

Experiential exhibition design thinking training in Chinese undergraduate education

——Practice and thinking of "memory of our fathers" theme exhibition

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Abstract: This paper, through comparing the undergraduate's exhibition design course in developing China with that in developed countries, focuses on the possibility of the undergraduate course teaching that fully integrates all kinds of social resources under the existing framework, with the core goal of cultivating students' design thinking and combining with project practice.

1. Introduction

In 2016, China's Shanghai municipal government proposed to build the "international exhibition capital", and took it as an important development goal, and the exhibition industry became an important new economic growth point, the exhibition design education is full of opportunities while it also faces a tough test.

During the process of learning from developed countries' exhibition design undergraduate education, we can see that the exhibition design undergraduate education needs to step out of the relatively closed system, be closely integrated with the development of the industry, and cultivate the focus gradually from design skills to design thinking.

2. Analysis of difference between Chinese undergraduate education and German convention and exhibition design undergraduate education

Germany is "convention and exhibition kingdom" recognized by the world, highly developed German convention and exhibition industry, played a very critical promotion role in the process of "German manufacturing" to "German creation". German exhibition education is the main learning goal for China. Compared with Chinese education, there are huge differences in training goals and systems.

2.1 Differences in school positioning

As of 2004, only two universities in Germany have offered courses and majors related to exhibitions, and their orientation is very clear: University of Cologne focuses on research, Ravensburg co-operative education university focuses on practice[1]. Till 2010, there were only a dozen schools offering exhibition majors in Germany, the geographical distribution is reasonable.

From 2002 to 2003, 8 out of 14 universities with related exhibition majors approved by the ministry of national education were located in Shanghai[2]. Only in 2006, there were nearly 30~40 universities offering exhibition majors or training programs in Shanghai. [3] The positioning among colleges and universities is fuzzy, and the training goal is not clear.

2.2 Differences in source of students

Students of the convention and exhibition majors in German universities are mostly oriented to training, and the students have the working experience before enrollment and their learning goal is very clear. However, the high school fresh graduates takes a high proportion in Chinese college enrollment, lack of basic knowledge of the industry.

2.3 Differences in curriculum setting

Convention and exhibition is a major that attaches great importance to practice. Take Ravensburg co-operative education university as an example, each semester basically has three-month on-campus courses plus three-month industry practice, and students repeatedly switch between theoretical study and industry practice[3]. As for domestic convention and exhibition undergraduate course, students shall complete the designated courses within 4 years, each course is basically independent, and it is difficult to complete relatively integrated design thinking training.

3. Experiential exhibition design practice combined with curriculum

The subject of "art and design" in Shanghai Institute of Visual Art ranks 51-100 in the QS World University Rankings by Subject in 2015[4], this is the only young art school of mixed ownership in rankings in China, which has made a lot of bold experiments and attempts in Chinese undergraduate education. The direction of "exhibition planning and design" under the discipline catalogue of "art and design" takes the cultivation of inter-disciplinary talents serving the exhibition industry in Shanghai as the goal, the project system teaching of deep cooperation with enterprises and industries is one of the important features.

3.1 Project practice of negotiation and cooperation with enterprises

"Memory of our fathers" theme commemoration itinerant exhibition is a special activity unit of CCG EXPO to mark the 70th anniversary of the victory of the anti-fascist war. CCG EXPO is a rapidly developing local Shanghai exhibition brand, which belongs to Shanghai's largest state-owned media group SMG (Shanghai Media Group Limited), the largest state-owned Media Group in Shanghai. The organizer and this major have been looking for sustainable exhibition projects that combine with teaching. After negotiation and selection, both parties think that this theme exhibition is very suitable for cooperation with the curriculum "exhibition space and prop design" offered for the second grade. Second grade will be able to obtain this precious chance to implement the concept design, which can full motivate students' enthusiasm. the implementation of the concept of the implementation of the opportunity to fully mobilize students.

3.2 Research link of cooperation with cultural institutions

Research is one of the most important links in design thinking, and it is also a relatively weak link in Chinese design undergraduate education. In the first three weeks of the course, the organizer and the school jointly integrate various social resources such as universities, research, cultural venues and exhibition venues to participate in the education process, providing strong support for students's research and conceptual design stage. and reading historical materials.

The site selection of the exhibition venue is very importance. Through space design, try to reduce temporary construction content, and minimize resource waste. The exhibition site is scheduled for the third floor exhibition hall of Shanghai Changning library. Students' practical mapping training and space practice in the exhibition hall of Changning library (figure 1) makes them quickly familiar with the method of building space with movable exhibition wall.



Fig.1.Shanghai has abundant exhibition resources. Many libraries, museums, industrial parks, communities, commercial centers have their own exhibition space with different forms and functions, providing diversified samples for exhibition design education.

3.3 Adjustment and implementation links of cooperation with industry

Two steps of adjustment and implementation in design thinking are relatively difficult to complete in the course, turning the conceptual design plan into a practical exhibition is a more complicated experience than the course assignment, compromise and perfection are the most valuable links in the design thinking training. These training cannot be completed in the course, but in the actual project.

Three members of the "bulrush ship" project team participate in the implementation of the whole project during the summer vacation. They meet a series of unforeseen problems in the course work such as budget, functional space, firefighting, transportation and materials, and completed the complete training of design thinking through continuous learning from all parties and continuous improvement and perfection of design plan.

The design of the double-sided curved curtain wall is an important feature of the plan as well as a technical difficulty, students and construction workers jointly design the plan of low-cost light steel keel plus flex banner. After further understanding of the process, the designers continue to improve the design, integrate the curved curtain wall into two sets of modules with radius of 7 meters and radius of 14 meters (figure 2), improve the way of fixing the canvas from a nail gun to a zipper, taking environmental protection and convenience into consideration.



Fig. 2. Repeatedly using freely overlapped modules in various spaces effectively reduces the construction difficulty and transportation and storage costs, which is one of the most important design innovations in this practice .

3.4 Feedback link completed by media reports

After the exhibition opening, the mainstream media in Shanghai makes the report about the exhibition from different angles. The overall design of the exhibition has been well received by the society, especially by the young audience, and the unique space experience is the most satisfying for the audience. Professor Margretz, dean of the department of architecture at Tel Aviv university, says it is a special exhibition, the younger generation express their understanding and respect for history in various ways.

4. Conclusion

Education is not only the responsibility of the school, but also the common responsibility of the whole society, with industrial upgrading, enterprise development, social affluence and continuous improvement of supporting facilities, social education resources that can cooperate with schools are increasingly diversified. Chinese colleges and universities should actively go deep into the industry, take project practice as the carrier, seek appropriate social education resources, perfect the curriculum system, and seek more complete design education, so as to nurture the industry and society and create ideal comprehensive social benefits.

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