

Liverpool John Moores University

Title: EVENT THEMING
Status: Definitive
Code: **4072TEF** (119328)
Version Start Date: 01-08-2018

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

Team	Leader
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Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	28
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Peer review of individual group members	10	
Presentation	AS2	Group Concept Board and Pitch	90	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Develop communicative skills through the presentation of a professional pitch
- 2 Demonstrate an understanding of the principles and practices of event design
- 3 Critically review and evaluate group members individual performance throughout the event conceptualisation and design process

Learning Outcomes of Assessments

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

Peer Review	3	
Group Concept and Pitch	1	2

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.

Learning Activities

The module will be taught through a combination lectures and seminars. Theories and concepts will introduced through the lectures whilst the seminars will adopt a problem-based learning approach, employing small group teaching to encourage the students to take responsibility for what and how they learn. Field trips and guest speakers will be utilised to reinforce the theoretical concepts.

Notes

This module provides the opportunity for students to research, reflect on and pitch their ideas in a group to a client brief via creative tools and techniques.