

**AD323 Professional Practice**

# **Degree-show display proposal**

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**This display proposal is written to illustrate how the 3D Design and Craft degree-show will be held. The set-ups, decorations, lighting, exhibition materials such as business card and booklets will be listed and included in this proposal.**

## **Details**

**Venue:** Classrooms of Grand Parade Campus,  
the University of Brighton

**Topic:** 3D Design and Craft Final Year degree-show

**Category:** Crafts, Arts and Design

**Audience:** Open to public

**Traget audience:** Professionals, Tutors, 1st and 2nd years,  
2020-2021 1st year

**Entrance fee:** Free



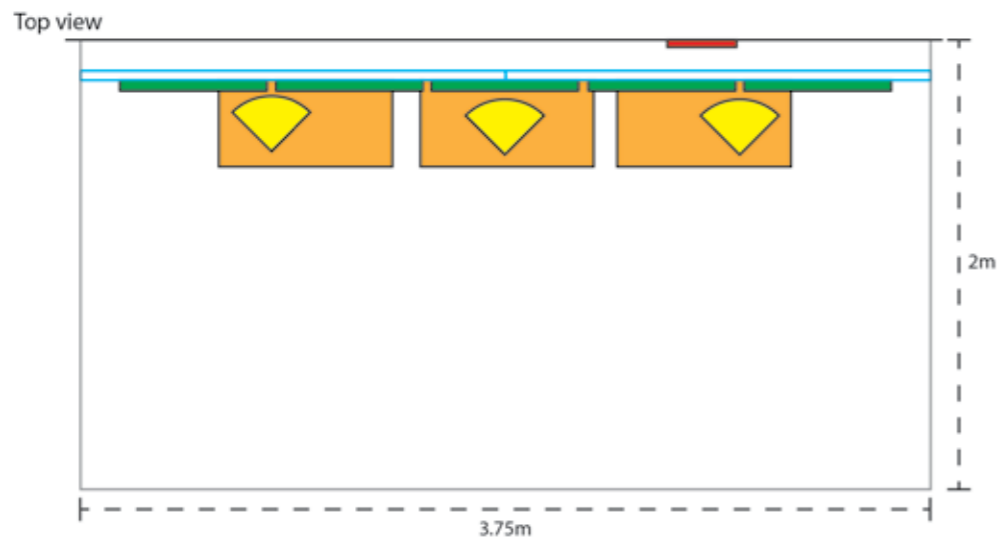
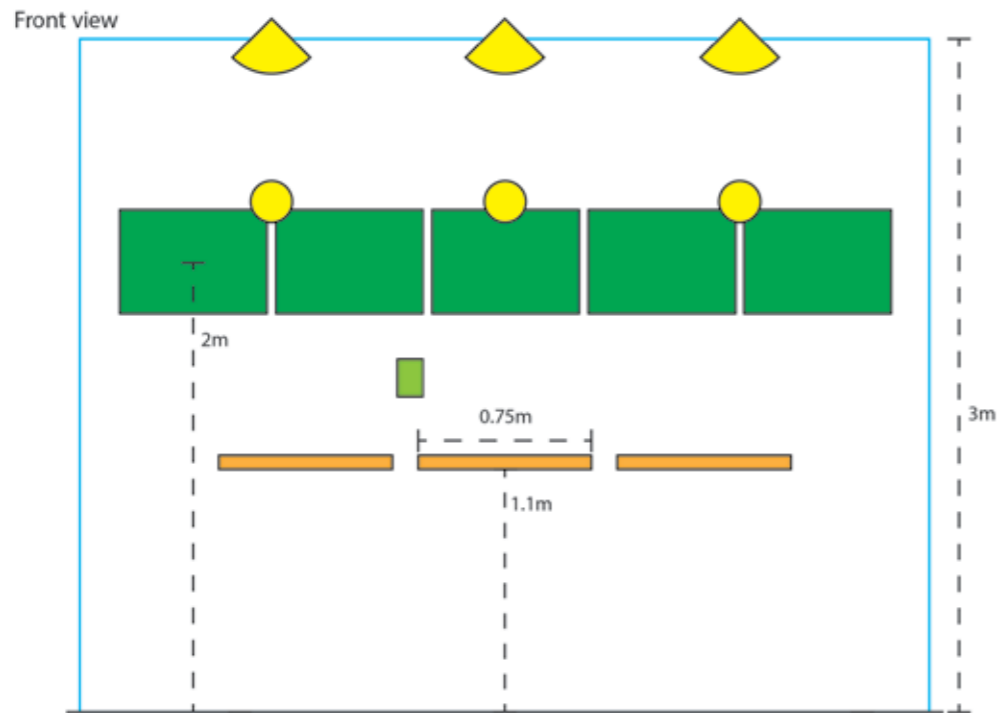
## Exhibition plan drafts

My project, Mood Totems, is a lighting and sound project. 2 lighting devices will be exhibited. Therefore, it requires a dark and quite room to display the pieces. As the exhibits are lighting devices meant to be used in a dark environment, they require a little or no spotlight and environment lighting. Also, my pieces project shadow onto walls. Therefore, the area around the exhibits should be dark to see the projections clearly. Power supply is needed to power one of the works and a table lamp for reading.

