

## EXHIBITION AND PRESENTATION TECHNIQUES

1	Course Title:	EXHIBITION AND PRESENTATION TECHNIQUES
2	Course Code:	MOTS215
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. HATİCE KÜBRA ÖZBEY
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr. Gör. Hatice Kübra Özbey Bursa Uludağ Üni. Teknik Bilimler MYO. hkubraozbey@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Students learn the importance of exhibition presentation techniques. To be able to organize appropriate presentation and exhibition procedures for the purpose. It is aimed to improve their presentation skills in front of the public effectively.
19	Contribution of the Course to Professional Development:	Having information about the presentation of the products produced
20	Learning Outcomes:	
	1	Understands the presentation techniques used in the field of fashion.
	2	Will be able to evaluate the designs in show and exhibition spaces.
	3	Will be able to realize effective presentation applications.
	4	
	5	
	6	
	7	
	8	
	9	
	10	
21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	General information about the purpose and scope of the course, subject and contents. Elements of body language: Eye-look, touch, gestures and facial expressions, sitting style, posture, visual impact	

2	Effective presentation preparation methods	
3	General information about fair events	
4	General information about fair events	
5	Examining what needs to be done before participating in the fair	
6	Examining what needs to be done at and after the fair	
7	Examination of stand arrangement elements	
8	Determining the principles of the arrangements in the store, showroom and product placement	
9	Determining the principles of the arrangements in the store, showroom and product placement	
10	The necessary elements in the preparation of the showcaseexamining	
11	Trend book, product catalog designs, swatch card types	
12	Fashion show preparation processes	
13	Fashion show preparation processes	
14	Fashion show reviews	

22	Textbooks, References and/or Other Materials:	Jones, J. S. (2009). Moda tasarımı. (çev. H. Kılıç). İstanbul: Güncel Yayıncılık. Proebury, A. (2006). Başarılı sunum teknikleri
----	---	---

Activites		Number	Duration (hour)	Total Work Load (hour)
<b>THEORETICAL LEARNING ACTIVITIES</b>		<b>NUMBER</b>	<b>WEIGHT</b>	
Practicals/Labs		0	0.00	0.00
Midterm Exam		1	20.00	20.00
Self study and preparation		0	0.00	0.00
Homeworks		0	0.00	0.00
Home work project		0	0.00	0.00
Projects		0	0.00	0.00
Field Exams		4	60.00	60.00
Field Studies		0	0.00	0.00
Total		2	100.00	100.00
Midterm exams		1	20.00	20.00
Contribution of Term (Year) Learning Activities to		1	100.00	100.00
Others		0	0.00	0.00
Final Exams		1	22.00	22.00
Contribution of Final Exam to Success Grade		1	60.00	60.00
Total Work Load				90.00
Total				100.00
Total work load/ 30 hr				3.00
ECTS Credit of the Course				3.00

Undergraduate Education Regulation.

24	<b>ECTS / WORK LOAD TABLE</b>
----	-------------------------------

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	0	5	0	4	0	2	0	0	0	0	3	0	0	0	0
ÖK2	5	0	5	0	4	0	2	0	0	0	0	3	0	0	0	0
ÖK3	5	0	5	0	4	0	2	0	0	0	0	3	0	0	0	0

LO: Learning Objectives    PQ: Program Qualifications					
Contrib ution Level:	1 very low	2 low	3 Medium	4 High	5 Very High