HTT A264: EVENT DESIGN

Item	Value
Curriculum Committee Approval Date	10/07/2020
Top Code	130700 - Hospitality
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course covers the skills necessary create visual experiences needed for impactful events, where an audience responds to the live environment of the event. Focus is placed on how to optimize experience through immersive design of textures, textiles, decor and lighting to enhance your events, as well as, how to articulate and propose such services. The tools provided in this course will help students to be able to propose and to identify the resources to successfully accomplish these design experiences, thus creating ROI for the client. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. At the end of the course, students will understand the design elements of an event, the opportunities to showcase and create a narrative around the design and propose design services to clients that create impactful events and meet organizational goals.

Course Objectives

- 1. Understand the industry language associated with design.
- 2. Apply an innovative process to describe design elements.
- 3. Analyze best practices and innovative design examples.
- 4. Utilize a systematic visual design approach.
- 5. Align organizational goals to visual elements.
- 6. Create an event canvas and presentation portfolio of design elements.
- 7. Outline and articulate a design narrative.
- 8. Apply and best utilize various textures and textiles.
- 9. Identify resources, vendors and tools to create an impactful event.

Lecture Content

The Digital Transformation of Events Sustainability: Our Industry Imperative People-centric, Purpose-driven Design Our Value Equation Activating Creativity and Passion Mastering an Event Design Process Building the Right Teams Integrating Technology Data Is the New Bacon, It Makes Everything Better Planning for Our Mobile Participants Security Matters: Data Breaches Can Happen to Anyone Embrace Emerging Technology Participating in MY Tech Enabled Event Marketing to Our (Digital) Audience Destination Matters Social Impacts and Legacy Building Using Social Physics and Social Media Expert Interview: Miguel Neves and Gerrit Heijkoop Social Media -

Major Platforms circa 2017 Design the Optimal Brain Experience Why Happiness and Surprise Work Food is Fuel for Neurotransmission Optimizing Learning and Performance Discussion with an Expert: Josh Harrison Using the Secret Powers of Storytelling Presentation Formats Drive Results Use the Power of Play Space Flow and Seating Design In His Own Words: Producing a Stellar General Session Virtual Events and Hybrid Events Immersive Five-Senses Design Updating Trade Show Design Building Accessible Events for Diverse Communities VIPs and the Democratization of Events Intentional SWAG. Stuff We All Get The Case for Wellne ss Discussion with an Expert: Jeff Duncan Stay Curious Checklists and Questions Checklist One: Basic Data Security Checklist Two: FoodPreparation Checklist Two: Food Preparation Checklist Three: What Your Mobile APP Can do for Your Show Checklist Four: Making Mobile Games Work for YOU Checklist Five: Hybrid Events Checklist Six: Evoking Emotions

Method(s) of Instruction

- Lecture (02)

Instructional Techniques

Lecture, independent study.

Reading Assignments

Students are expected to engage in a minimum of six hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Read assigned chapters prior to class arrival, minimum of two hours. Read assigned modules prior to class arrival, minimum of two hours. Read posted articles in Canvas, on average one hour. Read posted discussion topic, research and participate in the argument, minimum of two hours. Research journal topics, on average one hour.

Writing Assignments

Students are expected to engage in a minimum of six hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Problem solving exercises will include written comprehensive responses, minimum of two hours. Cognitive responses to classroom lecture/demonstration/online discussion will be required., minimum of two hours Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques. D. Journal of observations and experiences, minimum of two hours. Present a professional portfolio journaling learning outcomes, minimum of two hours.

Out-of-class Assignments

Students are expected to engage in a minimum of six hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: All quizzes and examinations will be at least 75% comprehensive responses, on average one hour. Weekly problem solving exercises will include written and oral comprehensive responses, minimum of two hours. Cognitive responses to classroom lecture and demonstration will be required, minimum of two hours. Proficiency demonstration of applied skills demonstrating evaluation and critiques techniques, varies one - two hours based on assignment.

Demonstration of Critical Thinking

Access and develop travel plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of PowerPoint presentation skills. Examinations consisting of fill-in, multiple choice and short essay. Worksheets completed from information in the text,

computer software, lectures and video presentations. Participation in role playing, class discussion and other interactive classroom work.

Required Writing, Problem Solving, Skills Demonstration

Initial writing assignments will include a short essay to assess general event knowledge. Worksheets completed from information in the text and instructor provided. Computer software Lectures Video presentations

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Hotel and motel services: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Retailing (purchasing, merchandising, sales): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Small business development (entrepreneurship): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Endean, T. Intentional Event Design Our Professional Opportunity, 2017 ed. New York: CreateSpace Independent Publishing Platform, 2017