

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 spatial experience fields including careers in exhibition design, retail design, product display, events, stage and screen, brand environments and themed places and spaces. An internship is required. Curriculum below is for the entering class of fall 2021.

Semester 5		Credits		
MAJOR	VP 302 - Overview of Spatial Experience Design	2	choice - see Requirements*: Related Area Elective(s)	1.5-2
AREA	VP 303 - Space, Environment and Visualization	4	LIBERAL choice - see Requirements*: Foreign Arts Language	3
	VP 312 - Product Presentation - Small Scale	2	TOTAL CREDIT REQUIREMENTS	
	VP 331 - Three-Dimensional Construction for Spatial Experience Design	2	MAJOR AREA	29.5
			RELATED AREA	13-13.5
LIBERAL	choice - see Requirements*: Liberal Arts/American History G10	3	LIBERAL ARTS	18
ARTS	choice - see Requirements*: History of Art and Civilization	3	Total Credits:	60.5-61
Semester 6				
MAJOR	VP 304 - Brand, Spatial Experience and Retail Design	2		
AREA	VP 305 - Placemaking, Wayfinding and Environmental Graphics	2		
	VP 306 - CAD for Spatial Experience	2		
	VP 314 - Product Presentation - Large Scale	2		
RELATED	CT 303 - Dynamic Branding	2		
AREA	ID 241 - Lighting Design I	1.5		
LIBERAL	choice - see Requirements*: Liberal Arts/Other World Civilizations G9	3		
ARTS				
Semester 7				
MAJOR	VP 400 - Portfolio and Careers in Spatial Experience Design	2		
AREA	VP 411 - Interpretive Exhibition Design	2		
	VP 441 - Interpretive Exhibition Graphics	2		
	choice - see Requirements*: Major Area Elective(s)	1.5		
RELATED	choice - see Requirements*: Related Area Elective(s)	3		
AREA				
LIBERAL	EN 323 - Specialized Writing and Thesis Preparation	3		
ARTS	choice - see Requirements*: Foreign Language	3		
Semester 8				
MAJOR	VP 412 - Senior Design Project	4		
AREA				
RELATED	BE 404 - Business for Visual Presentation	2		
AREA	IC 497 - Senior Internship: Career Planning	3		

***Fall 2021 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(s): 1.5 credits (minimum). CHOICE of DE 401, DE 234, VP 401, VP 404, VP 421, VP 431, VP 432, or VP 433.

Related Area Elective(s): 4.5–5 credits total

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

Elective(s): 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.