

Faculty of Higher Education

Subject Code	EVE503
Subject Name	Event Design
Credit points	6
Study Level	Year 1
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Dr Kim Williams
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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.
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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	Details	Weighting
	In-class test.	20%
	Report	35%
	Event design (group) and report	45%

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