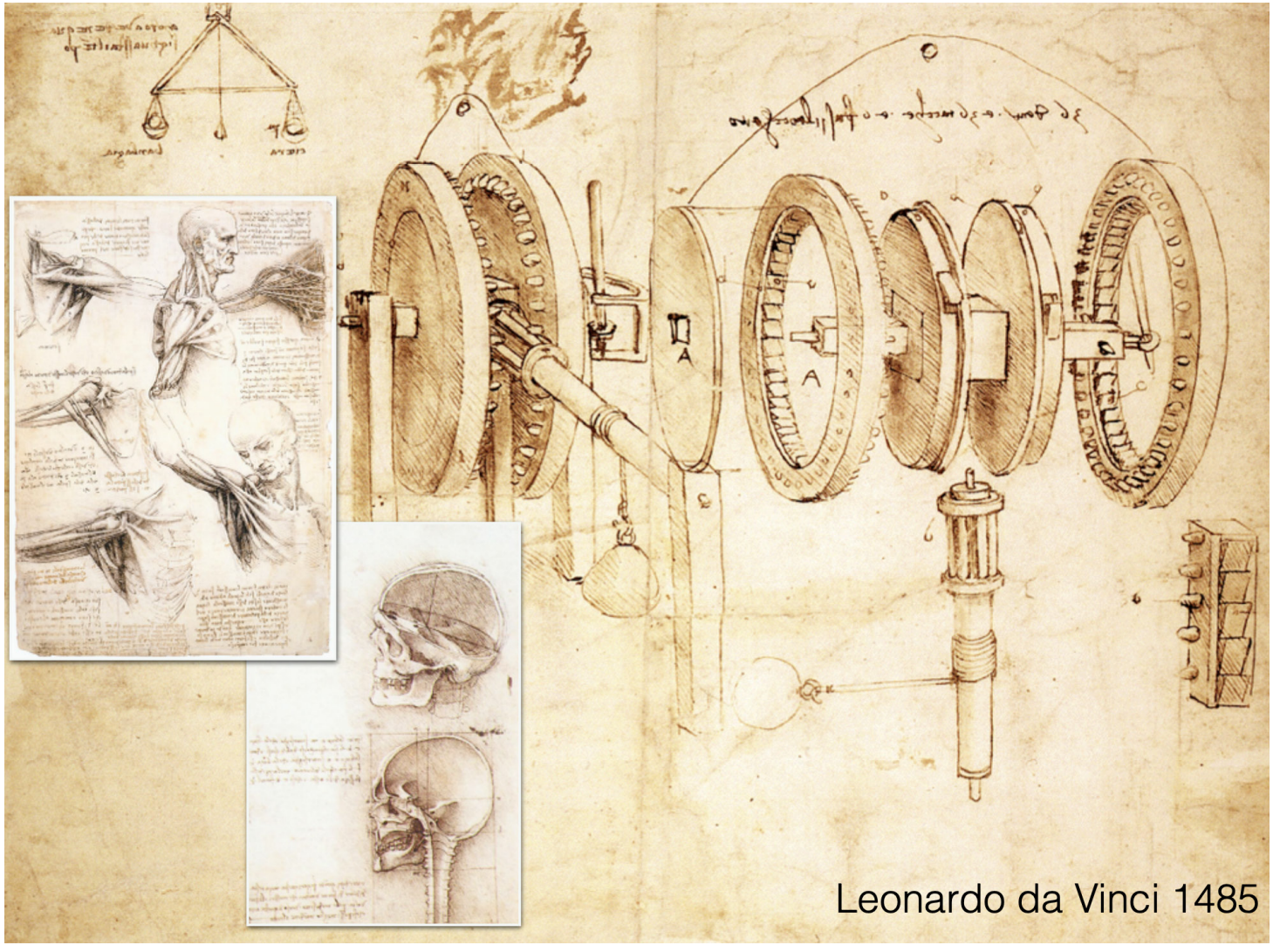


Diagram of Swiss Design

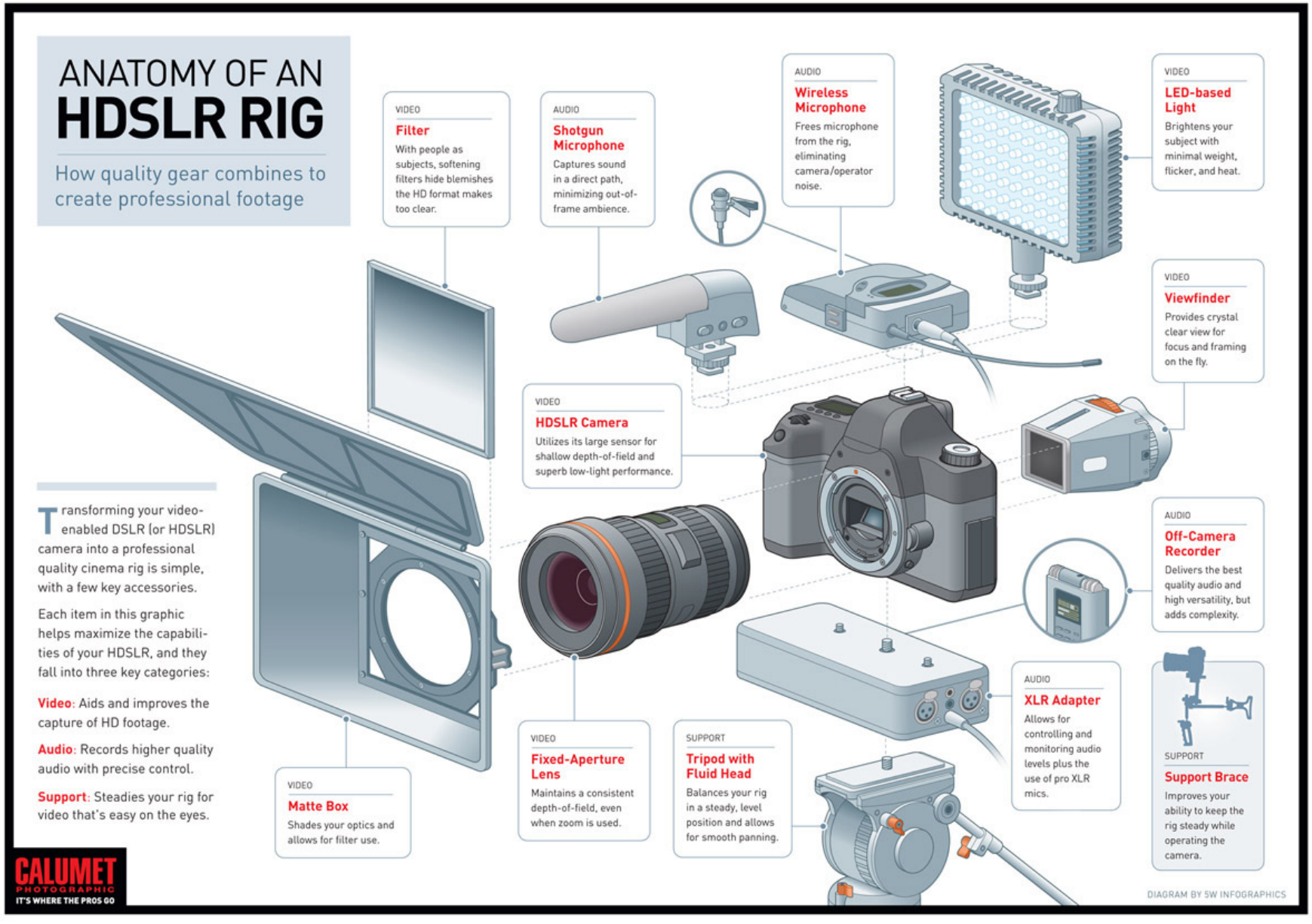
Types of Visual Presentations

---

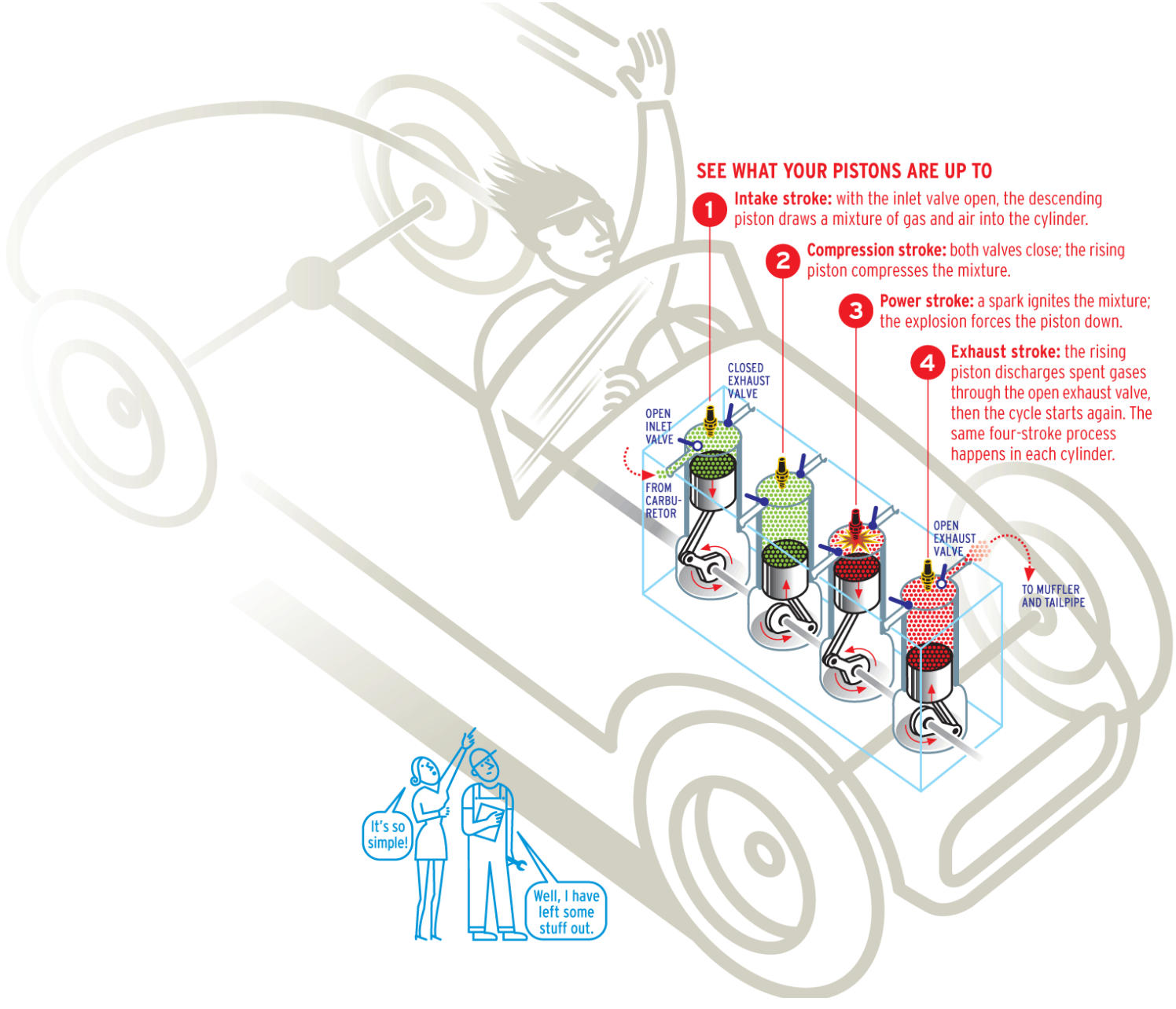
2. Dissections or Cutaways



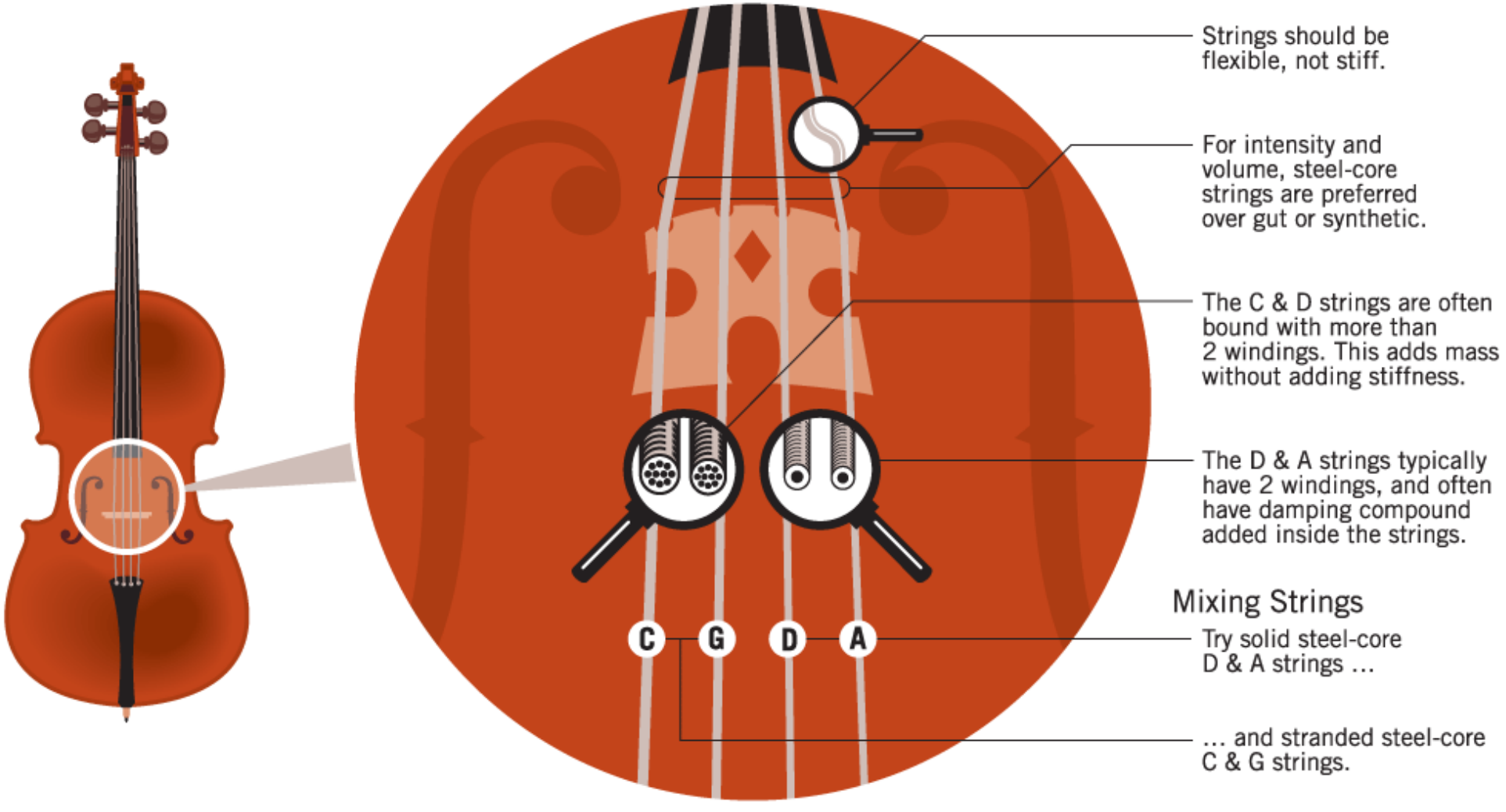
Leonardo da Vinci - Inventor of many things including the Bicycle and Flying Machines



