



<b>Course name</b>	<b>Designing Exhibition Spaces</b>
<b>Entity running the course</b>	Faculty of Interior Architecture and Design
<b>Entity for which the course has been prepared</b>	Department of Interior Architecture
<b>Course type</b>	core / compulsory course
<b>Year of study / semester, type of studies</b>	Year I, sem. I and II, advanced level, full-time master's degree
<b>ECTS credits</b>	1 point ECTS per semester
<b>Academic tutor</b>	ass. tutor Patrycja Mastej, MFA
<b>Aim of the course</b>	Improving the skills of conscious presentation of one's own design concepts including modern media such as monitors, projectors, tablet or portals presenting videos, animations. Work on the skills of synthesis of information - a search for transparent and synthetic visual and verbal presentation of projects taking into account the context of their creation, the broader branding and target audience.
<b>Prerequisites</b>	Knowledge of 2D and 3D software, artistic skills, drawing and composition skills improved in the previous years of study.
<b>Learning outcomes:</b>	
<b>- knowledge</b>	Student expands knowledge of visual identification on the example of brand building of their own projects. Student learns synthetically, and at the same time completely to talk about the project using language of images and patterns of interaction.
<b>- skills</b>	Student improves the ability to visualize and animate projects. Creatively combines various modern tools and graphic programs.

<b>- personal and social competence</b>	Students in the course of work on organizing information and visual-verbal substantive deepen the ability to efficiently explain, often elaborate pathways and processes creatively and intellectually explain the idea behind the project.
<b>Course content</b>	Animating own projects - visual and social. Emphasis on the role of the design process, context, location or social needs to which the project is a response. Self – curating one’s own brand or brand of a specific project. Determining the target audience to develop a conscious content of graphic and animation targeting the attention of specific recipients.
<b>Course form and number of course hours</b>	Classes in the interactivity laboratory, individual research on image processing, consultations, reviews, discussions (45 hours per semester).
<b>Assessment methods and criteria</b>	40% creative activity and ingenuity during task realization 60% final results
<b>Assessment type</b>	Non-graded pass (winter semester), graded pass (summer semester)
<b>Literature</b>	Jacek Mrowczyk "WIDZIEĆ/WIEDZIEĆ" Wybór najważniejszych tekstów o dizajnie / Wydawnictwo Karakter s.c. Bo Bergström "Komunikacja Wizualna" /Wydawnictwo Naukowe PWN Ken Burtenshaw, Nik Mahon, Caroline Barfoot, Kreatywna reklama; Gavin Ambrose, Paul Harris, "Twórcze projektowanie", Wydawnictwo Naukowe PWN, Warszawa 2007.
<b>Teaching aids</b>	Collaboration with the Museum of Modern Art in Wrocław / examples of modern artistic and curating strategies, as inspirations for student’s self-promotion plan.
<b>Language of instruction</b>	Polish, English