

Master of Arts

Event and Exhibition Design - Study Plan*

Year	Subjects	Credits
First Year	Exhibit and Event System and Management Gain a comprehensive understanding of the exhibition and event system.	40
	Design Thinking Dive into the world of Design Thinking for events and exhibits.	20
	Exhibition Design Explore the foundational principles of exhibition design and develop three different Exhibition projects: Museum spaces and exhibitions, Trade fair spaces and installations, Retail spaces.	40
	Event Design An immersive, hands-on experience, exploring the theory, history, and design of the event sector, by two design workshops - one for a major company, and one for a cultural institution - will offer opportunities to showcase your creativity.	20
	Major Project Develop your own design research under the guidance of the Course Leader.	60

*The study plans, including laboratory activities, may be subject to updates from year to year.