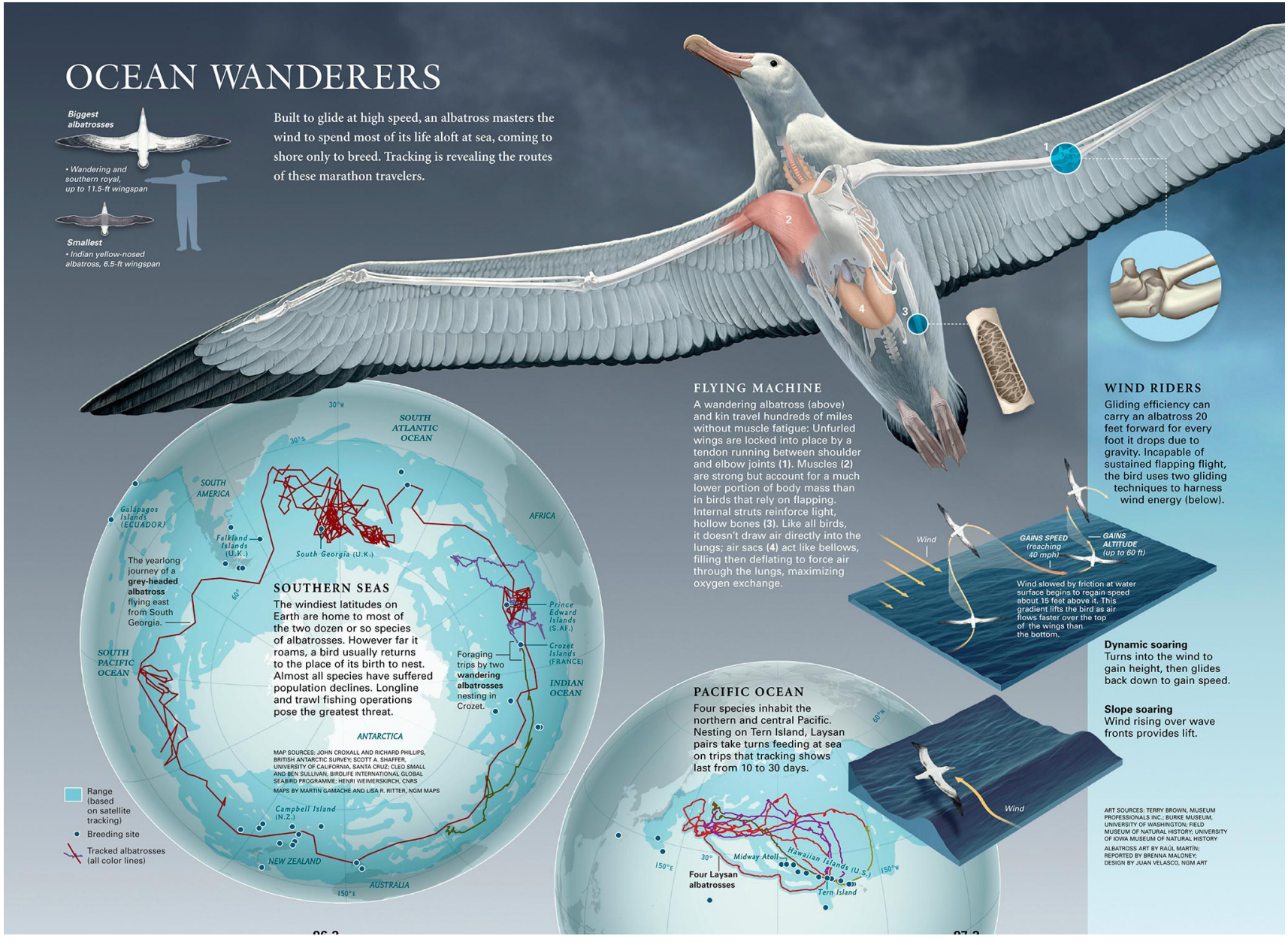
Anatomy of a Camera - 5WGraphics https://www.5wgraphics.com



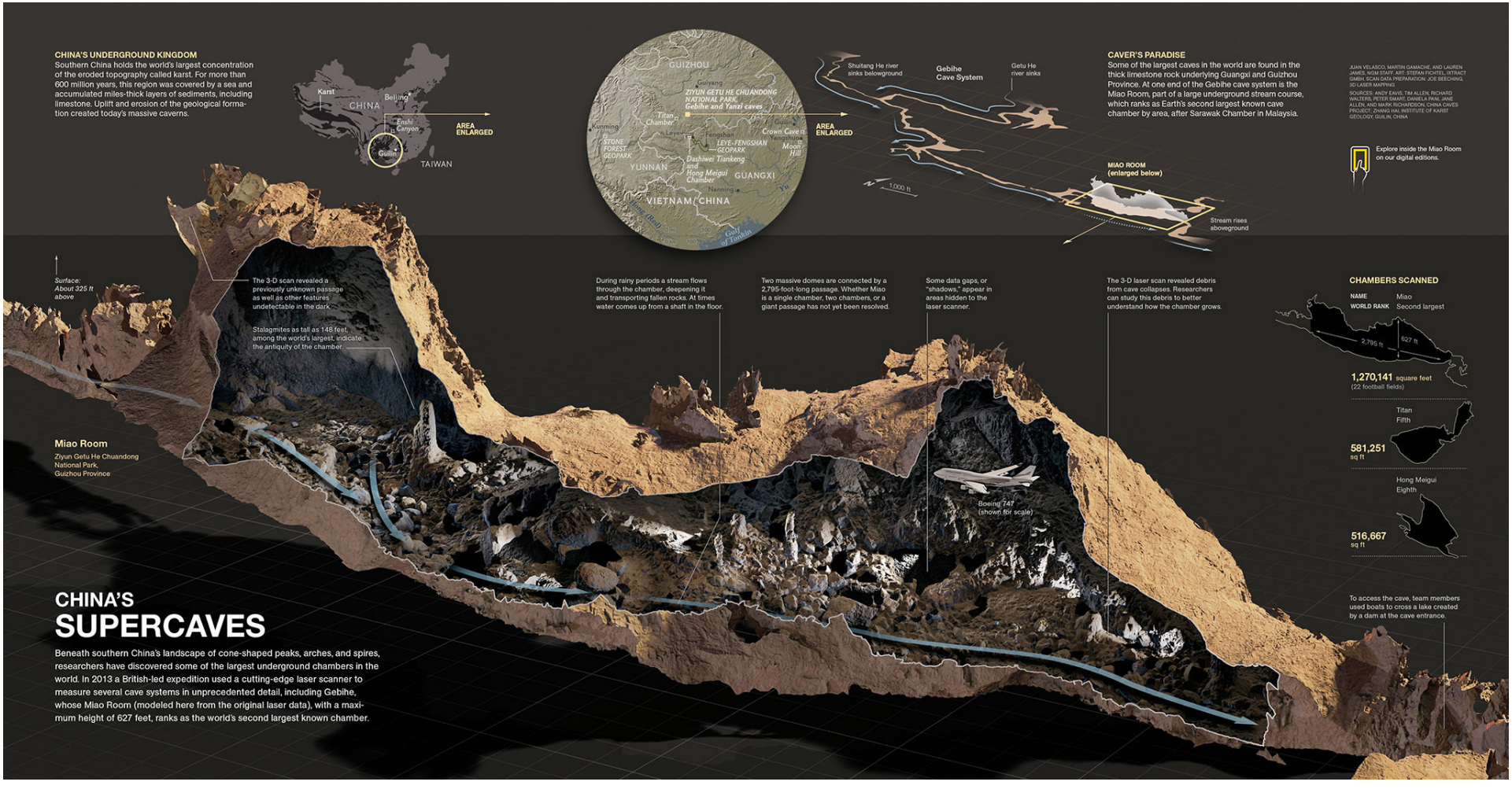
See What Your Pistons Are Up To - Nigel Homes http://www.nigelholmes.com/gallery/



