Imagine designing a broadcast studio for ESPN, a kiosk at the Olympics, a multi-million dollar exhibit at the Detroit Auto Show, a display for Sea World, or being part of team creating the Superbowl half-time experience? BSU’s Exhibit Design graduates have these types of opportunities every day.

**What is Exhibit Design:** The complexities of Exhibit Design overlap a wide range of disciplines, including: interior design, product and model design, architecture, graphic design, multimedia & construction. This multidisciplinary design tends to be commercial or cultural in nature. Projects can be permanent or temporary and can range from tradeshow exhibits, museum exhibits, events, brand experiences, themed attractions, visitor centers, science centers, retail spaces, & consumer-related experiences.

**Unique Program:** Bemidji State University offers the only degree in Exhibit Design in the nation. The department prides itself on its close relationship with industry, which serves as an advisory board offering one-on-one mentorship for interested students. To maximize the students’ exposure to exhibit design, students have the opportunity to attend annual field trips to Minneapolis, Chicago, & Las Vegas.

In short, exhibit designers are responsible for creating spaces that are accessible, educational, fun, and much more. To do this, the exhibit designer must have an understanding of the physical, emotional, & intellectual needs of the range of different visitors to create a human-centered experience.

Bemidji State University is presented with more career opportunities for graduates, than actual graduates to fill these positions. If you want to pursue an exciting career of designing spaces, exhibit design is the career for you!

**For more information, contact:**
Sachel Josefson
SJosefson@bemidjistate.edu
(218) 755-2949

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**Want to see the kind of work you would be creating in Exhibit Design?**

Every spring the program hosts a Portfolio Review with each senior presenting their portfolio to industry professionals and the general public. You are invited to see a sample of your future. Just contact Sachel Josefson (see below for contact information).

**Screening Process**
All Design Majors are required to pass a screening process in order to register for Junior Culmination and Senior Culmination. The screening process takes place during the fall of the students Junior and Senior year.
Exhibit Design

I. Required Core Courses - Subtotal 24 Credits
   - TADD 1430 Design Foundations (4 credits)
   - TADD 1440 Drawing Foundations (4 credits)
   - TADD 2440 2D Design Software (4 credits)
   - TADD 3440 3D Design Software (4 credits)
   - TADD 3450 History of Modern Design (4 credits)
   - TADD 3900 Junior Culmination (2 credits)
   - TADD 4900 Senior Culmination (2 credits)

II. Exhibit Design Emphasis - Subtotal 44 Credits
   - TADD 3420 Introduction to Exhibit Design (4 credits)
   - TADD 3430 Introduction to Graphic Design (4 credits)
   - TADD 3548 Advanced 3D Design (4 credits)
   - TADD 3549 Interactive Design (4 credits)
   - TADD 3568 Exhibit Design/Trade Show (4 credits)
   - TADD 3569 Exhibit Design/Environments (4 credits)
   - TADD 3578 Typography (4 credits)
   - TADD 3579 Branding and Packaging (4 credits)
   - TADD 3648 Color Theory (4 credits)
   - TADD 4549 Advanced Media Design (4 credits)
   - TADD 4569 Advanced Exhibit Design (4 credits)

Total Semester Credits for the Art & Design Program - 68 Credits
A total of 120 Semester Credits is Required for a Bachelor of Science Degree

Suggested Schedule, Design Major, B.S. Exhibit Design Emphasis

Freshman Year
   - TADD 1430 Design Foundations (4 credits)
   - TADD 1440 Drawing Foundations (4 credits)
   - TADD 2440 2D Design Software (4 credits)
   - TADD 3430 Introduction to Graphic Design (4 credits)
   - TADD 3440 3D Design Software (4 credits)
   - Liberal Education Requirements

Sophomore Year
   - TADD 3420 Introduction to Exhibit Design (4 credits)
   - TADD 3450 History of Modern Design (4 credits)
   - TADD 3548 Advanced 3D Design (4 credits)
   - TADD 3569 Exhibit Design/Environments (4 credits)
   - TADD 3578 Typography (4 credits)
   - Liberal Education Requirements

Junior Year
   - TADD 3549 Interactive Design (4 credits)
   - TADD 3568 Exhibit Design/Trade Show (4 credits)
   - TADD 3579 Branding and Packaging (4 credits)
   - TADD 3648 Color Theory (4 credits)
   - TADD 3900 Junior Culmination (2 credits)
   - TADD 4569 Advanced Exhibit Design (4 credits)
   - Liberal Education Requirements

Senior Year
   - TADD 4549 Advanced Media Design (4 credits)
   - TADD 4900 Senior Culmination (2 credits)
   - Liberal Education Requirements

Career Paths and Income

Exhibit Designer // $60,000
Art Director // $61,000
Multimedia Designer // $50,000
Graphic Designer // $51,000
Illustrator // $40,000

(Median Income, www.payscale.com)

High School Course Recommendations

- Drafting
- 2D & 3D Design
- Drawing
- Illustration
- Photography
- Computer Science Classes

A member of the Minnesota State Colleges and Universities system, Bemidji State University is an equal opportunity educator and employer.