

1. Record Nr.	UNINA9910464276303321
Autore	Schittich Christian
Titolo	Exhibitions and displays : museum design concepts, brand presentation, trade show design / / Christian Schittich (ed.)
Pubbl/distr/stampa	Basel ; ; Boston : , : Birkhauser, , [2009] ©2009
ISBN	3-0346-1555-8
Descrizione fisica	1 online resource (0 p.)
Altri autori (Persone)	SchittichChristian
Disciplina	069 659.1/52
Soggetti	Trade shows - Exhibition techniques Exhibit stands - Design and construction Display of merchandise Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Front matter -- Contents -- Designing exhibitions and presentations / Schittich, Christian -- Interaction of building and presentation - current museum concepts / Schittich, Christian -- To exhibit - From the spoon to the state / Baur, Ruedi -- Phaeno Science Center in Wolfsburg -- New Museum in New York -- Literature Museum in Marbach -- Museum of Celtic and Roman History in Manching -- BMW Museum in Munich -- Mercedes-Benz Museum in Stuttgart -- Show and let show / Merz, Hg / Wais, Patrick -- "The Rommel Myth" exhibition in Stuttgart -- "That's Opera" traveling exhibition -- "Inventioneering Architecture" traveling exhibition -- Museum pavilion in Pouilly-en-Auxois -- Exhibition pavilion for Artek in Milan -- Built Identity Architecture - Design - Communication / Messedat, Jons -- Audi Center in Munich -- adidas Brand Center in Herzogenaurach -- Baufritz exhibition building in Erkheim -- Proper light for presentations / Schielke, Thomas -- "Freudenhaus" optician store in Munich -- Whiteleys Shopping Center in London -- MPREIS Supermarket in Innsbruck -- Edeka Supermarket in Ingolstadt -- Noise barrier with integrated car showroom near Utrecht -- Exhibition hall in Paris -- New Trade Fair in Stuttgart --

Sustainably designing temporary architecture for brands /
Schmidhuber, Susanne -- Stylepark Lounge in Berlin -- Exhibition
stand "Garment Garden" in Frankfurt am Main -- Exhibition design
system or custom design / Röckl, Günther -- Eternit exhibition stands
in Stuttgart and Munich -- E.ON exhibition stand in Essen -- Serafini
exhibition stand in Cologne -- Architects - Project data -- Authors --
Illustration credits

Sommario/riassunto

From trade fair stands to museum concepts, the successful transfer of information to a wide public audience relies on effective staging and appropriate architectural design. While museum exhibitions focus on the art of communicating content, with commercial aspects tending to play a more subordinate role, the goal of trade fair stands and showrooms is to convey a brand image. And at least since large companies like BMW and Mercedes began introducing commercialized museum concepts designed to stage their brands, the phenomenon has come full circle. Not infrequently, planners today must not only accomplish the demanding task of designing an exhibition; they must also meet full service demands, from briefings and CI design to realization. How to do this successfully is the subject of short articles by authors from the relevant fields. With extensively documented project examples organized by presentation or exhibition type, these valuable technical articles offer a detailed roadmap to practical success. Practical knowledge from briefing to implementation

2. Record Nr.	UNINA9910458964803321
Autore	Jeschofnig Linda <1948->
Titolo	Teaching lab science courses online [[electronic resource]] : resources for best practices, tools, and technology / / Linda Jeschofnig, Peter Jeschofnig
Pubbl/distr/stampa	San Francisco, CA, : Jossey-Bass, 2011
ISBN	1-283-02633-3 9786613026330 1-118-00999-1
Descrizione fisica	1 online resource (199 p.)
Collana	Jossey-Bass Guides to Online Teaching and Learning ; ; 29
Altri autori (Persone)	JeschofnigPeter
Disciplina	507.8/5
Soggetti	Science - Study and teaching (Higher) Laboratories Web-based instruction - Design Science - Electronic information resources Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Teaching Lab Science Courses Online: Resources for Best Practices, Tools, and Technology; Contents; Preface; Acknowledgments; About the Authors; 1. Why Teach Science Online?; 2. Teaching Science: Online Versus Face to Face; 3. Specific Tools and Software for Teaching Online Science; 4. Online Science Lab Options: Pros, Cons, and Effectiveness; 5. The Art of Teaching an Online Science Course; 6. Promoting Academic Integrity in Online Science Courses; 7. The Art of Incorporating Online Lab Assignments; 8. The Evidence Supporting Off-Campus Science Labs; 9. Online Teaching Advice from the Pros 10. The Tipping Point for Online Science Is Now!Appendix: A Case Study from Start to Finish: The Why and How of Placing Microbiology Completely Online at Ocean County College: Dr. James Brown; References; Index
Sommario/riassunto	Teaching Lab Science Courses Online is a practical resource for educators developing and teaching fully online lab science courses. First, it provides guidance for using learning management systems and

other web 2.0 technologies such as video presentations, discussion boards, Google apps, Skype, video/web conferencing, and social media networking. Moreover, it offers advice for giving students the hands-on "wet laboratory" experience they need to learn science effectively, including the implications of implementing various lab experiences such as computer simulations, kitchen labs, and