On the other hand, the style of my work tends to be plain and minimalistic. Therefore, the set-up should follow a similar style. All paint will be white and will have no special texture for shelves or tables. Props and extra 3D decorations will not be added. Under the above consideration, I have sketched 4 set-up plans.



## Plan A

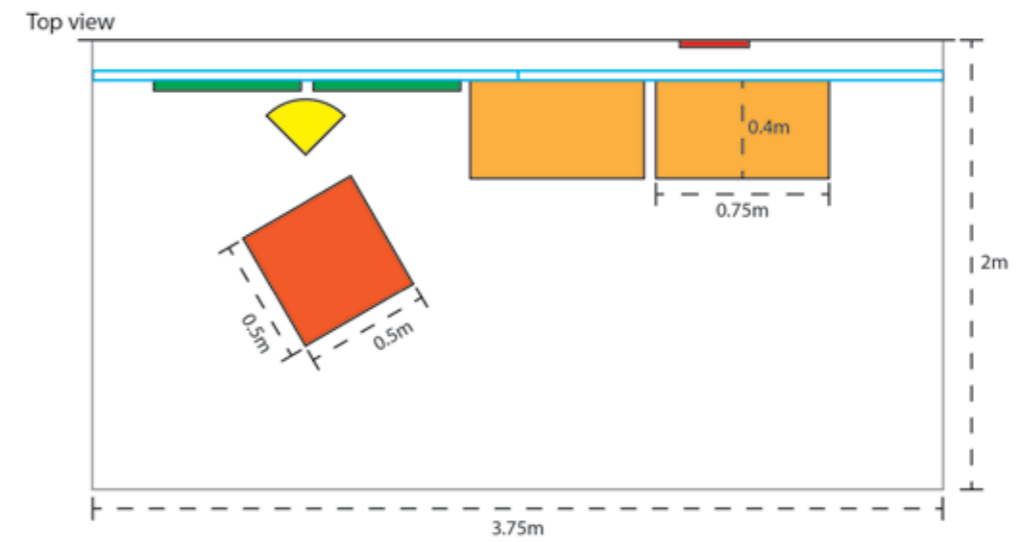
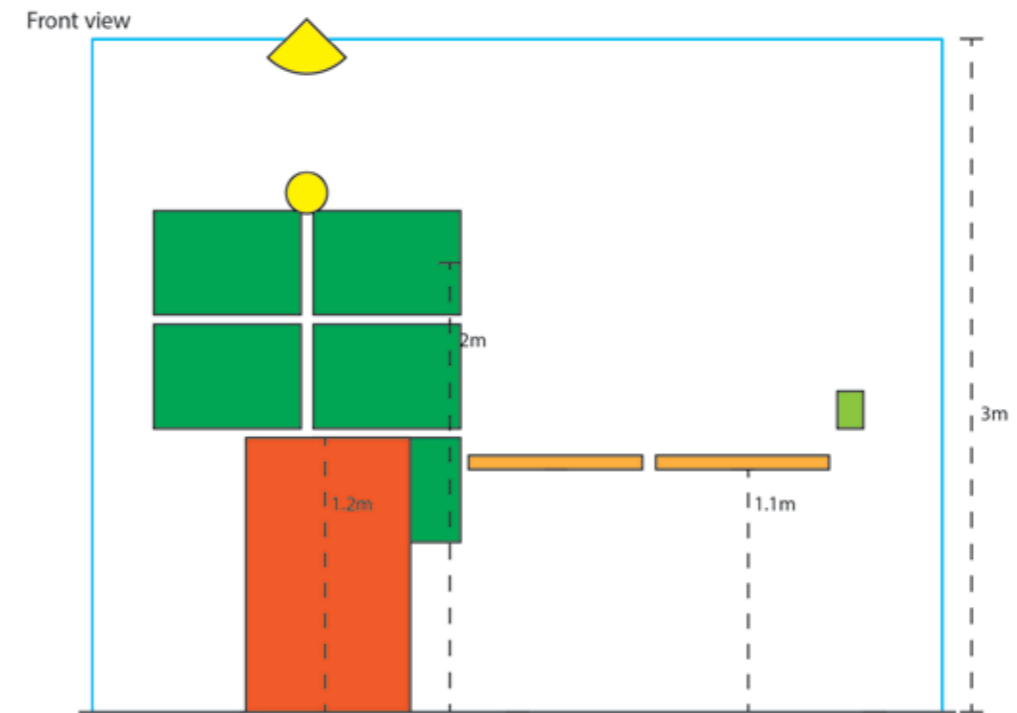


- Power supply
- Booth area
- Temperate Walls
- Floor / Wall
- Shelf
- A2 Foamboard
- A6 Artist statement
- ◡ Spotlight
- Spotlight Target

### Material and equipment:

Spotlight x3  
 A2 Foamboard x5  
 A6 Foamboard x1  
 Wooden board x3  
 Corner brace x6

