

VCT 3040 Display & Exhibit Tech

Lecture: Tuesday 6 - 7:15 pm

Lab: Tuesday 7:20 pm - 10:20 pm

Room 238 Technology Building - Lecture & Lab

August 24 – December 18, 2009

Instructor: Fred Leighton

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Office Location: College Park Building, Room 163

Office Hours: Mondays 4 to 6pm, Tuesdays 3:30 to 5:30, or by appt.

Course Description

Display and exhibit industry from problem analysis through design and production to installation and evaluation. Overview of "high-tech" media used to stop audiences and create the desired outcome. Four hours lecture and laboratory. Prerequisites: VCT 1030 or 2030 (previously VCT 103 or 203). Extra fee.

Course Objectives

The course will focus on creating commercial including in-store and point-of-sale (POS) displays . Students will plan, design and develop design prototypes for commercial exhibition and trade show design. Research and concept development will be incorporated into the development process which will include design briefs, presentations and 3D design visualization. Software will include Google SketchUp, Adobe Illustrator, In Design, and Photoshop. Lectures will focus on history, theory and industry practices; Labs will focus on building skills through demonstrations and in-class assignments along with continuing project work and related presentations.

Skills to be mastered

Understanding of trade show and exhibition design: history of field, skill sets related to this area of design, current industry trends and technologies

Development, design, and creation of in-store displays including point-of-sale or purchase displays.

Research and discussion of industry practices, trends, and specific skills related to understanding client projects based on given constraints (budget, time, quality, resources).

Understanding of specific differences in a projects based on constraints, parameters, and purpose of work.

Concept development and presentation in individual work and as a member of a project group

Development and creation of in-store display and point-of-sale purchase displays

Course Format

There are two components to the course, lecture and lab. The lecture component will be a combination of software demonstrations, presentations and discussion of historical, technical, and concept related to the course subject matter along with discussion of current industry practices. Lab sessions will consist of demonstrations and in-class assignments which will be aimed at building skills in the use of software and other skills in support of project work.

Please note:

You will be required to log into my.bgsu.edu for any lecture notes and/or additional information about class projects, tutorials, etc. using the Blackboard system. In addition, any and all electronic communication will be conducted using your bgsu email (username@bgsu.edu).

Software

Adobe CS4 software including: Photoshop, Illustrator, and InDesign.

Google Sketch Up 7

Text Resources

Resources will be made available through the digital drop box in blackboard, online resources available in the web links section of blackboard, and full textbook resources available via Safari Books Online which can be accessed through the online catalog of the Jerome Library on the BGSU website. The instructor will make announcements as to suggested resources during the semester.

available via BGSU libraries online Safari Books Online

Google SketchUp Cookbook, 1st Ed., Bonnie Roskes, O'Reilly Media, Inc., 2009

Google SketchUp: The Missing Manual, 1st Ed., Chris Grover, O'Reilly Media, Inc., 2009

Materials

Students should have writable media for backing up important files (USB drive, CD-R discs, firewire drives etc.) in combination with available server storage: myFiles, personal.bgsu.edu. Group folders on myFiles and the 'digital drop box' on blackboard will be used as a location for copying files back and forth for class demos, and files associated with assignments and projects. Group folders on myFiles exist only for this semester - any files in this location will be erased at the end of the semester.

Grading Opportunities

Assigned project grades will include a technical component, conceptual and aesthetic evaluation. Each assignment will clearly state the goals and areas of grading.

Students are expected to complete all assignments, which need to be submitted on the due date. Assignments will not be accepted late. If an assignment is turned in later, the final grade will be reduced by one letter grade for each class it is late.

ANY CLASS MISSED WILL NOT BE REPEATED. IT IS YOUR SOLE RESPONSIBILITY TO CONTACT YOUR CLASS COLLEAGUES FOR MISSED INFORMATION.

Work lost because of computer/software crashes or failure to back up files, will be counted as a zero. Learn to save frequently, and back-up and maintain multiple copies of work constantly distributed across different storage media. These are important

habits to develop for your career. No excuses for lost work.

