

DE: Visual Presentation and Exhibition Design

DE 000 — DISPLAY/EXHIBIT DESIGN

3-60 credit; 3 lab hours

DE 101 — Principles of Display and Exhibit Design: Small Scale

2 credits; 1 lecture and 2 lab hours

For students not majoring in Visual Presentation and Exhibition Design. Basic hands-on display methods used in visual merchandising and an understanding of two- and three-dimensional design practices and materials.

DE 102 — Principles of Display and Exhibit Design: Large Scale

2 credits; 1 lecture and 2 lab hours

The introduction to and hands-on creation of large-scale displays using mannequins, fashions, and props.

DE 143 — Styling for Visual Presentation

2 credits; 1 lecture and 2 lab hours

Through lectures, demonstrations, and studio projects, students explore an array of styling and visual presentation techniques used in a range of media. Assignments include set and prop styling, scouting for locations, styling for celebrities, fashion shows, and video production.

DE 216 — Foundation in Spatial Experience Design

2 credits; 1 lecture and 2 lab hours

This course introduces students to the multidisciplinary process of visual presentation and exhibition design, incorporating an array of conceptual, visual, and technical considerations for retail, museum, trade show, and related presentation environments.

DE 226 — CAD for Visual Presentation

2 credits; 1 lecture and 2 lab hours

This course presents 3D CAD techniques in Vectorworks, enabling designers to develop and present their concepts in 3D drawings and renderings.

Prerequisite(s): VP 321.

DE 299 — Independent Study in Visual Presentation and Exhibition Design

1-3 credit

Prerequisite(s): a minimum 3.5 GPA and approval of instructor, chairperson, and dean for Art and Design.

DE 401 — Point-of-Purchase Ad/Display

2.5 credits; 1 lecture and 3 lab hours

For Packaging Design students. The dynamics of the packaging/display relationship as a catalyst to the sale of merchandise are presented. Coursework includes the development of point-of-purchase (POP) graphic designs and the techniques, materials, and construction of basic POP ideas.

DE 499 — Independent Study in Design and Exhibit

1-3 credit