## Plan B

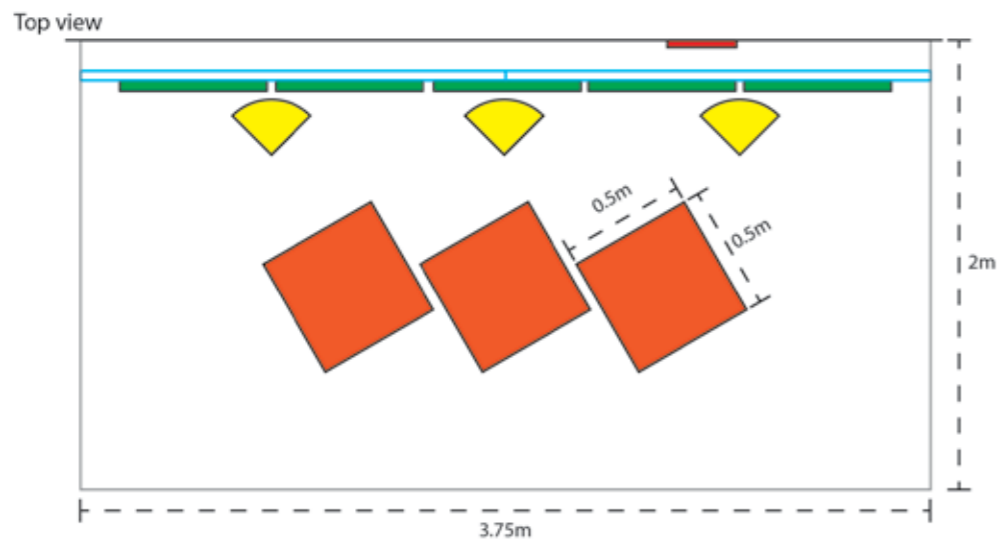
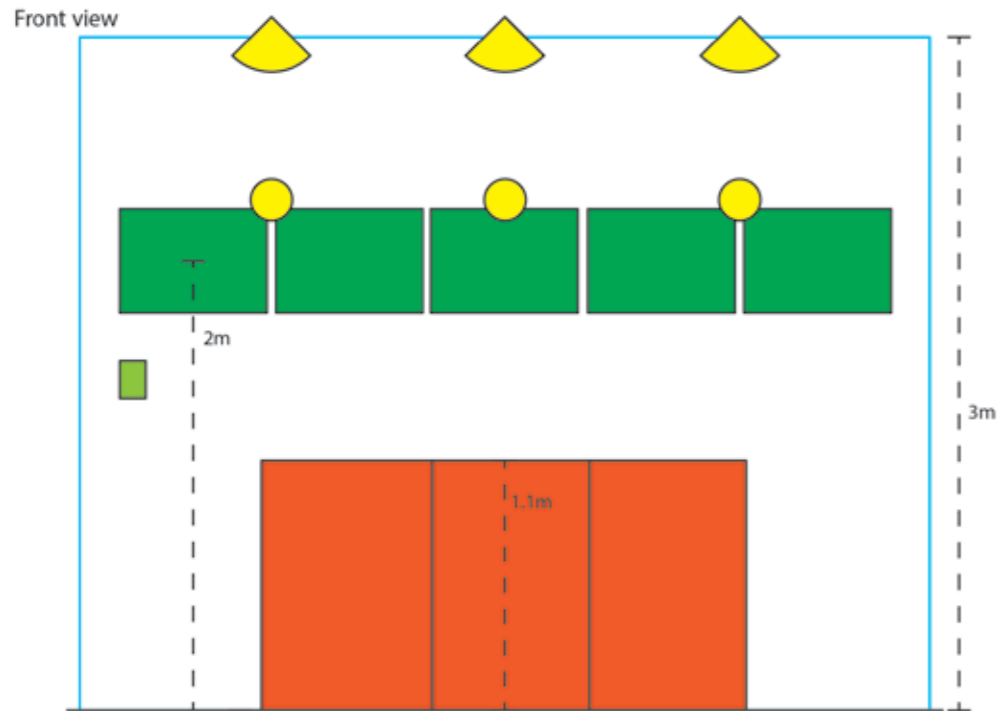


- Power supply
- Booth area
- Temperate walls
- Floor / Wall
- Shelf
- Stand
- Foam board
- A6 Artist statement
- ◡ Spotlight
- Spotlight target

### Material and equipment:

Spotlight x1  
 A2 Foamboard x5  
 A6 Foamboard x1  
 Wooden board x2  
 Wooden block x1  
 Corner brace x4