It is the student's responsibility to read and understand the assignment sheets. Ask questions directly or via email if you do not understand an assignment, as soon as possible.

The course grade will be compiled from the following areas:

Assignments 30%
Class Projects 60%
Mid-Term Exam 5%
Final Exam 5%

All work submitted for a grade in this course must have been done by the student submitting the work and must have been completed in the current semester. Submission of prior work and/or work done by another individual will result in a failing grade and immediate dismissal from the course.

Grading Standards

Letter Grades

A (92-100) - Excellent
B (82-91) - Good
C (72-81) - Average
D (62-71) - Below Average
F (61 or below) - Failure

Please note:

'C' is the lowest grade accepted by the VCT department for students enrolled as VCT majors. A letter grade of 'D' or 'F' will result in the course not counting towards graduation requirements.

Criteria for evaluation of projects:

Quality of work relating to concepts, ideas and research, as well as effective and creative use of tools for required tasks. All graded work assignments, projects, and exams will clearly state the objectives and areas of grading. This information will be included in the assignment, project, or exam description on blackboard. Any

graded work will communicate how a student performed and how the grade was calculated following these criteria. If there is any question during the semester as to why a grade was given or how it was determined, please see the instructor during office hours or other scheduled appointment time.

Attendance Policy

Contact the instructor by email or phone (email preferred) if you know you will be missing a class beforehand, or within 24 hours after missing a class due to unavoidable circumstances. Please refer to your student handbook and/or school website on school policy regarding weather or medical emergencies in regards to attendance. Class attendance for both lecture and lab are critical to understanding the subject matter and successfully completing the course.

Breaks

Breaks will be announced by the instructor and will be 10-15 minutes.

Academic Honesty and Student Conduct

The instructor and students in this course will adhere to the University's general Codes of Conduct defined in the *BGSU Student Handbook*. Specifically, the Code of Academic Conduct (Academic Honesty Policy) requires that students do not cheat, fabricate, plagiarize or facilitate academic dishonesty. For details, refer to:

BGSU Student Handbook

http://www.bgsu.edu/offices/sa/book/Student_Handbook.pdf

The Academic Charter, B.II.H

<http://www.bgsu.edu/downloads/file921.pdf>

School Library

Your school handbook describes the library services. The Jerome Library catalog and associated electronic resources can be accessed via the school website.

Classroom/Lab Practices

The following rules are meant to help create a beneficial learning environment for everyone in the classroom and anyone using the classroom computers during the semester:

Food and drinks are not permitted in the classroom

Downloading software or installing software on the computers is not allowed. If there is an application that you think would benefit students in future offerings of the course - please let the instructor know. The computers in BGSU classrooms are updated on a schedule set by the ITS department and are based on a number of considerations including relevance to a given course goals, department budgets and planning.

Please use headphones when listening to audio on the computers. Adjust the volume so that the sound is not bleeding and disrupting fellow students.

Cell phone and beepers should be turned off during class time.

No instant messaging during class time.

During class time, if you are not working on a class project, find work related to the course subject or ask the instructor for guidance.

Keep digital files for class organized on the local space and backed up to storage media.

Additional Course Policies

For more information about additional policies such as course fees, course drops and refunds, and a refund schedule, please see your student catalog.

Students with Disabilities

Any student who wishes to discuss accommodations on the basis of a disability - please discuss with me after class or during office hours.

The goal of the Disability Services for Students Office is to help provide equal access and reasonable accommodations to BGSU students with disabilities.

Students wishing to discuss their eligibility for such accommodations are encouraged to contact their office at 419.372.8459 (413 South Hall).

Religious Holidays

It is the policy of the University to make every reasonable effort to allow students to observe their religious holidays without academic penalty. In such cases, it is the obligation of the student to provide the instructor with reasonable notice of the dates of religious holidays on which he/she will be absent. Absence from classes or examinations for religious reasons does not relieve the student of responsibility for completing required work missed. Following the necessary notification, the student should consult with the instructor to determine what appropriate alternative opportunity will be provided, allowing the student to fully complete his/her academic responsibilities.

Please note:

This Syllabus is subject to change during the course – the instructor will notify students of changes.