TADD 3750: Tradeshow Exhibit Design

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course aims to help make students better understand the art of creating immersive experiences that tell a story. Tradeshows are not new but designing meaningful experiences with intentionality is an entirely new industry. This form of spatial storytelling takes guests through meaningful experiences that incorporate graphics, spatial planning, architecture, modern media, theatrical arts, interaction, entertainment, marketing, learning, lighting, engineering, networking, personal growth, and more. This course focuses on designing immersive and experiential tradeshow exhibits for meaningful social interaction. This class will assume that students have had some experience design coursework under their belt and exposed to the basics of Two and Three-Dimensional Design. This course will move students into more advanced levels of experience design. Above all, this course encourages students to think about design by putting the tradeshow attendee at the center of their constructed experience. Prerequisite(s): TADD 3552.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present
C. OUTLINE OF MAJOR CONTENT AREAS
1. Experiential Exhibit and Event Fundamentals
2. Exhibit Budgeting
3. Pop-up Design
4. Small-Scale Experiential Exhibit and Event Design
5. Large-Scale Experiential Exhibit and Event Design
6. History of Tradeshows Target audience or intended users.
7. Events of experiences in exhibits.
8. Understand human experiences and enrichment of experiences.
9. Human-centered design as it relates to exhibits.
10. Total design as it relates to exhibits.
12. Components of Space.
13. Components of Place.
15. Space and Three-Dimensional Design
16. Relationships and Order
17. Aesthetics, Expression, and Interpretation of exhibits.
18. Culture, Context, and Understanding the Project.
22. Understanding how to design and manage exhibits.
23. Exhibit Marketing
24. Major Players at Tradeshow Events

D. LEARNING OUTCOMES (General)
1. apply the elements of art to create engaging tradeshow exhibit experiences.
2. apply the principles design to create engaging tradeshow exhibit experiences.
3. apply inventive human-centered design concepts using various problem-solving strategies, such as convergent thinking, divergent thinking, collaboration, brainstorming, and idea maps.
4. speak and write critically about designs and propose imaginative alternatives.
5. apply appropriate strategies based on the client’s needs; as well as the user’s needs

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
None

F. LEARNER OUTCOMES ASSESSMENT
As noted on course syllabus

G. SPECIAL INFORMATION
None noted