## Plan C

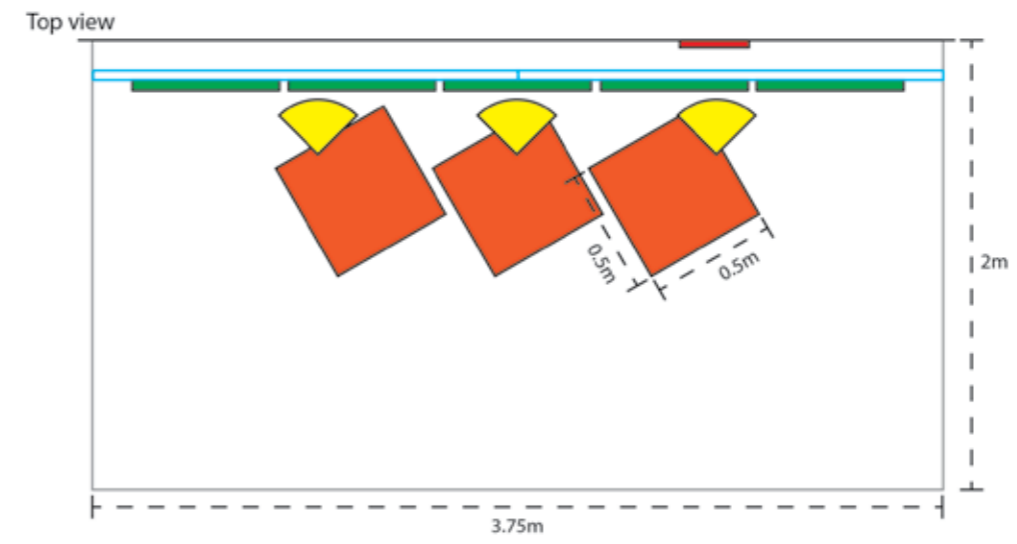
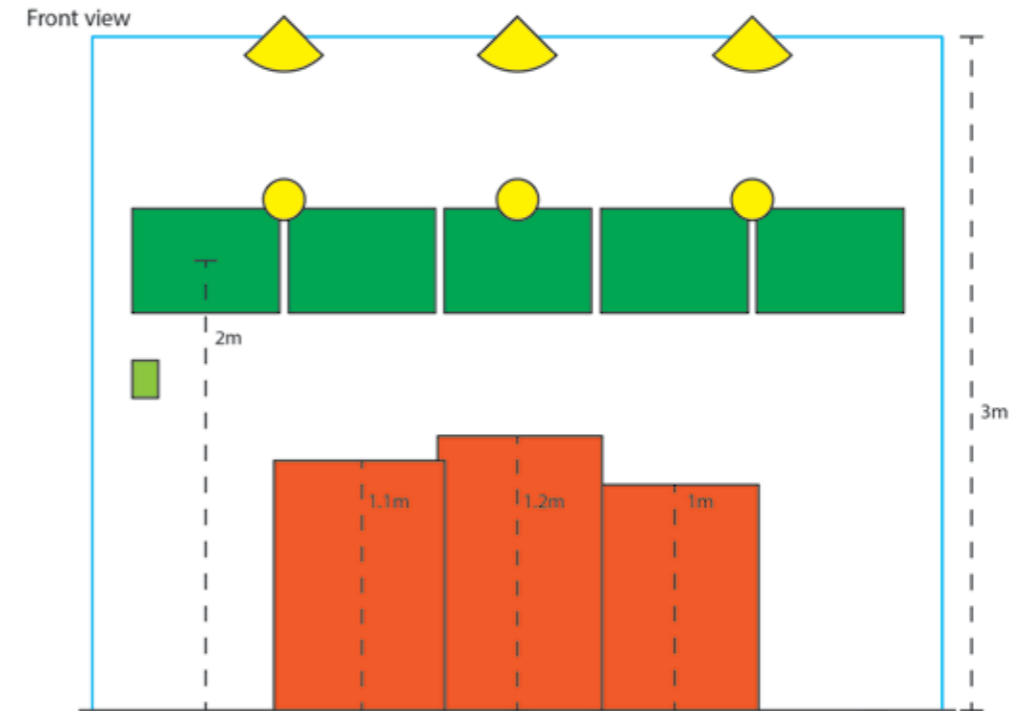


- Power supply
- Booth area
- Temperate walls
- Floor / Wall
- Stand
- Foam board
- A6 Artist statement
- ◡ Spotlight
- Spotlight target

### Material and equipment:

Spotlight x3  
 A2 Foamboard x5  
 A6 Foamboard x1  
 Wooden block x3

## Plan D



- Power supply
- Booth area
- Temperate walls
- Floor / Wall
- Stand
- Foam board
- A6 Artist statement
- ◡ Spotlight
- Spotlight target

### Material and equipment:

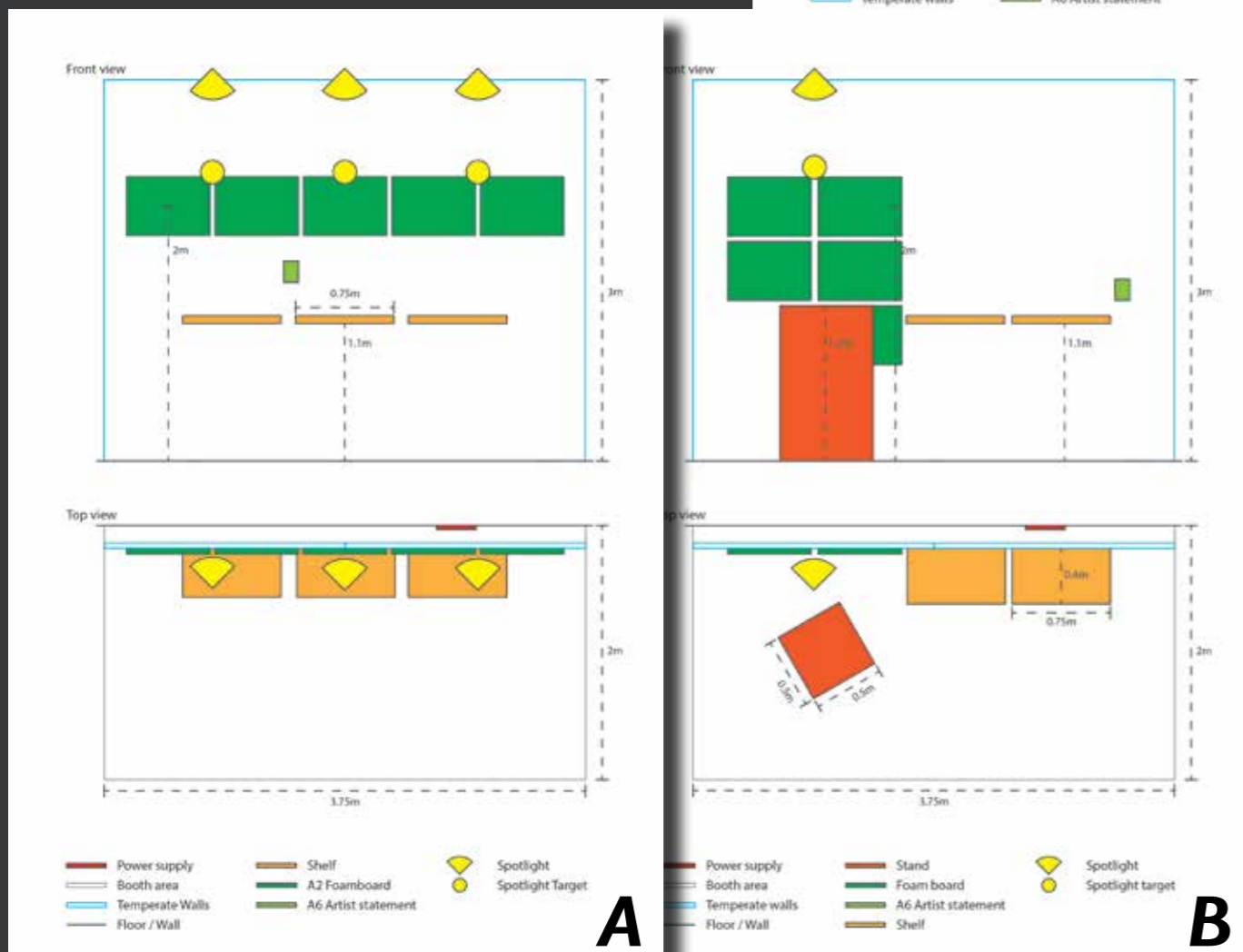
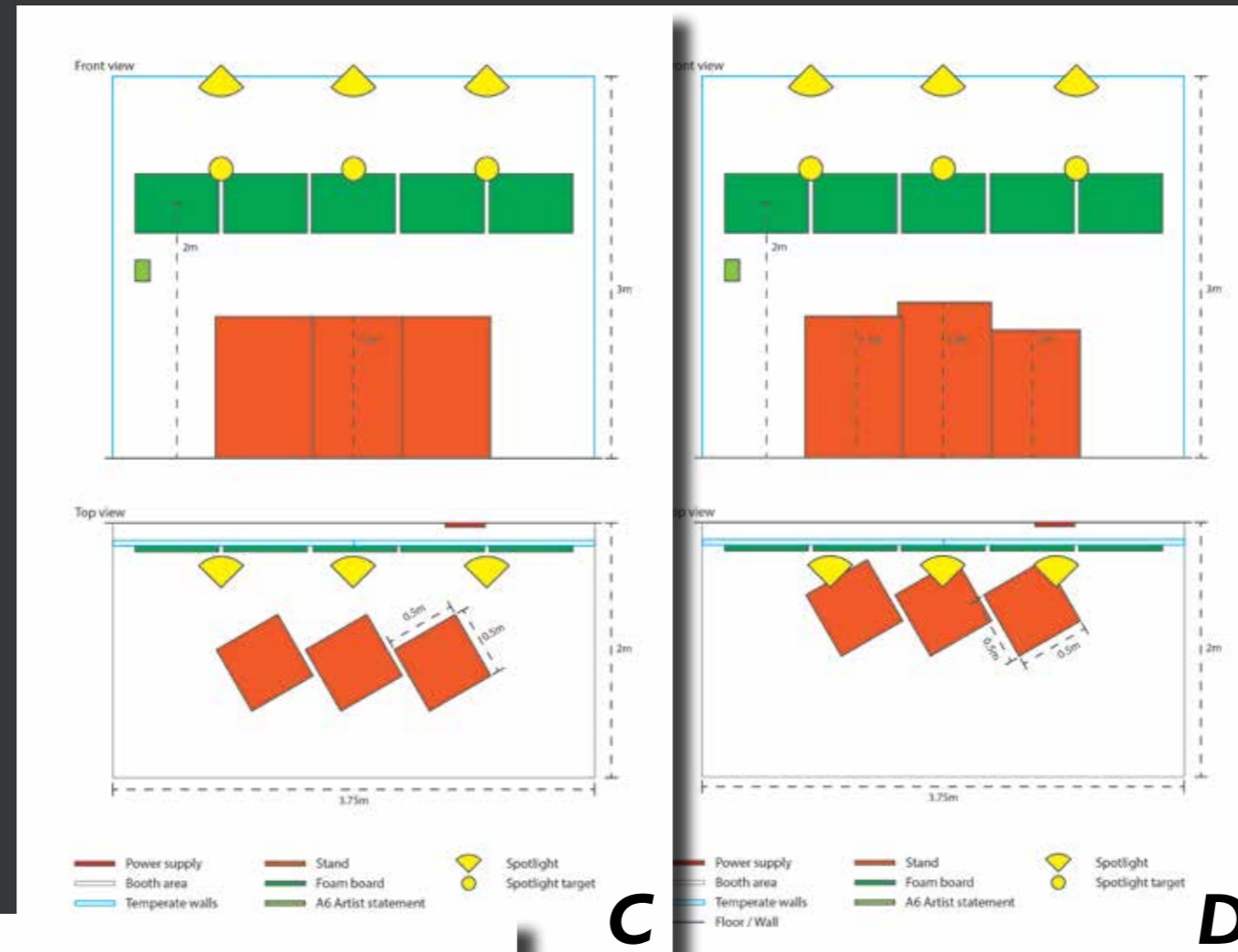
Spotlight x3  
 A2 Foamboard x5  
 A6 Foamboard x1  
 Wooden block x3