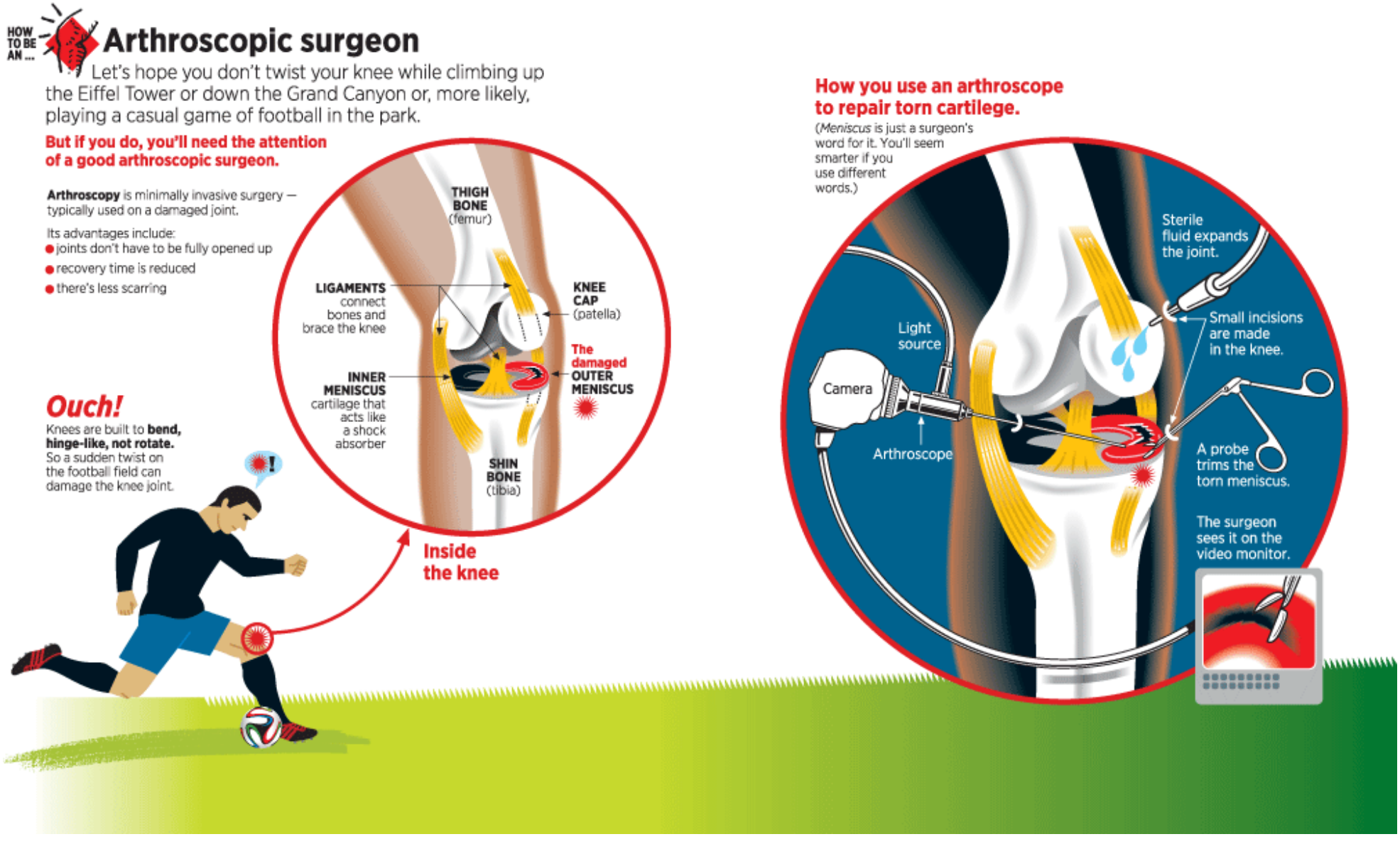
Guitars - Nigel Homes http://www.nigelholmes.com/gallery/



Ocean Wanderers - 5WGraphics https://www.5wgraphics.com



China's Supercaves - 5WGraphics https://www.5wgraphics.com



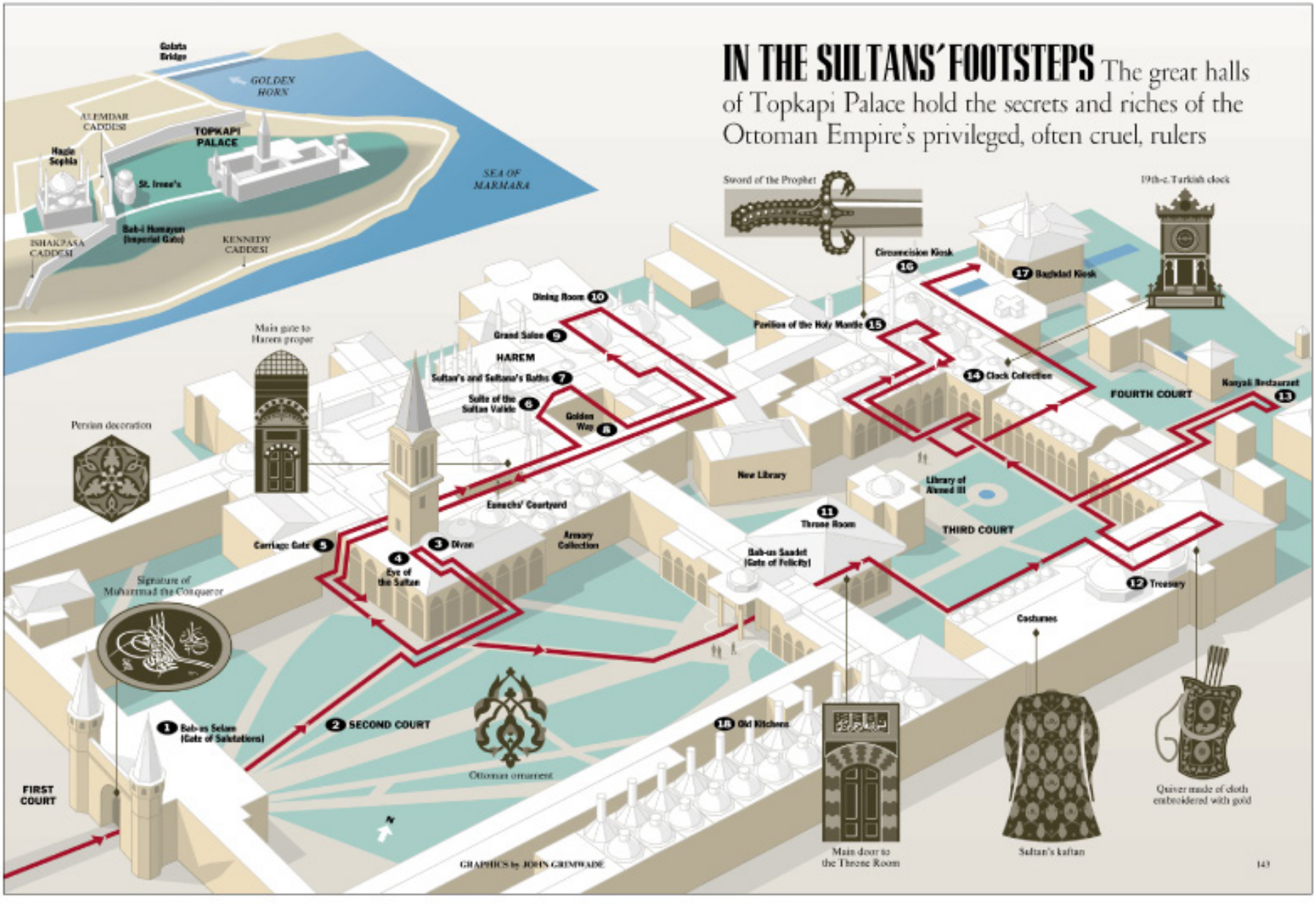
Arthroscopic Surgeon - Nigel Homes http://www.nigelholmes.com/gallery/

