LIVERPOOL JOHN MOORES UNIVERSITY

Module Proforma

Approved, 2022.02

Summary Information

Module Code	5616DGABW
Formal Module Title	Creative Event Design
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

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

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
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.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Develop communicative and creativity skills through a presentation
MLO2	Develop communicative and creativity skills through a presentation

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
The module will be taught through a combination lectures and practical sessions, such as fieldtrips and site visits. Theories and concepts will introduced through the lectures. Field trips and guest speakers will be utilised to reinforce the theoretical concepts.

Additional Information

Assessments

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