Subject Overview

Students should understand the event concept and the creative process involved in event design; identify and define design elements of production; demonstrate understanding of positive and negative event design experiences and use this knowledge to address the impact of event design decisions on the event experience. Other key concepts relate to the nature and importance of, as well as the development of, a unique event theme and event concept.

Learning Outcomes

Define the key concepts of event design in the event planning process.

Explain the influence of design on the event experience.

Identify the controllable and uncontrollable factors that influence the event experience.

Describe the range of design tools and systematic series of actions required for event design execution.

Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class test.</td>
<td>20%</td>
</tr>
<tr>
<td>Report</td>
<td>35%</td>
</tr>
<tr>
<td>Event design (group) and report</td>
<td>45%</td>
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</tbody>
</table>

Graduate Attributes addressed in this subject

- Preparedness
- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to analyse and critique knowledge
- Communication skills