Types of Visual Presentations

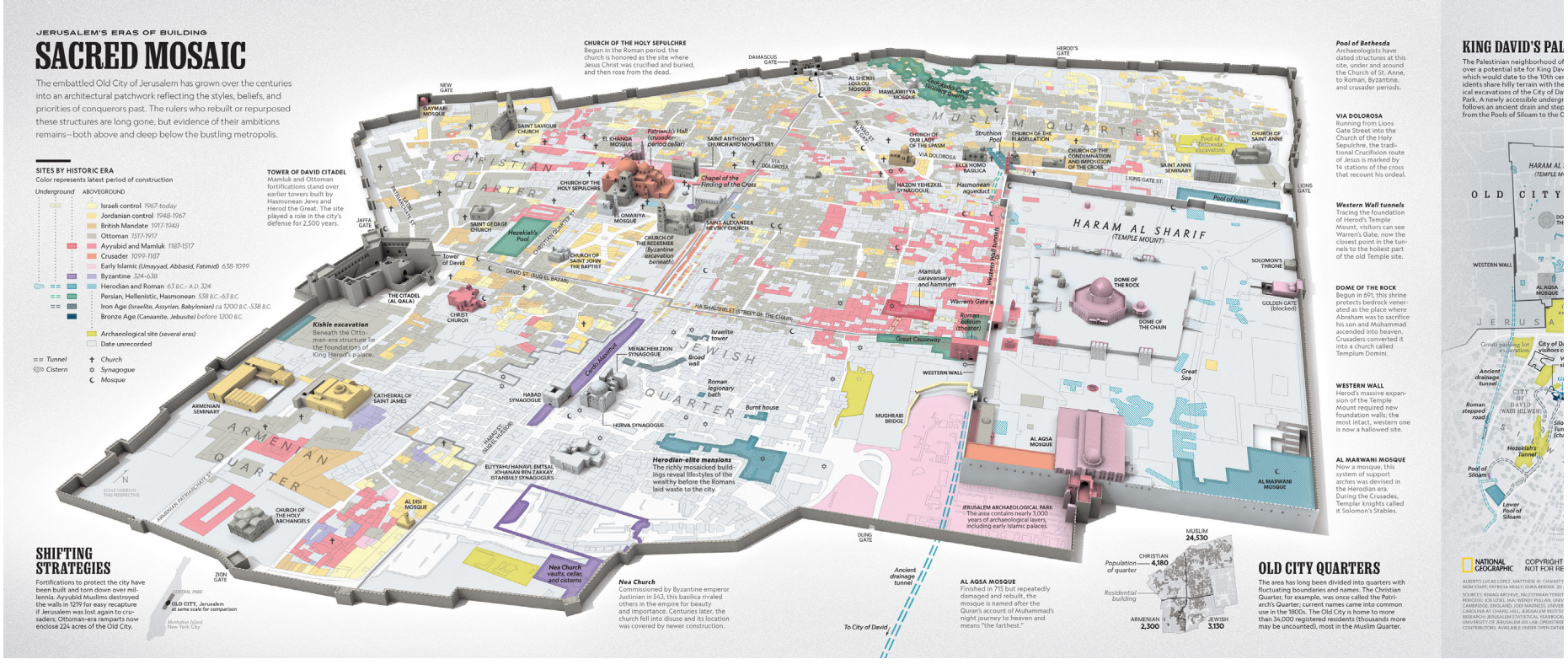
---

3. Geographic

China Rising - John Grimwade https://johngrimwade.com/



in The Sultan's Footsteps - John Grimwade https://johngrimwade.com/

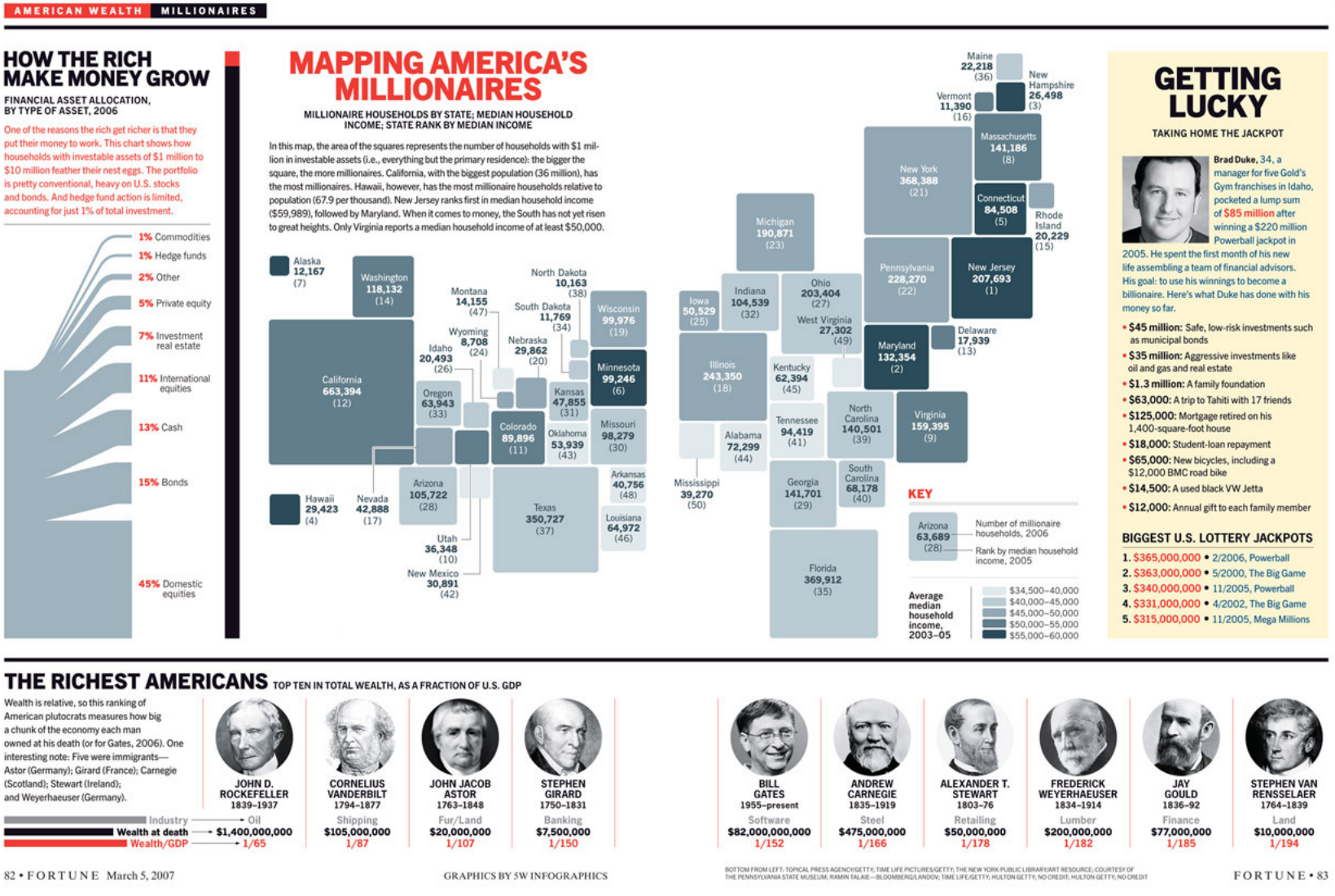


Modern Jerusalem - Alberto Lucas Lopez https://www.lucasinfografia.com/Under-Jerusalem

Types of Visual Presentations

---

4. FlowCharts



The Rich - 5WGraphics https://www.5wgraphics.com

THE ROAD LESS TRAVELED

Sticking with STEM for life

Future prosperity in the United States, experts predict, depends on an education program that piece by piece prepares students for jobs in science, technology, engineering and math (STEM). But there's one big problem: Many people who show some interest and ability in STEM early on don't stick with it. Today researchers, policymakers and employers are trying to understand how to build the skills and encourage the enthusiasm that will keep people on the STEM path for life.

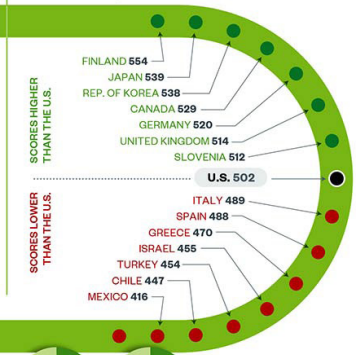
Male
Female
White
Black
Hispanic
Asian/Pacific islander
American Indian / Alaska native

EARLY YEARS

A majority of students in primary and secondary school don't achieve at the level expected in science and mathematics, with the shortfall most visible in high school. Though performance already varies among racial and ethnic groups, the gap between males and females is not yet pronounced.

PERCENT OF U.S. STUDENTS PERFORMING AT OR ABOVE PROFICIENT LEVEL, 2009

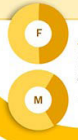
SCIENCE LITERACY SCORES, BY COUNTRY, 2009*



COLLEGE

Though a sizable chunk of students entering college intend to major in a STEM field, asmaller proportion actually graduate with these degrees. particularly high among women and black and Hispanic populations.

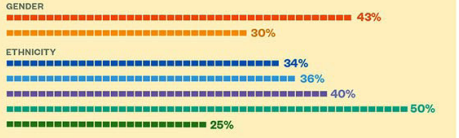
U.S. BACHELOR DEGREES AWARDED, 2009



49% of female STEM college students say they chose their field because of a desire to make a diference, compared with 34% of male STEM students.

1 in 10 students who receive a bachelor's degree in STEM go on to receive a STEM doctoral degree.

FRESHMEN INTENDING S&E MAJOR, 2009



70% of U.S. high school graduates go on to college.

36% of them intend to major in a STEM field.

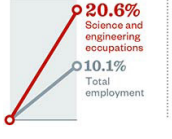
8th-grade math proficiency has more than doubled since

* Average PISA math and science literacy scores or 15 year-old students. PISA is the Program for International Student Assessment. PISA mathematics and science literacy scores range from 0 to 1,000.

