

Submitted By: Neil Posmer

Strategy Name: Exhibit Design

Purpose/Objectives: Students will explore and understand the use of exhibit design for short term events such as trade shows, movie premieres, sporting events and product launches. Students will then apply the design principles learned to create an exhibit design of his or her own.

Materials Needed: Computers with the Adobe Suite, Microsoft Suite and internet access.

Process:

- Explore the use of exhibits for companies and advertisers at tradeshow, movie premieres and sporting events such as the X-Games, Olympics and Final Four.
 - Example: the Mountain Dew kiosk at the X-Games
- Understand the design principles including logos, color and typography for larger banners and signage used for exhibits.
- Understand the need to stand out versus competitors at trade shows and the ability to attract foot traffic to your exhibit.
- Students will be assigned an event and the specifications for his or her individual assignment. The student will then research the event to get an idea of the market to which he or she is targeting by looking at attendee demographics and advertisers.
- Students will create an exhibit design to the specifications given to him or her for the event he or she is assigned.

Closure:

Students will be placed into groups of 4-5 students to compare and discuss each group member's assignment specifications and the exhibit design they created. Each student will state their target market and why he or she feels the exhibit design will be effective at attracting attendees to visit the exhibit. Each student will turn in a record of each other team member's explanation of their design with one recommendation for each design.