## Drafts review

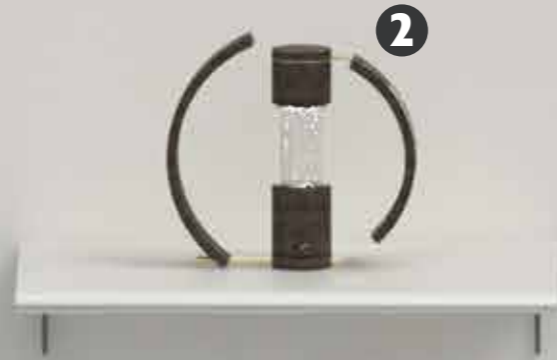
In general, all set-ups have 3 flat surfaces. 2 of them are for displaying exhibits while the remaining one for putting exhibition materials such as booklets and business card. A plain table lamp is installed for viewers to read and write in the dark environment. A2 size photos will be framed on foamboards and an artist statement will be mounted on a A6 foamboard. These boards are illuminated by spotlights form the above. However, no spotlight will be targeting the exhibits.

Plan A and Plan D are the best 2 options. These two set-ups can display the exhibits clearly and provide a space for the viewer to read the booklets or to write comments. The foamboards are displayed 2m from ground. Viewers can look at the photos easily without blocking the boards. So that other viewers at the back or other area in the same room can also see the boards from far.

For Plan B, some of the boards are placed too low. The lower boards may be difficult to see and will be blocked by other displays and viewers. For Plan C, even though the viewers can see the exhibits by walking around the blocks, the exhibits need to be placed closer to a wall to see the projections. Also, one of the exhibits and a table lamp for reading exhibition materials require power supply. Therefore, the wires will be exposed if the blocks are not placed near to the wall. Also, the exposed wires may cause danger to viewers. For these reasons, these two options are eliminated.



# Exhibition set-up preview - Plan A



- 1** Mounted pictures
- 2** Rain Totem
- 3** Artist statement
- 4** AD313 Edited Publication  
AD318 Design Folio
- 5** Business card
- 6** Comment book
- 7** River Lantern

# Exhibition set-up preview - Plan D



- 1** Mounted pictures
- 2** Artist statement
- 3** Rain Totem
- 4** AD313 Edited Publication  
AD318 Design Folio
- 5** Business card
- 6** Comment book
- 7** River Lantern



## Comments on previews

The room is meant to be dark. However, a dark picture may not show the set-up clearly. Therefore, the set-ups are rendered in a bright environment.

After comparing the two previews, plan D is a better option. The blocks with different heights are more appealing to shelves at the same level. Even though shelves may provide more space for display and interaction, the wider distance separates the pieces and materials, being less coherent than using wooden blocks closer together. Also, considering that people used to read from left to right, the artist statement should be placed on the most left to make the most sense.

