Liverpool John Moores University

Title: Creative Event Design and Experience
Status: Definitive
Code: **5505DGABW**   (128656)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Dong A University

Team	Leader
Kelly Maguire	Y

Academic Level:	FHEQ5	**Credit Value:**	20	**Total Delivered Hours:**	40
Total Learning Hours:	200	**Private Study:**	160		

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Practical	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation (20 min)	70	
Portfolio	AS2	Individual Portfolio (1000 word equivalent)	30	

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 a presentation
2   Demonstrate an understanding of the principles and practices of event design

Learning Outcomes of Assessments

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

Presentation   1   2

Individual Portfolio   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

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