WORKFORCE

As students graduate and get jobs, even more end up leaving the STEM path. This departure explains the poor representation of women and some racial and ethnic minorities in STEM fields.

EXPECTED GROWTH RATE BETWEEN 2008 AND 2018

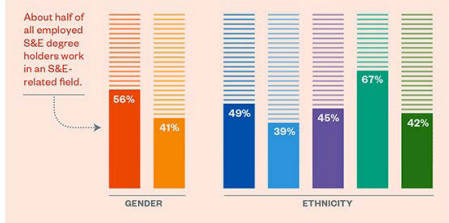


S&E IN THE U.S. WORKFORCE, 2008

Median annual wages for all U.S. employees:
$33,840

Median annual wages in 2010 in science and engineering job:
$75,820

S&E DEGREE HOLDERS WORKING IN AN S&E FIELD, 2008

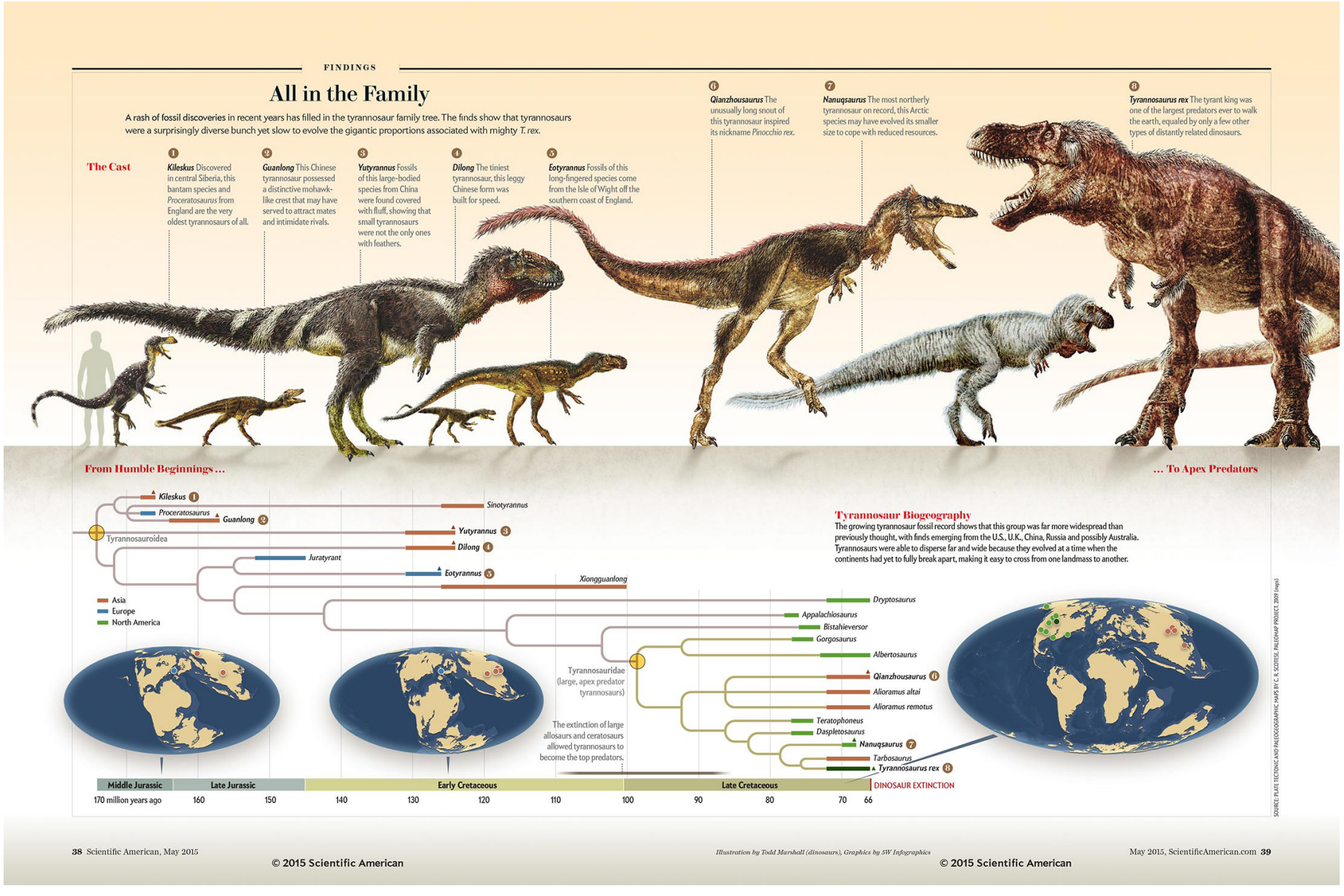


74% of science and engineering employees have a bachelor's degree or higher, compared with 27% of other employees.

* Figures represent total U.S. population that is of working age **Two or more races

Sources: nsf.gov

The Road Less Traveled - 5WGraphics https://www.5wgraphics.com



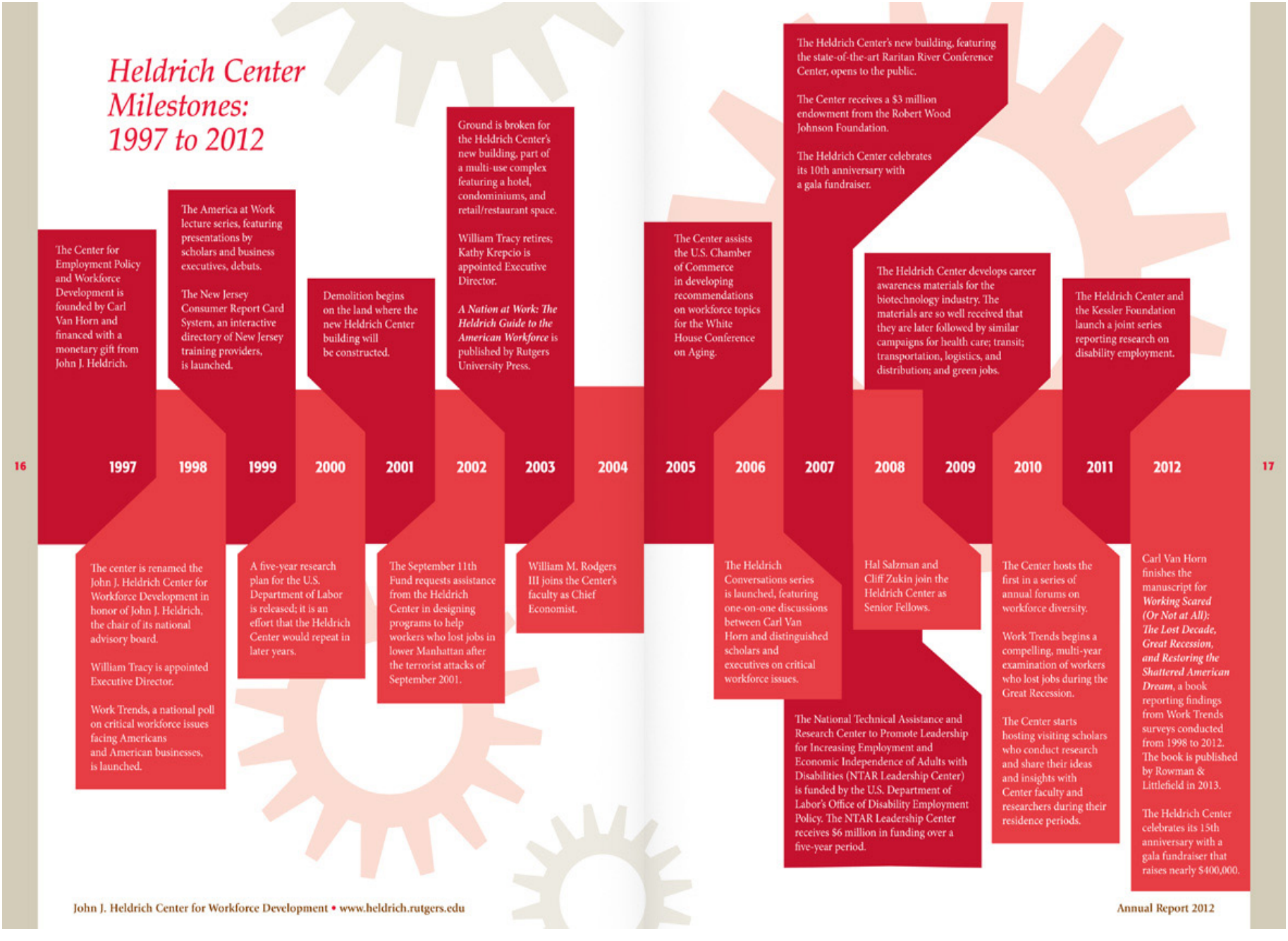
© 2015 Scientific American
Illustration by Todd Marshall (dinosaurs), Graphics by 5W Infographics
© 2015 Scientific American

