

Creative Event Design

Module Information

2022.01, Approved

Summary Information

Module Code	4005LBSEVM
Formal Module Title	Creative Event Design
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To develop students understanding of the role and importance of design, creativity and theming in the event production process. To understand the impact of design on audience experiences.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop communicative and creativity skills through a presentation.
MLO2	2	Demonstrate an understanding of the principles and practices of event design.

Module Content

Outline Syllabus	Role and importance of event design; event brief interpretations; bidding for events; creativity and innovation; idea generation; engaging the 5 senses; the experience economy; staging and production; theme and programme design; concept boards; the art of the pitch.
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	AS1	30	0	MLO1, MLO2
Presentation	AS2	70	0	MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Marcus Hansen	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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