TADD 4750: Event Design

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Event design is the application of form and experience processes to invent festivals, conferences, ceremonies, weddings, formal parties, concerts, tradeshows, or large conventions. It involves studying the brand, identifying its target audience, devising the event concept, and imagining all aspects before actually building and launching the event. In this course, students will learn a systematic visual approach to event design grounded in experience and based on stakeholder needs. Prerequisite(s): TADD 3380, TADD 3552.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Leadership in a Team Environment
2. Stakeholder Analysis
3. Empathy Mapping
4. Instructional Design

D. LEARNING OUTCOMES (General)

1. explain the journey of an event from the design to the overarching aim of the organization/client.
2. summarize the process of identifying stakeholders and empathy mapping.
3. summarize the various range and types of events.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted