

Narrative Spaces: Exhibition Design and Storytelling Course Schedule & Syllabus

Session 1: February 14

Introduction and Orientation (*Duration: 3 hours*)

Presenter: Florence Schechter

Hosts: Nóra Demeczky, Claudia Küssel, Antal Bodóczy, Enikő Déri

- Introduction to instructors (Nóra Demeczky, Claudia Küssel, Antal Bodóczy, Enikő Déri) (10-15 min presentations)
 - Creative introductions by participants
 - Short introduction to the MIRO platform
 - Overview: **What is Narrative Spaces?** / Scope and expected output
 - **Lecture by Florence Schechter:** *Museum Planning from the Start – Museums, Feasibility, and Contemporary Expectations*
 - Q&A session
 - Brief of concept
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Session 2: February 21

Curatorial and Design Perspectives (*Duration: 3 hours*)

Presenters: Nóra Demeczky, Claudia Küssel, Antal Bodóczy

- **Curatorial Perspective** (*Claudia Küssel*)
 - **Methodological Approaches** (*Nóra Demeczky*):
 - VARK model, gamification, participatory design, stakeholder mapping
 - **Gamification Case Study:** *House of Music* (*Antal Bodóczy – 30 min presentation*)
 - **Exercise:** Persona development
 - **Team Formation:** Groups established for final project execution
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Session 3: February 28

Designing Visitor Journeys – Scenography and Visual Storytelling (*Duration: 3 hours*)

Presenter: David Lebreton

- **Lecture:** *Scenography - Space Utilization, Visitor Experience Design, and Visual Narratives*
 - **Workshop:** Creating moodboards and spatial concept sketches
 - **Case Studies & Practical Exercise:** Narrative design, spatial planning, installation concepts
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Session 4: March 7

Learning Through Museums – Engaging Audiences Through Education (*Duration: 3 hours*)

Presenter: [TBA - Museum Educator]

- **Lecture:** *Educational and Interactive Approaches in Museums*
 - **Workshop:** Designing educational programs and interactive tools
 - **Exercise:** Integrating educational elements into exhibition concepts
 - **Practical Task:** Develop ideas incorporating museum pedagogy, participatory, or inclusive tools
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Session 5: March 14

Designing Visitor Journeys – Architecture and Spatial Design (*Duration: 3 hours*)

Presenter: Zoltán Neville

- **Lecture:** *Architectural Perspectives on Exhibition Design – Space Utilization and Visitor Flow*
 - **Workshop:** Moodboard and spatial planning exercises
 - **Grant Writing & Exhibition Proposals:** Introduction to funding applications
 - **Case Studies & Practical Exercise:** Narrative planning, spatial layout, and installation design
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Session 6: March 21

Visual Impact – Graphic Design, Branding, and Storytelling (*Duration: 3 hours*)

Presenter: DE_FORM - Enikő Déri, Nóra Demeczky

- **Lecture:** *Visual Identity, Branding, and Graphic Communication in Exhibitions*
 - **Workshop:** Developing graphic concepts and storytelling techniques
 - **Exercise:** Creating an exhibition identity and visual elements
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Session 7: March 28

Storytelling Workshop (*Duration: 3 hours*)

Presenter: Erik Kessels

- **Lecture and Workshop:** Exploring creative storytelling in exhibitions
 - **Exercise:** Identifying storytelling opportunities within participants' exhibition projects
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Session 8: April 4

Final Presentation and Evaluation (*Duration: 3 hours*)

- **Final Presentations:** Teams showcase their exhibition concepts
 - **Feedback Session:** Group evaluation and discussion
 - **Closing Discussion:** Reflection on key learnings and course conclusion
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Course Objectives:

- Understand key aspects of exhibition planning and visitor engagement
- Learn from leading professionals in curatorial practice, architecture, design, and storytelling
- Develop hands-on skills in exhibition scenography, branding, and education
- Apply interdisciplinary methods to design a compelling exhibition project

Expected Output: By the end of the course, participants will have developed a complete exhibition concept, incorporating curatorial, design, storytelling, and educational elements. Each team will present their final project, demonstrating their understanding of visitor engagement, spatial planning, and narrative design.