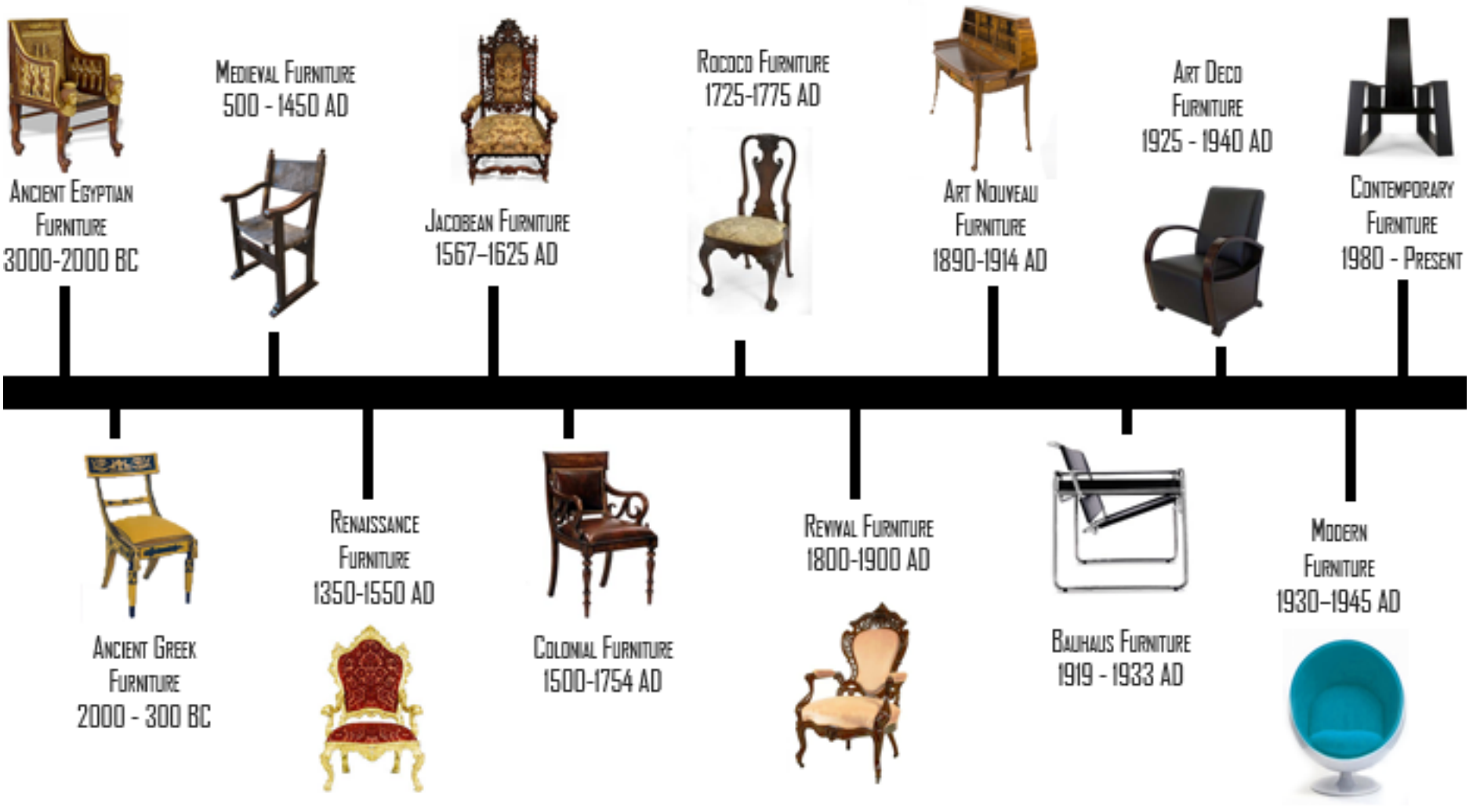
All In The Family - 5WGraphics https://www.5wgraphics.com

Types of Visual Presentations

---

5. Timelines


Heldrich Center Milestones: 1997 to 2012
1997
The Center for Employment Policy and Workforce Development is founded by Carl Van Horn and financed with a monetary gift from John J. Heldrich.
The center is renamed the John J. Heldrich Center for Workforce Development in honor of John J. Heldrich, the chair of its national advisory board.
William Tracy is appointed Executive Director.
Work Trends, a national poll on critical workforce issues facing Americans and American businesses, is launched.
1998
The America at Work lecture series, featuring presentations by scholars and business executives, debuts.
The New Jersey Consumer Report Card System, an interactive directory of New Jersey training providers, is launched.
1999
A five-year research plan for the U.S. Department of Labor is released; it is an effort that the Heldrich Center would repeat in later years.
2000
Demolition begins on the land where the new Heldrich Center building will be constructed.
2001
The September 11th Fund requests assistance from the Heldrich Center in designing programs to help workers who lost jobs in lower Manhattan after the terrorist attacks of September 2001.
2002
Ground is broken for the Heldrich Center's new building, part of a multi-use complex featuring a hotel, condominiums, and retail/restaurant space.
William Tracy retires; Kathy Krepcio is appointed Executive Director.
A Nation at Work: The Heldrich Guide to the American Workforce is published by Rutgers University Press.
2003
William M. Rodgers III joins the Center's faculty as Chief Economist.
2004
2005
The Center assists the U.S. Chamber of Commerce in developing recommendations on workforce topics for the White House Conference on Aging.
2006
The Heldrich Conversations series is launched, featuring one-on-one discussions between Carl Van Horn and distinguished scholars and executives on critical workforce issues.
2007
The Heldrich Center's new building, featuring the state-of-the-art Raritan River Conference Center, opens to the public.
The Center receives a $3 million endowment from the Robert Wood Johnson Foundation.
The Heldrich Center celebrates its 10th anniversary with a gala fundraiser.
The National Technical Assistance and Research Center to Promote Leadership for Increasing Employment and Economic Independence of Adults with Disabilities (NTAR Leadership Center) is funded by the U.S. Department of Labor's Office of Disability Employment Policy. The NTAR Leadership Center receives $6 million in funding over a five-year period.
2008
The Heldrich Center develops career awareness materials for the biotechnology industry. The materials are so well received that they are later followed by similar campaigns for health care; transit; transportation, logistics, and distribution; and green jobs.
Hal Salzman and Cliff Zukin join the Heldrich Center as Senior Fellows.
2009
2010
The Center hosts the first in a series of annual forums on workforce diversity.
Work Trends begins a compelling, multi-year examination of workers who lost jobs during the Great Recession.
The Center starts hosting visiting scholars who conduct research and share their ideas and insights with Center faculty and researchers during their residence periods.
2011
The Heldrich Center and the Kessler Foundation launch a joint series reporting research on disability employment.
2012
Carl Van Horn finishes the manuscript for Working Scared (Or Not at All): The Lost Decade, Great Recession, and Restoring the Shattered American Dream, a book reporting findings from Work Trends surveys conducted from 1998 to 2012. The book is published by Rowman & Littlefield in 2013.
The Heldrich Center celebrates its 15th anniversary with a gala fundraiser that raises nearly $400,000.
16
17
John J. Heldrich Center for Workforce Development • www.heldrich.rutgers.edu
Annual Report 2012



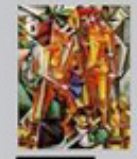
Furniture Design - Timeline

Graphical Timeline

Modern Graphical Timeline

Octy Puspitasari [03/1301034466]
Dita Restia Amelia [14/1301036124]
Eka Hardiningtyas [42/1301040065]
Widiyaningtyas [46/1301040324]

Era Conceptual Art



1907

KUBISME

Dipelopori oleh Pablo Picasso dan Georges Braque. Sebagai cabang pertama kubisme dikenal sebagai Analytic Cubisme yang dikenal sebagai gerakan radikal dan berpengaruh sebagai gerakan seni yang signifikan antara 1907 dan 1911

1909

FUTURISME

Futuris mengagumi kecepatan, teknologi, pemuda dan kekerasan. Mobil, pesawat, kota industri, dan semua yang merepresentasikan teknologi manusia atau alam.