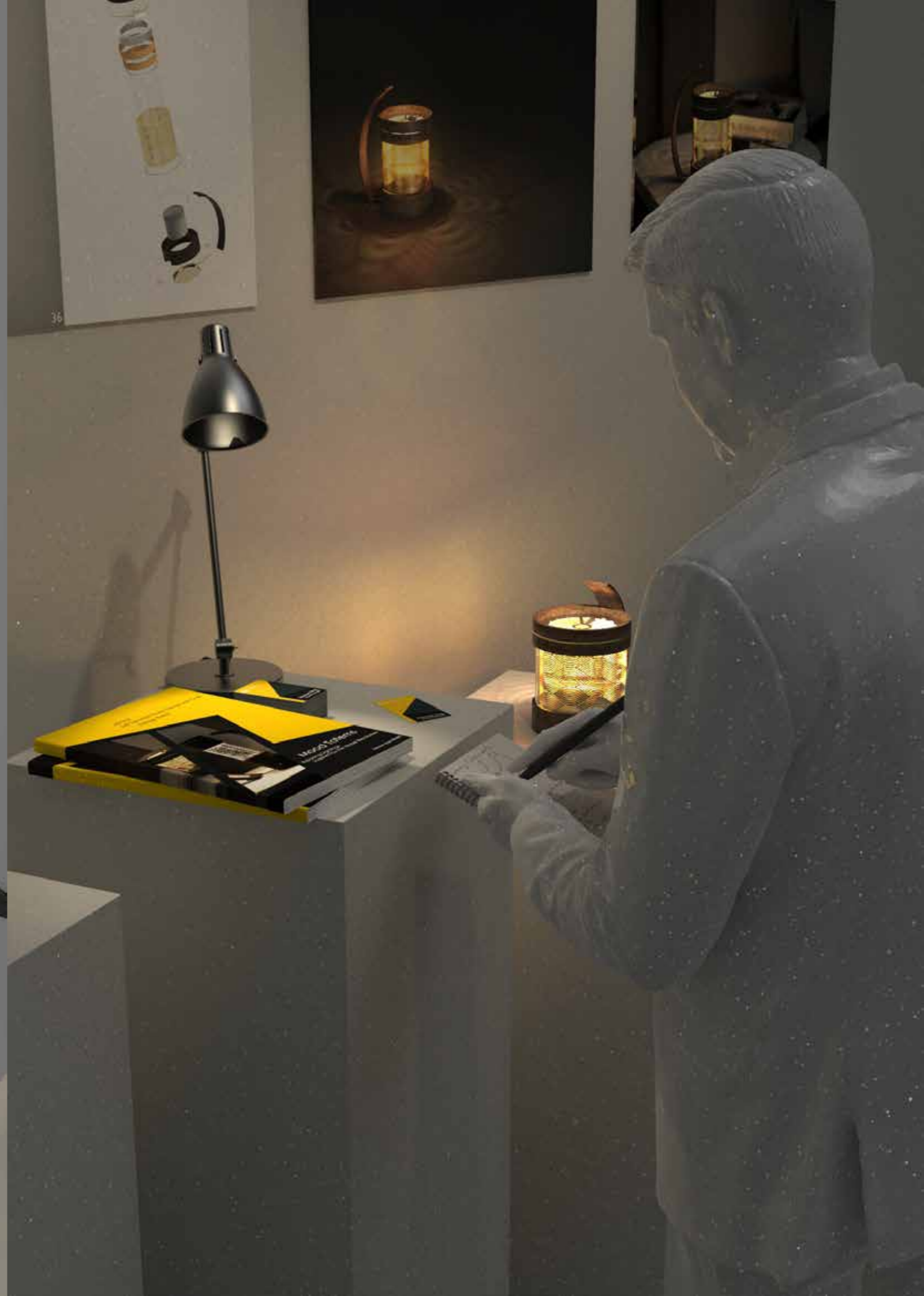
For the A2 boards, I chose not to put on design presentation boards or posters, but pictures only. Presentation boards and posters are texts with graphics. The major reason is that there are similar things in the booklets. As the booklets are AD313 Creative Enquiry edited publication and AD318 Self Directed Study folio, they should contain all details and some summary pages. If the viewers are interested in the details and making processes, they would look through the booklets. However, these booklets cannot display a large and high-quality image because of their size and binding, large pictures should be mounted and displayed on walls to attract viewers. The pictures demonstrated the exhibits' function and structure, giving a brief idea of what the viewers are looking at by their first site.



Informational text panel on the wall.



Exhibition set-up



# Exhibition materials

## Business card



QR code linked to  
<https://blogs.brighton.ac.uk/ad313yr201920/>

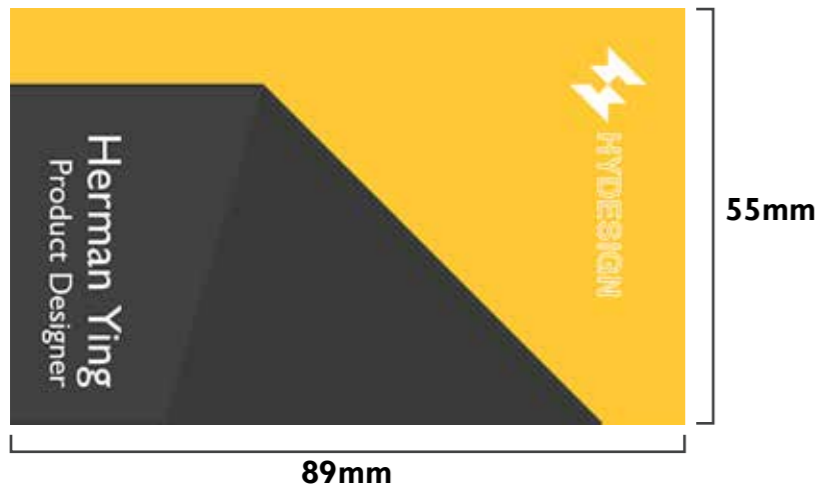
## Presentation statement

### Mood Totems - Relaxing Lightings Herman Ying

Mood Totems is a project inspired by the "Be water" philosophy in the Hong Kong 2019 pro-democracy protest. Water has different properties and forms. From that, water can be a inspiring metaphor which remind people on perfecting their acts. Be flexible like water; be free like vapour; and be solitary like ice.

