Task GD05 – Exhibition Promotion

INTRODUCTION/SCENARIO:

Harchester Museum has been really impressed by your work throughout the town’s regeneration and positioning and would like you to be involved in a new project as part of the promotion of the town and Harchester Museum.

CLIENT:

Harchester Museum, part of County Museums Service.

TASK:

You have been asked to help put together a temporary exhibition, to last nine months, based upon an aspect of design and architecture, and you are to produce a range of promotional materials to ensure its success.

You have been given the task to select the theme of the exhibition, others will design it, but you will be in-charge of all the aspects of promotion.

FINANCE

Finance to come from the Harchester Borough Council, Wickminster County Council, the Design Council/CABE, the Design Museum and the RIBA

UNDERSTANDING THE TASK

They want it to have real impact, and they want something which will capture the public’s imagination. They want something to be remembered in years to come, not something like the history of lawnmowers, which was suggested by one town counsellor.

You must select a movement, building or architect and research it thoroughly. You must look at a range of related work.

We suggest you focus upon architecture and perhaps one area of it, such as public buildings like transport stations, museums or libraries or maybe private houses. Or a particular architect and the range of work they have done, try to identify what makes them special. Or a design/architecture movement. Remember, the RIBA and CABE are paying for the majority of the exhibition

From your research, we need to see your views and ideas and how your designs reflect the work you have studied.

All sources must be acknowledged in a bibliography.

OUTCOMES

You must produce:

* A bought Visitor’s guide (Booklet which would be sold, in colour and detailed)
* A free Visitor’s guide (Pamphlet, which would be given free, black and white, 1 sheet of A4 max. 2 sides and folding can be used)
* An A5 Flyer based upon the poster.
* Poster – A3 size, advertising the Exhibition.

EVIDENCE YOU MUST PRODUCE FOR THIS TASK

Portfolio containing:

* records of relevant research, especially primary with supporting analysis
* progress journal/folder – your ideas/designs and experiments
* annotation throughout – what skills, materials, techniques, process have been used and what messages are being communicated and how? Notes explaining your thoughts.

Final Outcomes

* A bought Visitor’s guide (Booklet which would be sold, in colour and detailed)
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