

# Master of Arts Event and Exhibition Design with Advanced Practice - Study Plan\*

Year	Subjects	Credits
First Year	<b>Exhibit and Event System and Management</b> Gain a comprehensive understanding of the exhibition and event system.	40
	<b>Design Thinking</b> Dive into the world of Design Thinking for events and exhibits.	20
	<b>Exhibition Design</b> 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
	<b>Event Design</b> 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
Second Year	<b>Advanced Practice</b> Experience either a vocational internship with external institutions and companies, an internal research internship, or a period of study abroad.	—
	<b>Major Project</b> 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.