

# Bemidji State University

## TADD 3568: Exhibit Design/Trade Show

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Focused study of the essential components of exhibition design as they relate to designing for the trade show industry. Engages the exhibit designer in project proposal and design of trade show booths of various types and sizes. Includes concepts relating to "green," modular/portable booths, fabric design solutions, and designing from an RFP. Prerequisites: TADD 1440, TADD 2440, TADD 3440, or consent of instructor; Corequisite: May be taken concurrently with TADD 3440.

**B. COURSE EFFECTIVE DATES:** 08/26/2013 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Ergonomics and Anthropometrics, Materials, Trade Show vocabulary, Trade Show Rules & Regulations, Concept development, Critiques study of FormZ, RFPs and RFI's

### D. LEARNING OUTCOMES (General)

1.
  - ¿ The learner will apply the principles of design and visual organization to the design of trade show exhibits.
  - ¿ The learner will be able to critique a design solution
  - ¿ The learner will research and apply materials to individual design solutions.
  - ¿ The learner will explore various types and sizes of trade show exhibits
  - ¿ The learner will understand the basics and execution of an RFP for designing trade show exhibits.
  - ¿ The learner will explore the concepts of ¿green¿ and ¿sustainability¿ as they relate to trade show exhibits.
  - ¿ To apply appropriate materials to trade show exhibits.

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted