

## Liverpool John Moores University

Title: Experiential Design  
Status: Definitive  
Code: **4001SD** (119291)  
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Jon Spruce	Y

**Academic Level:** FHEQ4  
**Credit Value:** 24.00  
**Total Delivered Hours:** 90.00  
**Total Learning Hours:** 240  
**Private Study:** 150

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6.000
Off Site	12.000
Practical	54.000
Seminar	4.000
Tutorial	2.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1		70.0	
Artefacts	AS2		30.0	

### Aims

*This module introduces students to experiential design, further developing their understanding of human factors in relation to psychological and emotional response. The module will engage students in the creative interpretation of brands or themes as vehicles for the production of spatial design proposals.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 1. Demonstrate the application of experiential design approaches in the generation of design ideas.
- 2 2. Understand notions of brand and demonstrate how this can be applied to spatial design proposals.
- 3 3. Select and apply appropriate visual media in representing design proposals.
- 4 4. Apply structured mechanisms of testing and evaluation that inform the design process.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Design project	1	2	4
Design proposal	2	3	

## Outline Syllabus

*User experience and experiential design approaches*  
*Human Factors - physical, psychological and emotional response*  
*Primary and secondary research methods*  
*Retail design*  
*Brand deconstruction*  
*Thematic representation and interpretation*  
*Experimentation with visual media*

## Learning Activities

This module engages students in the exploration of experiential design via the introduction of human centered research methods - developing investigation and analysis skills. The projects may utilise a thematic subject area or brand identity as the vehicle for generating design proposals. Design projects within this module will be supported by knowledge based lectures that build awareness and provide students with a range of practical design research methods.

## References

<b>Course Material</b>	Book
<b>Author</b>	MESHER, L
<b>Publishing Year</b>	2010

<b>Title</b>	Retail Design
<b>Subtitle</b>	
<b>Edition</b>	Lausanne: AVA Publishing
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	MANUELLI, S
<b>Publishing Year</b>	2006
<b>Title</b>	Design for Shopping: New Retail Interiors
<b>Subtitle</b>	
<b>Edition</b>	London: Laurence King
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	TILBERG, C
<b>Publishing Year</b>	
<b>Title</b>	Powershop: New Japanese Retail Design
<b>Subtitle</b>	
<b>Edition</b>	Amsterdam: Frame
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	KUBBA, S
<b>Publishing Year</b>	
<b>Title</b>	Space planning for commercial and residential interiors
<b>Subtitle</b>	
<b>Edition</b>	New York: McGraw Hill
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	MILTON, M
<b>Publishing Year</b>	1999
<b>Title</b>	Interior Design Visual Presentation: A Guide to Graphic Models and Presentation Techniques
<b>Subtitle</b>	
<b>Edition</b>	New York: John Willey & Sons
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	DOWDY, C
<b>Publishing Year</b>	
<b>Title</b>	One-off: Independent retail design

<b>Subtitle</b>	
<b>Edition</b>	London: Laurence King
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	RIEWOLD, O
<b>Publishing Year</b>	2002
<b>Title</b>	Brandscaping: Worlds of experience in retail design
<b>Subtitle</b>	
<b>Edition</b>	Birkhauser
<b>Publisher</b>	
<b>ISBN</b>	

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