EXHIBITION DESIGN & WAYFINDING SYSTEMS

Special Topics in Graphic Design
COMD3505 - SPRING 2024

Course Description
Maximum Credits: 3
2 cl hr, 2 lab hrs

This course offers rotating topics in the graphic design field. Current topics include signage and way-finding systems, exhibition design, lettering, experimental typography, typeface design and others. (*Students can take this twice with a different topic.*)

Special Topic

Students research historical event/movement for the purposes of a user experience (exhibition) through space. Using type and image at large scale students will design a 360-degree user experience based on their research and storytelling. Students will also develop a wayfinding system for instruction on how to display and discover the exhibit.

Prerequisites

COMD 2400 or department permission

Instructor

M. Genevieve Hitchings
Email: mhitchings@citytech.cuny.edu
Office Hours: Tuesday 1:15-2:15PM in person (Room P114) and Tuesday 1-2PM online (email for meeting room link)

Class Meeting Time

Tuesday: 2:15pm – 5:35pm (Room P114)

Teaching/Learning Method

- Demonstrations
- Lectures
- Critiques
- Presentations
- Everyone must sign-up for OpenLab: https://openlab.citytech.cuny.edu

Class Website

You can access the class website via City Tech's OpenLab:
https://openlab.citytech.cuny.edu/hitchings-comd3505sp2024/

Recommended Texts

Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems 2nd Edition by Chris Calori and David Vanden-Eynden
ISBN-13: 978-1118692998

Attendance (College) and Lateness (Department) Policies

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop from your grade due to an inability to meet the deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any two 'lates' (15 minutes or more) will be equal to 1 absence.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions and other intellectual property owe their audience and sources accuracy and honesty in using, crediting and citation of sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.

Statement

I reserve the right to change the syllabus or grading formula as need be, given the composition and progress of the class. I will notify you about these changes in writing on the website and orally in class as soon as I make them, giving you time to adjust your approach if need be. I reserve the right to take pictures and video of our work in class, although I will not publish images or footage of you publicly. I also reserve the right to keep samples of your work to feature on my professional website, as part of my teaching portfolio, and to illustrate points for future classes.

Class Policies

1. If you miss a class or will be missing a class, you <u>must</u> send me an email. Use your City Tech email for all school business.
2. Keep and backup all the exercises and projects that you have created throughout the semester.
3. You are expected to keep up with the class blog.
4. You will be penalized for late work; typically one point for each day you are late.
5. Missed assignments will earn a zero. No partial credit will be given.
6. No social media or texting during class. I reserve the right to reject you from class and give you an absence for the day.
7. Respect your classmates as you would be respected.
8. No food or drink allowed in the labs.
9. When you email me, please write the subject line as follows: COMD 3505 [Your Name]
10. You have the option to revisit earlier projects and revise them based on original comments. If you feel you can improve your grade, this is your opportunity.
11. If you will not be able to present or hand in a project on the scheduled day, it is your responsibility to notify me PRIOR to the due date and request alternate arrangements.
12. Points will be deducted from your project grade for missed critiques.
13. Late or missing work due to technological malfunctions such as a failed computer or flash drive will not be excused.

Required Supplies

- Sketchbook
- Tracing Paper
- Pencils
- Markers
- External Drive/Cloud access

Deliverables

Part 1: Exhibition Design Experience through a particular space
PROJECT 1 Exhibition Design: Pop-up Exhibit based on research including 3-D designs displays and type and image designs at varying scales addressing viewers experience through space. Deliverables can include a dharma as well as interactive displays/ kiosks.

Special focus is on creating interpretive environmental experiences that include storytelling, sustainability and environmental design.

Part 2: Wayfinding Systems Graphics and information systems
PROJECT 2 Wayfinding: Pop-up Exhibit based on research students generate graphic as well as models to formally show their pop-up museum and shape their visitors' experience, including signage and floor plans. Expect field trips to visit some of New York's richly narrative spaces.

Grading
40% -- Assignments: Sketchbook & Process
20% -- Project 1
20% -- Project 2
10% -- Participation

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should:	**Evaluation methods and criteria:**
Explore best practices for exhibition and wayfinding design including considerations for costs, project management, and sustainable materials.	Students will display competency through discussions, research and by creating an exhibition space and wayfinding system.
Expose students to design problems that are dimensional in nature and/ or exist in a physical space.	Students will display competency through discussions, research and by creating an exhibition space and wayfinding system.
Explore 3-dimensional design principles as they relate to space and human behavior.	Students will display competency through discussions, research and by creating an exhibition space and wayfinding system.
Define and explain exhibition space design and wayfinding theory.	Students will display competency through discussions, research and by creating an exhibition space and wayfinding system.

General Education Outcomes

GENERAL EDUCATION OUTCOME	HOW THE OUTCOME IS COVERED
Oral Communication Prepare and deliver oral communication that promotes knowledge and understanding.	Evaluate how well students absorbed and consequently applied the learning through oral presentation of projects.
Thinking Critically Think critically to evaluate evidence and the perspectives of others before accepting or formulating an opinion.	Evaluate through class discussion, critique, and/or written tests if students use appropriate nomenclature to defend creative, critical and technical decisions in project concepts and development.
Information literacy Research and evaluate information sources.	Evaluate through class critique to determine how well students were able to advance their project concepts by using logic to make decisions and applying evidence of research with citations.

Topical Outline – (Outline will be

Week	Date	Lecture Topic and Lab Work

1	1/30	Introduction Environmental Graphics – Exhibition Design – Wayfinding System
2	2/6	Exhibition Design Topic Ideas – Exhibition Narrative (what is the story?) – Developing an Exhibition Narrative: big idea, object list and concept studies.
3	2/13	Exhibition Design Planning – Spatial planning and object placement (what will the story look like?) – Scale model, final object placement and floor plan.
4	2/20	Exhibition Design Staging – (how will you tell the story?) – Object interpretation and display, elevations, materials and finishes.
5	2/27	Exhibition Design – Information Graphics and Delivery – (how will you communicate the story?) – Exhibition graphic identity and promotional signage system.
6	3/5	Wayfinding Systems – Study of Wayfinding – Finding your way: sign audit and wayfinding analysis.
7	3/12	Wayfinding Systems – Informational Messages – Universal symbols – Family of pictograms/symbols for a given topic/location.
8	3/19	Wayfinding Systems – Directional Messaging – Large format images – Full size freestanding sign mock-up that directs people in three locations.
9	3/26	Wayfinding Systems – Typographic Scale MUSEUM FIELD TRIP – Museum of the City of New York – Comprehensive sign system that includes a location plan, vocabulary of sign types and detailed specifications.
10	4/2	**FINAL Project Development**: Exhibition Design and Wayfinding System – Development of professional presentation documenting project process and final design intent
11	4/9	Exhibition Design and Wayfinding System Final Project – Development of professional presentation documenting project process and final design intent
12	4/16	Exhibition Design and Wayfinding System Final Project – Development of professional presentation documenting project process and final design intent
	4/23	Spring Break
	4/30	Spring Break

13	5/7	In Class Presentations
14	5/14	Revisions
15	5/21	FINAL DUE