Experience design is the collection of intentional strategies, touchpoints, and activities chosen to deliver constructions of meaning through engaging interactions. Experiences are what drive the economy. What distinguishes okay companies from truly great companies is the experiences that they provide their customers, as well as their employees. Designing for experiences is about making individuals feel alive and helping organizations take their business to the next level. In this introductory course, students will be exposed to the design, build, execution, evaluation, and management of meaningful experiences. [**BSU Focus: Performance and Participation]
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted