

Creative Event Design and Experience

Module Information

2022.01, Approved

Summary Information

Module Code	5505DGABW
Formal Module Title	Creative Event Design and Experience
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	20
Practical	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	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 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
Presentation	Presentation	70	0	MLO1, MLO2
Practice	Individual Portfolio	30	0	MLO1, MLO2

Module Contacts