

## EXHIBITION DESIGN & WAYFINDING SYSTEMS

### Special Topics in Graphic Design

COMD3505 - SPRING 2022

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

**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](mailto:mhitchings@citytech.cuny.edu)

Office Hours: Monday 1:30-2:30PM in person (Room P115) and Tuesday 4-5PM online (email for meeting room link)

**Class Meeting Time** Monday: 2:30pm – 6:20pm (Room P115)

**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-comd3505sp2022/>

**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** Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

**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 citing 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 at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

**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 must 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

<b>Course Objectives</b>	INSTRUCTIONAL OBJECTIVES	ASSESSMENT
	<b>For the successful completion of this course, students should:</b>	<b>Evaluation methods and criteria:</b>
	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.
<b>General Education Outcomes</b>	GENERAL EDUCATION OUTCOME	HOW THE OUTCOME IS COVERED
	<b>Oral Communication Speaking:</b> The student will demonstrate the ability to articulate himself or herself using relevant industry-specific language	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.
	<b>Thinking Critically</b> The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.	Evaluate through class critique to determine how well students were able to advance their project concepts by applying evidence and using logic to make decisions.
	<b>Application Ability</b> to successfully apply concepts into both in-class and long-term assignments	Evaluate how well students absorbed and consequently applied the learning through oral critiques of projects.

<b>Topical Outline –</b> (Outline will be adjusted as semester progresses. Students will be notified.)	Week	Date	Lecture Topic and Lab Work
	1	1/31	Introduction Environmental Graphics – Exhibition Design – Wayfinding System
	2	2/7	Exhibition Design Topic Ideas – Exhibition Narrative (what is the story?) – Developing an Exhibition Narrative: big idea, object list and concept studies.

3	2/14	Exhibition Design Planning – Spatial planning and object placement (what will the story look like?) – Scale model, final object placement and floor plan.
	2/21	No Classes
4	2/28	Exhibition Design Staging – (how will you tell the story?) – Object interpretation and display, elevations, materials and finishes.
5	3/7	Exhibition Design – Information Graphics and Delivery – (how will you communicate the story?) – Exhibition graphic identity and promotional signage system.
6	3/14	Wayfinding Systems – Study of Wayfinding – Finding your way: sign audit and wayfinding analysis.
7	3/21	Wayfinding Systems – Informational Messages – Universal symbols – Family of pictograms/symbols for a given topic/location.
8	3/28	Wayfinding Systems – Directional Messaging – Large format images – Full size freestanding sign mock-up that directs people in three locations.
9	4/24	Wayfinding Systems – Typographic Scale – Comprehensive sign system that includes a location plan, vocabulary of sign types and detailed specifications.
10	4/11	<b>FINAL Project Development:</b> Exhibition Design and Wayfinding System Process Book – Development of professional presentation book documenting project process and final design intent
	4/18	No Classes
11	4/15	Exhibition Design and Wayfinding System Final Project – Development of professional presentation book documenting project process and final design intent
12	5/2	Exhibition Design and Wayfinding System Final Project – Development of professional presentation book documenting project process and final design intent
13	5/9	In Class Presentations
14	5/16	Process Book Revisions
15	5/23	FINAL Process Book DUE