

Visual Presentation and Exhibition Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSED: 36131 CIP: 50.0499

The major in Visual Presentation and Exhibition Design prepares students for opportunities in design positions as exhibition designers, store planners, visual merchandisers, museum exhibition designers, event planners, and designers for other themed environments. Curriculum below is for the entering class of fall 2020.

Semester 5		Credits
MAJOR AREA	VP 301 - Overview of Visual Presentation and Exhibition Design	2
	VP 311 - Space and Environment for Visual Presentation and Exhibition Design	2
	VP 312 - Product Presentation	2
	VP 321 - Visualization and Sketching for Design	2
	VP 331 - Three-Dimensional Construction for Visual Presentation and Exhibition Design	2
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/American History G10	3
	choice - see Requirements*: Liberal Arts/History of Art and Civilization	3
Semester 6		
MAJOR AREA	VP 313 - Visual Presentation in In-Store Design	2
	VP 314 - Mannequin Presentation for Retail and Exhibitions	2
	VP 341 - Graphic Strategy for Visual Presentation	2
	DE 226 - CAD for Visual Presentation	2
RELATED AREA	ID 241 - Lighting Design I	1.5
	CT 303 - Dynamic Branding	2
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/Other World Civilizations G9	3
Semester 7		
MAJOR AREA	VP 411 - Interpretive Exhibition Design	2
	VP 441 - Interpretive Exhibition Graphics	2
	choice - see Requirements*: Major Area Elective(s)	1.5
RELATED AREA	choice - see Requirements*: Related Area Elective(s)	3
LIBERAL ARTS	EN 323 - Specialized Writing and Thesis Preparation	3
	choice - see Requirements*: Liberal Arts/Foreign Language	3
Semester 8		
MAJOR AREA	VP 412 - Senior Design Project	4
	VP 461 - Portfolio and Professional Presentation	2
RELATED AREA	IC 497 - Senior Internship: Career Planning	3
	BE 404 - Business for Visual Presentation	2
	choice - see Requirements*: Related Area Elective(s)	1.5-2
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/Foreign Language	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	29.5
	RELATED AREA	13-13.5
	LIBERAL ARTS	18
	Total Credits:	60.5-61

***Fall 2020 Requirements:** See Below.

Liberal Arts and Art History: 18 credits

- **American History: 3 credits.** CHOICE of any course that meets the General Education American History requirement (G10)
- **English and Speech: 3 credits.** EN 323
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet the General Education Foreign Language requirement (G8)
- **History of Art and Civilization: 3 credits.** CHOICE of any HA course (for which prerequisites have been met) not previously taken or required
- **Other World Civilizations: 3 credits.** CHOICE of any HA course that meets the General Education Other World Civilizations requirement (G9)

Major Area Elective: 1.5 credits (minimum). CHOICE of DE 401, DE 234, VP 421, VP 431, VP 432, or VP 433

Related Area Electives: 4.5–5 credits total

Selective: 1.5–2 credits CHOOSE either ID 431 or CT 301 in semester 7 or 8

AND

Elective: 3 credits CHOICE of any elective course(s) in Art and Design for which student has met the prerequisite(s)

Upon graduating from the Visual Presentation and Exhibition Design BFA program, students will be able to:

1. Develop research techniques including trends analysis, brand review, interviews, and historical study.
2. Master presentation skills utilizing reports, presentation boards, and multi-media.
3. Manage the design process for a unique individual project from research, to concept, to final installation.
4. Create physical and digital models of spaces, displays and details using a variety of materials and software tools.
5. Develop techniques and methods for the placement and positioning of products and brands.
6. Complete full fabrication documentation packages, including dimensioned drawings, and material specifications.
7. Specify and research specialist and material support including lighting, props, and accessories in the development of fully realized displays and exhibitions.
8. Create graphic approaches to environmental projects that include type, color, material, and methodology.