

Liverpool John Moores University

Title: Exhibition and Retail Design
Status: Definitive
Code: **4505IDS** (118307)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Stockport College

Team	Leader
Jon Moorhouse	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 76.00
Total Learning Hours: 240
Private Study: 164

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8.000
Off Site	4.000
Practical	59.000
Seminar	4.000
Tutorial	1.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS2		75.0	
Reflection	AS1		25.0	

Aims

To introduce design principles related to exhibition and retail and promote an understanding of structures, display and materials specification for the intended audience/consumer.

To gain an understanding in design development, using appropriate techniques to communicate ideas.

To understand the roles and responsibilities of the designer in a commercial context.

To enable students to understand and gain knowledge of health and safety issues related to exhibition and retail design.

Learning Outcomes

After completing the module the student should be able to:

- 1 To apply design principles related to exhibition and retail and demonstrate an understanding of structures, display and materials specification
- 2 To provide evidence of design development, using appropriate techniques to communicate ideas.
- 3 To demonstrate an understanding of the roles and responsibilities of the designer in a commercial context.
- 4 To demonstrate an understanding of related health and safety issues in design work.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	4
Reflection	3		

Outline Syllabus

This module will focus on the detail of exhibition and retail design. Students will work on a brief set by the industry with a 'live' site, to experience working in a professional context. Attention will be paid to detail, material specification, display fixtures and fittings, graphics and lighting. How spaces are used by the public will be explored in detail, such as, accessibility, circulation and health and safety. Students will present their work in both visual and verbal format and justify their design proposals. Whilst planning their own work students will be encouraged to work systematically and efficiently in order to complete work to a given deadline.

Learning Activities

A series of sessions will be delivered to give the students knowledge and understanding of fundamental principles of exhibition and retail design. Students will be encouraged to develop their independent study skills and a professional approach to the creative process. Health and safety issues related to interior design will be addressed during the design process.

References

Course Material	Book
Author	Adler, D.
Publishing Year	1999
Title	Metric Handbook
Subtitle	Planning and Design Data
Edition	
Publisher	Architectural Press
ISBN	

Course Material	Book
Author	Meshner, L
Publishing Year	2010
Title	Retail Design
Subtitle	E Book
Edition	
Publisher	Ava Publishing
ISBN	

Course Material	Book
Author	
Publishing Year	
Title	Arup Lighting
Subtitle	
Edition	
Publisher	RIBA
ISBN	

Course Material	Book
Author	Cuttle, C.
Publishing Year	2008
Title	Lighting by Design
Subtitle	
Edition	
Publisher	Elsevier
ISBN	

Course Material	Book
Author	Karlen, M. and Benya, J.
Publishing Year	2004
Title	Lighting Design Basics
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
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Author	Dernie, D
Publishing Year	2007
Title	Exhibition Design
Subtitle	
Edition	
Publisher	Laurence King
ISBN	

Course Material	Book
Author	Locker, P.
Publishing Year	2010
Title	Exhibition Design
Subtitle	
Edition	
Publisher	Ava
ISBN	

Course Material	Book
Author	Lorenc, J.
Publishing Year	2007
Title	What is Exhibition Design
Subtitle	
Edition	
Publisher	Rotovision
ISBN	

Course Material	Book
Author	Delgado, L.
Publishing Year	2005
Title	Ultimate Shop Design
Subtitle	
Edition	
Publisher	Te Neues
ISBN	

Course Material	Book
Author	Barreneche, R.
Publishing Year	2005
Title	New Retail
Subtitle	
Edition	
Publisher	Phaidon Press
ISBN	

Course Material	Book
Author	Ridley, J.
Publishing Year	2008

Title	Health and Safety in brief
Subtitle	
Edition	
Publisher	Oxford: Elsevier Science and Technology
ISBN	

Notes

Students will be given a choice of project, exhibition or retail, to develop an area of specialism within interior design. An existing site will be used for the location to remodel as a space for display, exhibition or retail.

Skills:

- Principles of exhibition and retail design
- Concept design
- Autocad
- Lighting
- Materials
- Presentation of work