This project insists to create crafted products for relaxation uses. The series of 2 lighting devices achieve stress reduction by visual and sound effects. For Rain Totem, a raining table lamp, it produces the sound of rain and casts the shadow of rain onto walls. For River Lantern, a rotating candle holder, it casts moving patterned shadow onto table surface by using the property of water and fire. These products make a dark room into a perfect place to relax, think, meditate, and sleep. More than that, these products may be a glimmer of encouragement in the dark by reminding people the philosophy of water.

## Actual size



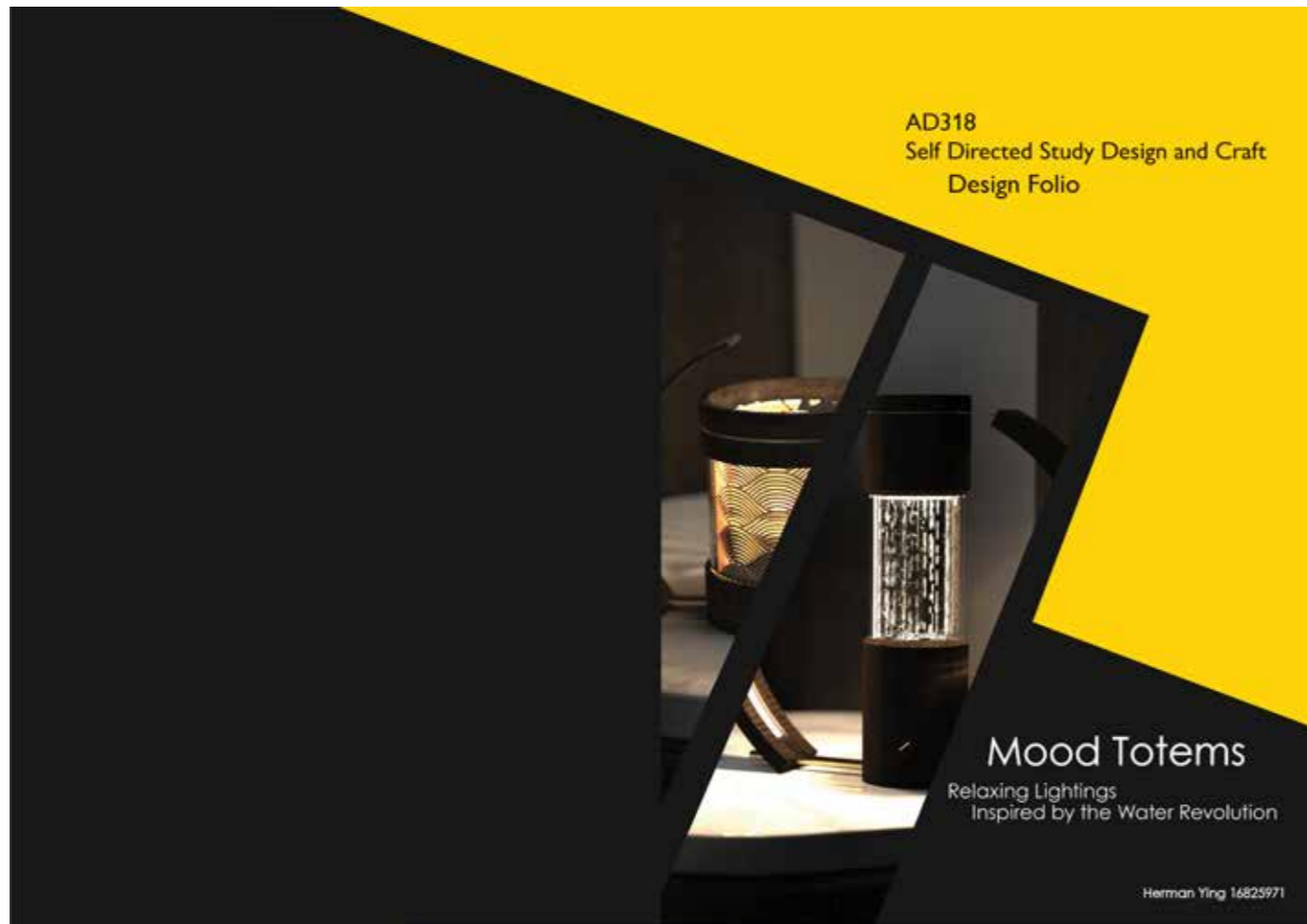
89mm

55mm

# Exhibition materials

## AD318 Self Directed Study Design and Craft Design Folio

## AD313 Creative Enquiry Edited Publication



Back cover

Front cover



Back cover

Front cover

Link and QR code to the document  
<https://blogs.brighton.ac.uk/ad313yr201920/2019/11/14/herman-ying/>



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# Exhibition materials

## Pictures



# Exhibition materials



