Bemidji State University

TADD 4820: Advanced Experience Design

A. COURSE DESCRIPTION

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

This course aims to help students create immersive experiences that tell meaningful stories. Designing such meaningful experiences with intentionality is an advanced art form. This advanced form of spatial storytelling takes guests through meaningful experiences that incorporate graphics, spatial planning, architecture, modern media, theatrical arts, interaction, entertainment, marketing, learning, lighting, engineering, networking, personal growth, and more. This advanced course assumes that students have had most other design-related coursework under their belt. Above all, this course prepares students for employment and encourages them to put the guest at the center of the experience. Prerequisite(s): TADD 3750, TADD 3780.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Advanced Experience Concepts
2. Events of experiences
3. Human experiences and enrichment of experiences.
4. Human-centered design as it relates to experiences.
5. Total design as it relates to experiences.
6. Application of Function, Space, and Place.
8. Deep understanding of Spatial Relationships and Spatial Order.
11. Develop Experiences for sophistication.
12. Develop Quality Presentations.
13. Understanding the Relationship between Marketing and Design.

D. LEARNING OUTCOMES (General)

1. apply the elements of art to create engaging experiences.
2. apply the principles design to create engaging experiences.
3. apply inventive human-centered design concepts using various problem-solving strategies, such as convergent thinking, divergent thinking, and collaboration, brainstorming, and idea maps.
4. apply appropriate strategies based on the client’s needs; as well as the user’s needs.
5. develop an advanced idea into an understandable design concept related to the experience industry.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted