**Suan Sunandha International School of Art (SISA)**

**Suan Sunandha Rajabhat University**

**Thai Qualification Framework for Higher Education (TQF3) : Course Specification**

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**Course Title**     **:** CMM2302 Exhibition Design

**Credit**     **:** 3 (2-2-5)

**Semester**     **:** 2

**Academic Year :** 2018

**Curriculum**     **:** Bachelor of Fine Arts in Creativity and Digital Media (International Program)

**Lecturer**     **:** Mr. Tonphon Sapnirund

    Suan Sunandha International School of Art (SISA)

## Section 1. General Information

1. Code and Course Title    : CMM2302 Exhibition Design
2. Credit                           : 3 (2-2-5)
3. Curriculum and Course Category:
   This course offering, a part of the Bachelor of Fine Arts, Film Production Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Film Production Specific Course / Core Subject.
4. Lecturer                      : Mr. Tonphon Sapnirund
                                       E-mail: tonphon@gmail.com
5. Semester / Year Level of Students: Semester 2 / 1st Year Students
6. Pre-Requisite (if any)    : None
7. Co-Requisite (if any)     : None
8. Learning Location         : Suan Sunandha International School of Art (SISA),
                                       Room: Mini Theater2, Suan Sunandha Rajabhat University, Salaya Campus
9. Late Date for Preparing and Revising this Course: -


## Section 2. Aims and Objectives

1. Objectives of Course
   1.1 To have knowledge about exhibition design.
   1.2 To understand and know about the idea how to exhibit there own work both visualize and oral presentation.

2. Objectives of Developing/Revising Course    -


## Section 3. Course Structure

1. **Course Outline**
   Exhibition of work in order to communicate an interpretation of digital media through various appropriate formats including a visual explanation oral presentation exhibit or demonstration.
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2. **Time Length per Semester** (Lecture-Hours / Practice-Hours / Self Study-Hours)

| Lecture | Practice | Self Study | Addition |
|---|---|---|---|
| 2 hours per week | 2 hours per week | 5 hours per week | upon student request |

3. **Time Length per Week for Individual Academic Consulting and Guidance**

   a. Lecturer will be available every Tuesday from 8:00 to 12.00 at Suan Sunandha School of Art or an appointment can be made upon request.
   b. Lecturer can also be reached via e-mail for any short consultations: suparada.pr@ssru.ac.th

**Section 4. Developing Students' Learning Outcomes**

| Learning Standard/Outcomes | Learning Activities | Learning Assessment |
|---|---|---|
| **1.  Ethics and Morals** | | |
| 1. Honesty<br>2. Integrity<br>3. Responsibility<br>4. Punctuality<br>5. Tolerance<br>6. Confidence | 1. Rules setting such as attending the class on time and regularly<br>2. Group discussion<br>3. Group work<br>4. Responsible for given tasks and be honest in working and examination | 1. Evaluation of on time class attendance<br>2. Evaluation of on time assigned tasks sending<br>3. Evaluation of harmony in students group working |
| **2.  Knowledge** | | |
| 1. Can apply knowledge in real working time<br>2. Dare to use creativity that's profit for film production development<br>3. Understand in working process rightly in standard<br>4. Good attitude to profession and work based on moralities and ethics of mass communicators | 1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet<br>2. Single and group assignment and discussion<br>3. Games for case studies understanding and conclusion<br>4. Quiz in class | 1. Evaluation by behaviors, attention and class participation<br>2. Evaluation by group working of film production and discussion<br>3. Evaluation by single assignment |
| **3.  Cognitive Skills** | | |
| 1. Can apply theoretical section and practical part to film production<br>2. Can analyze situations in film production | 1. Practice and ideas conclusion by program of Microsoft PowerPoint<br>2. Assignment of group discussion and report<br>3. Group analysis based on at present film principles | 1. Evaluation by behaviors, attention and class participation<br>2. Evaluation by group discussion<br>3. Evaluation by class practice<br>4. Evaluation by students' ideas conclusion, analysis including with in class evaluation |
| **4.  Interpersonal Skills and Responsibilities** | | |
| 1. Relevant interpersonal skill and classmate<br>2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people<br>3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators | 1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet<br>2. Group works assignment<br>3. Group presentation | 1. Evaluation by behaviors, attention and class participation<br>2. Evaluation by group works<br>3. Evaluation by in class practice |

| 4. Being leader and follower while working development | | |
|---|---|---|

| Learning Standard/Outcomes | Learning Activities | Learning Assessment |
|---|---|---|
| **5. Numerical Analysis, Communication and Information Technology Skills** | | |
| 1. Effective communication skill which are listening, speaking, reading and writing skills<br>2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com | 1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing<br>2. In class discussion or playing of case studies games<br>3. Report presentation skill by using proper forms, tools and technology | 1. Evaluation by behaviors, attention and class participation<br>2. Evaluation by group discussion and presentation<br>3. Evaluation by in class practice<br>4. Evaluation by single assignment |

## Section 5. Lesson Plan and Assessment

### 1. Lesson Plan

| Week | Topic and Detail | Hours | Activity and Media | Lecturer |
|---|---|---|---|---|
| 1 | - Course Orientation | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 2 | - What is Exhibition. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 3 | - Basic idea of concept. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 4 | - How to create conceptual design. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 5 | - Present Conceptual design. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 6 | - Good oral presentation. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 7 | - Prepare the idea for oral presentation. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 8 | - Frist oral presentation. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 9 | - Product design. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 10 | - Marketing for product. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |

| Week | Topic and Detail | Hours | Activity and Media | Lecturer |
|---|---|---|---|---|
| 11 | - Product marketing presentation. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 12 | - Exhibition design. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 13 | - 1$^{st}$ Exhibition design concept presentation. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 14 | - Watch Movie <br> - Decode | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 15 | - 2$^{nd}$ Exhibition design concept presentation. | 3 | - Group Discussion | Mr. Tonphon Sapnirund |
| 16 | - 3$^{rd}$ Exhibition design concept presentation. | 3 | - Single Assignment | Mr. Tonphon Sapnirund |
| 17 | - Final Exhibition design presentation. | 3 | - Single Assignment | Mr. Tonphon Sapnirund |
|  | Total Hours | 51 |  |  |

**2. Learning Assessment Plan**

| Learning Outcomes | Assessment Activities | Time Schedule | Proportion of Assessment (%) |
|---|---|---|---|
| **1. Ethics and Morals** | | | |
| 1. Honesty <br> 2. Integrity <br> 3. Responsibility <br> 4. Punctuality <br> 5. Tolerance <br> 6. Confidence | Behaviors and Class Practical Participation | Every Week | Class Attendance 10% |
| **2. Knowledge** | | | |
| 1. Can apply knowledge in real working time <br> 2. Dare to use creativity that's profit for film production development <br> 3. Understand in working process rightly in standard <br> 4. Good attitude to profession and work based on moralities and ethics of mass communicators | Single Assignment and Analysis | Week 16 and 17 | Single Assignment 25% |
| **3. Cognitive Skills** | | | |
| 1. Can apply theoretical section and practical part to film production <br> 2. Can analyze situations in film production | Group Discussion and Analysis | Every Week | Group Discussion 20% |

| Learning Outcomes | Assessment Activities | Time Schedule | Proportion of Assessment (%) |
|---|---|---|---|
| **4.   Interpersonal Skills and Responsibilities** | | | |
| 1.   Relevant interpersonal skill and classmate<br>2.   Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people<br>3.   Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators<br>4.   Being leader and follower while working development | Class Participation | Every Week | Class Participation 20% |
| **5.   Numerical Analysis, Communication and Information Technology Skills** | | | |
| 1.   Effective communication skill which are listening, speaking, reading and writing skills<br>2.   Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com | Single Assignment and Analysis | Week 16 and 17 | Single Assignment 25% |

## Section 6. Learning and Teaching Resources

1.  **Major books and documents**
    Exhibition Design: An Introduction. Philip Hughes. Laurence King Publishing; 2 edition (September 8, 2015)

2.  **Important document and information**
    https://www.theartnewspaper.com/feature/exhibition-design-the-art-of-seeking-attention

3.  **Suggested document and information**
    http://steensolutions.com/2016/03/conceptual-design-vs-detailed-design-in-product-development/
    https://www.intechopen.com/books/advances-in-industrial-design-engineering/design-thinking-in-conceptual-design-processes-a-comparison-between-industrial-and-engineering-desig
    https://www.princeton.edu/~archss/webpdfs08/BaharMartonosi.pdf

**Section 7. Course Evaluation and Improvement**

1. **Strategies for Course Evaluation by Students**
   **1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management**
   **1.2 Support subject effectiveness evaluation by students before and after studying**
   **1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying**

2. **Strategies for Course Evaluation by Lecturer**
   **2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration**
   **2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration**
   **2.3 Evaluation by students' scores**
   **2.4 Evaluation of teaching by faculty's academic section**

3. **Teaching Revision**
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4. **Feedback for Achievement Standards**
   **4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration**
   **4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives**
   **4.3 Cooperation with the next subject lecturer for previous subject evaluation**

5. **Methodology and Planning for Course Review and Improvement**
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   **Section 8. Grading System**

| Score (%) | Grade | Meaning | Value |
|-----------|-------|---------|-------|
| 86-100 | A | Exceptional | 4.00 |
| 82-85 | A- | Excellent | 3.75 |
| 78-81 | B+ | Very Good | 3.50 |
| 74-77 | B | Good | 3.00 |
| 70-73 | B- | Fairly Good | 2.75 |
| 66-69 | C+ | Satisfactory | 2.50 |
| 62-65 | C | Quite Satisfactory | 2.00 |
| 58-61 | C- | Low Satisfactory | 1.75 |
| 54-57 | D+ | Poor | 1.50 |
| 50-53 | D | Very Poor | 1.00 |
| 46-49 | D- | Extremely Poor | 0.75 |
| 0-45 | F | Fail | 0.00 |
| - | W | Withdraw | - |