1914

PLAKATSTIL

Plakatstil adalah gaya poster awal seni yang dimulai pada awal 1900-an dan berasal dari Jerman. Pertama dimulai oleh Lucian Bernard pada tahun 1906.
Ciri-ciri gaya seni biasanya tebal, font lucu dengan desain yang sangat sederhana. Bentuk dan objek disederhanakan sedangkan subjek poster tetap rinci.

1916

DADA

di Zurich dimulai pergerakan yang menyatakan kebangsaan Futurism, berhasma Dada. Disebut sebagai pergerakan anti art. Ciri khasnya dengan penggunaan kolase dan photomontage.

1917

de STIJL

gerakan seni di Leiden, Belanda, yang dipraksarsai oleh Theo van Doesburg. Konsep ini berkembang setelah terjadinya perang dunia pertama yang berlanjut lanut. Komunitas seni de Stijl kemudian berusaha memenuhi kebingan masyarakat dunia. mengenai sistem kehidupan baru, yaitu dengan menciptakan prinsip-prinsip dan estetika baru di dalam seni.

1919

Constuctivism

Konstruktivisme adalah seni dan arsitektur gerakan yang berasal dari Rusia yang mencoba gagasan "art for art's sake" yang mendukung seni sebagai sebuah praktek darahkan kepada tujuan sosial

1919

Bauhaus

Seorang arsitek Walter Gropius mendirikan sebuah institusi yang bernama Bauhaus, institusi ini dikuasai pada sebuah bentuk baru yang rasional dari perumahan sosial bagi pekerja. Ide dasar dari pola pengajaran dari Bauhaus adalah kesatuan dari artistik itu sendiri dan dedikasi praktikal. Beberapa tipe workshop yang diberikan : Metal, Tipografi, Seni Lukis Gelas, Pahatan, Mebel, Pekerjaan 3 Dimensi dan lain sebagainya.

1925

Art Deco

Art Deco merepresentasikan modernisasi dunia yang begitu cepat.
Art Deco dipengaruhi oleh berbagai macam aliran modern, antara lain Kubisme, Futurisme dan Konstruktivisme serta juga mengambil ide ide desain kuno misalnya dari Mesir, Grip dan Persia. Meskipun Art Deco terlihat seperti ultra modern, sebenarnya bisa dilakasi kembali ke jaman kuburan Mesir kuno. Ciri-cirinya warna yang kuat dan flur - flur arsitektural geometris yang berbentuk zig-zag ditambahkan ke dalam objek.

1950

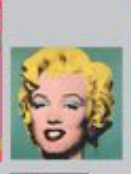
International Style

Di Swiss, unsur Futurisme, Konstruktivisme dan Bauhaus yang dikuling menjadi sistem utopia grid, sans serif jenis dan netralitas dikenal sebagai International Style. Ciri khasnya penggunaan grid matematika untuk memberikan struktur terlibatkan unity. tipografi sans serif, dan penggunaan fotografi di tempat ilustrasi dilarik. Kesan secara keseluruhan adalah sederhana dan rasional, terstruktur ketat dan serius, jelas dan objektif, dan harmonis.

1954

Psychedelic

Poster Psychedelic terinspirasi oleh Art Nouveau, Victorians, Dada, dan Pop Art. The "Fillmore Poster" termasuk di antara yang paling terkemuka sepanjang waktu. Ciri khasnya menggunakan banyak warna, hasan hurut yang rumit, komposisi simetris, elemen kolase, distorsi, dan ikonografi.
Kemudian berkembang Psychedelic cahaya yang menggunakan minyak dan pewarna pada emulsi yang ditekankan antara lensa cembung besar pada proyektor overhead lightshow.



1960

Pop Art

Pop Art telah mengubah definisi seni dan cara kita memahaminya, ia terkenal dengan "bende jadi," menjadi benda seni.
"Pop" istilah yang menggambarkan seni yang membuat penggunaan bahan benda dan teknologi dan budaya massa sebagai benda seni. Hal ini sering dijiplak dari iklan, fotografi, komik dan sumber media massa lainnya. Kehidupan sehari-hari adalah sumber tak terbatas untuk seni pop hari ini adalah inti dari pop art.

1976

Punk

Fenomena punk merupakan perolakan terhadap nilai-nilai yang berlaku. Penggunaan make up dan rambut ala teater, pakaian biasanya disesuaikan atau dipotong, sobek, atau dilungkun dengan pita, dan dibuta pada dengan peniti atau dirusak dengan cat, pin pengaman dan alat digunakan sebagai perhiasan.
Punk termasuk unsur ironi, humor absurditi dan kecurigaan anti dari budaya pada umumnya dan akan sori yang dibuat sendiri

1980

New Wave

Wolfgang Wengert adalah desainer grafis Jerman dikreditkan sebagai narak misyang dari New Wave.
Dia menggunakan Swiss Tipografi sebagai titik awal dan kemudian memanipulasi kerjasah.
Percobaan tipografi didasarkan pada pemahaman intim dan simbolis, semantik dan fungsi pragmatis dari tipografi. Sedangkan tipografi Swiss tradisional terutama berfokus pada fungsi whitaksi.

1986

Design Outside the Line

Wahana untuk mengekspresikan ide-ide sosial kontemporer. Mendekonstruksi tipografi dan layout.

Desainer yang termasuk, antara lain Tibor Kalman dan David Carson

{periode}

AVANT GARDE

Avant-garde dianggap sebagai tonggak pemutusan modernisme.
Kelonjongkan seniman telah menerapkannya dan dengan gerakan avant-garde dan masih terus melakukannya, menekuni sejarah. dari Dada melalui Situasionis untuk seniman postmodern seperti penyair Bahasa sekitar tahun 1981.

PICTORIAL MODEREMIST

Dipengaruhi oleh Kubisme dan Konstruktivisme.
Desainer grafis yang terlibat dalam poster berpikir bil tegang antara pencipitan gambar ekspresif dan simbolis di satu sisi dan mereka kepihatinan bagi organisasi visual total pelawasi gambar di hangan lainnya.

PICTORIAL POSTCUBIC MODERENISM

Pergerakan ini dikenal juga sebagai art deco, menciptakan grafik desain yang geometrik dan terpengaruh oleh kubisme, Bauhaus, the Vienna Secession, De Stijl dan suprematism.
Salah satu desainer grafis kunci yang digunakan art deco adalah Edward McKnight Kauffer yang mengaplikasikan seni modern dalam desain. Desainer berpengaruh lainnya adalah AM Cassandre, yang menguasai mengintegrasikan kata-kata dan citra menjadi satu total desain dengan objek yang diadethunakan dan hampir ikonografi.

POSTMODERN

istilah ini Postmodernisme merunjuk sebuah gerakan arsitektur internasional yang muncul pada 1960-an. Gerakan ini sebagian besar telah menjadi reaksi terhadap kesederhanaan, ortodoksi, dan absolutisme formal Gaya Internasional.

Praktisi arsitektur postmodern cenderung menekankan kembali unsur-unsur metaforis, simbol, dan konten dalam desain mereka dan pekerjaan mereka. Mereka berbagi minat massa, warna pemutusan, dan tekstur dan sering menggunakan bahan bangunan yang tidak ortodoks.

Robert Venturi dan Denise Scott Brown menyadari struktur pasca-modern pertama di penggiran kota Philadelphia pada tahun 1961, yaitu Mereka menggunakan elemen vernakular dan overdoing skop dan cintu melengkung untuk menandakan lingkungan rumah tradisional.

{konteks jaman}

KAPITALISM **ABAD MESIN** **PERANG DUNIA I** **PERANG DUNIA II** **ABAD INFORMASI**

REVOLUSI INDUSTRI, SAINS, dan TEKNOLOGI **PERANG IDEOLOGI**

Timeline Modern Graphical Yasu Yassyash

THANK YOU!