

Liverpool John Moores University

Title: THEMEING, DESIGN AND EXPERIENCE
Status: Definitive
Code: **4052TEF** (103778)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Philip Williamson	Y

Academic Level: FHEQ4
Credit Value: 12
Total Delivered Hours: 24
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Workshop	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Group Concept Board and Pitch	70	
Portfolio	AS2	Individual Self Reflection	30	

Aims

To introduce students to the roles of themeing, design and creativity within the experience economy and apply such to a client's brief.

Learning Outcomes

After completing the module the student should be able to:

- 1 Search select and interpret secondary sources in order to address a client's brief.
- 2 Demonstrate individuality, reflective skills in relation to WOW/graduate skills used within the process.
- 3 Professionally present the themed concept using a variety of tools and techniques as a group.

Learning Outcomes of Assessments

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

Concept Board and Pitch	1	3
Reflection	2	

Outline Syllabus

Engaging with the 5 senses; Role of themeing within the experience economy; The art of the pitch; event brief interpretations; Theme types and styles; Concept boards, mood boards and their uses; Reflecting on skill development.

Learning Activities

The module will be taught through a combination of lectures, CDs, workshops using case studies and utilisation of real life event examples. Students will participate in small group discussions and task-orientated activities based around the clients brief. Secondary research sourcing, and creativity are paramount. Develop team working skills and engage in WOW/graduate skills.

Notes

This module provides the opportunity for students to develop and reflect on a range of skills utilised in order to meet a client's brief. Evidence from this module may contribute to WoW certification.