DE: Visual Presentation and Exhibition Design

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. (G6: Arts).

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 123 — Design and Rendering I
2 credits; 1 lecture and 2 lab hours
Principles of display drafting and rendering, including drafting of floor plans and elevations, are presented. Introduces perspective drawing as a means of expressing design concepts.

DE 124 — Design and Rendering II
2 credits; 1 lecture and 2 lab hours
Students are introduced to conceptual design development, incorporating visual adaptation in one- and two-point perspective drawing for retail, trade show, and exhibition presentations.
Prerequisite(s): DE 123.

DE 125 — CAD for Visual Presentation
2 credits; 1 lecture and 2 lab hours
This course introduces two-dimensional computer drafting. Using Vectorworks, students draw plans and elevations for visual presentation and exhibition design projects.
Prerequisite(s): DE 123 and DE 141 or approval of chairperson.

DE 131 — Studio Design: Product Presentation
2 credits; 1 lecture and 2 lab hours
Course introduces contemporary display techniques, equipment, and materials for designing three-dimensional product presentations within the retail environment.

DE 133 — Advanced Studio Design: Product Presentation
2 credits; 1 lecture and 2 lab hours
Using mannequins, students conceive, design, and execute fashion presentations thematically coordinated with large-scale product presentations.
Prerequisite(s): DE 131.

DE 141 — Display Graphics I
2 credits; 1 lecture and 2 lab hours
Students are introduced to the role of graphics in the display and exhibit design field. The importance of typography as the root of visual communication is explored using the Macintosh platform as the graphic design tool.

DE 142 — Display Graphics II
2 credits; 1 lecture and 2 lab hours
Students develop problem-solving and project-management skills by designing a storewide promotion for an upscale retail environment. They design a logo, advertising, signage, and other graphics using digital and traditional design and production techniques. Projects present students the opportunity to further develop their computer skills using Adobe Illustrator, QuarkXPress, and Adobe Photoshop.
Prerequisite(s): DE 141.

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 161 — Professional Practices

1.5 credits; 1 lecture and 1 lab hour

Develops an awareness of the cultural influences that shape the creative expression of the designer in the promotion and presentation of consumer products. Field trips and guest lecturers are included.

DE 213 — Exhibition Design

3 credits; 1 lecture and 4 lab hours

Introduces the process of creating exhibitions from conceptualization through design development and presentation. Students learn and apply principles and criteria specific to organizing and conveying information in exhibition environments. Understanding of the principles is demonstrated through proposals that include models, presentation drawings, and other design materials.
Prerequisite(s): DE 125 and DE 236
Co-requisite(s): DE 243.

DE 216 — Foundation in Visual Presentation and Exhibition 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.
Co-requisite(s): (for one-year Communication Design Foundation students) GD 216.

DE 225 — Design and Rendering III

1.5 credits; 3 lab hours

Advances design and presentation techniques by introducing the student to modelmaking in the creation and research of exhibitions and designer-oriented fashion shows.
Prerequisite(s): DE 124.

DE 226 — CAD for Visual Presentation II

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): DE 125 or approval of chairperson.

DE 232 — Elements of Visual Merchandising

1.5 credits; 3 lab hours

Presents an overview of how the department store and the small retail shop coordinate their merchandise presentations with their overall design concepts, fixturing, and graphic/signage components.
Prerequisite(s): DE 124 and DE 141.

DE 234 — Point-of-Purchase Display

1.5 credits; 3 lab hours

Introduces the dynamics of the point-of-purchase (POP) display and its impact on the presentation and sale of merchandise. Includes the design and development of POP structural units using graphics/typography and stresses appropriate materials and construction techniques.
Co-requisite(s): DE 236.

DE 236 — Studio Design/Exhibition

1.5 credits; 3 lab hours

The elements of thematic display and exhibition design in commercial and institutional environs are examined. The development of professional concepts, ideology, and skills is stressed.
Co-requisite(s): DE 234.

DE 242 — Display Graphics III

1.5 credits; 3 lab hours

Students create graphic identities for three-dimensional display projects that are worked on concurrently in DE 125 and DE 232. The latest computer software is used to execute design solutions.
Prerequisite(s): DE 142
Co-requisite(s): DE 125 and DE 232.

DE 243 — Exhibit Design Graphics

1.5 credits; 3 lab hours

Students are introduced to large-format graphics in exhibition design. They learn how to develop design concepts, estimate print production budgets, specify materials, and prepare files for both offset print production and as large-format digital graphics. They produce, print, and mount a comprehensive signage system for the final-semester capstone exhibit.
Prerequisite(s): DE 242
Co-requisite(s): DE 213.

DE 251 — Event and Promotion Design

2 credits; 1 lecture and 2 lab hours

The displays and exhibits integral to special events, from one-time extravaganzas to permanent exhibitions, are explored. Students design visual presentations and develop techniques for varied applications, learning material sourcing, budget planning, and installation/strike factors.

DE 262 — Portfolio Development

1 credit; 2 lab hours

Preparation of the portfolio and resume for career placement and/or the establishment of a self-proprietorship.

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 301 — Visual Presentation for the Cosmetics and Fragrance Industry

2 credits; 1 lecture and 2 lab hours

The components of visual merchandising related to cosmetic and fragrance marketing are explored. Emphasis is on point-of-purchase promotions, seasonal color palettes, and presentation of product on the selling floor.

DE 302 — Photographic Exhibition Design

2 credits; 1 lecture and 2 lab hours

Students learn how to design, administer, and manage a professional theme-based photographic exhibition. The course focuses on gallery presentation and management with an emphasis on three-dimensional design, culminating in a final exhibition of the students' photography.

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.