

Module Descriptor Definitive Document

Module Code	HTMH05
Version	(completed by QASU)
Module Title	Event Design and Production
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	100083
Academic Level (FHEQ)	6
Study Period	2
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

- Event design and creative elements including visual branding, décor and ambiance.
- Stage design and audiovisual production for live events.
- Stage performances and entertainment.
- Multimedia presentations that align with the event's theme.
- Event technology integration.
- Sustainability and eco-friendly elements.
- The preparation of the budget for the event.
- Establishing a network of suppliers and vendors to provide essential services that align with the event's requirements, budget, and quality standards.

Teaching and Learning Experience

Lectures

Seminars

Guest Speaker

1-2-1 tutorials

Guided Independent Study. Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Review the tasks required to be implemented in the production of events.
2. Appraise the importance of technology integration to achieve theme for live events.
3. Demonstrate an understanding of the steps that event planners and professionals assigned to event production go through.
4. Assess factors to be considered in providing engaging and memorable experiences for attendees.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Research Poster	50%	1, 2
Group Podcast	50%	3, 4

Indicative reading (APA 7th edition referenced)

Core Texts:

Vladimir Antchak, *The Fundamentals of Event Design*, Routledge, 2019.

Marc L Williams, *Event Design Mastery*, Independently Published, 2024.

Supplementary Texts:

Troy Halsey, *Corporate Event Design*, Routledge, 2017.

Kile Ozier, *Creative Catalyst*, Rivershore Creative, 2023.

Nick Moran, *Performance Lighting Design*, Methuen Drama, 2018.

Other sources

Students will be directed to additional sources, including journals and websites, as appropriate.