

## Entertainment Design

### Statement of Purpose

The Bachelor of Fine Arts in Entertainment Design provides students with the knowledge and competencies necessary to conceive, visualize, and realize innovative design solutions that bring immersive entertainment experiences to life. Entertainment is rooted in story, and the skill of the Entertainment Designer is to effectively translate a narrative, concept, or theme into a real-world experience that resonates with the guest. The curriculum reflects a collaborative and interdisciplinary approach, focusing on developing skills that enable an experience to be built around story or narrative.

### Student Learning Outcomes

1. **Design Thinking:** Demonstrate design thinking processes that utilize critical and analytical problem solving skills for effective, realistic design solutions. The ability to apply research methodologies that provide context for design decisions with a focus on problem identification, information gathering, and analysis for innovative solutions.
2. **Storytelling Concepts:** An understanding of storytelling concepts and the ability to develop a narrative and experience centered on story. The ability to translate stories into themed experiences.
3. **Concept Communication:** Demonstrate the ability to create and communicate multiple creative concepts utilizing various visualization tools and techniques. Proficient skills in drawing, CAD drawing, ideation sketching, digital drawing, model-making, and written and verbal communication of creative concepts.
4. **Guest Experience:** The ability to develop highly themed and engaging design solutions that are uniquely centered around the guest with a deep understanding of the guest perspective. The ability to incorporate opportunities for guest interaction with effective and appropriate design elements.
5. **Technology:** Students will be able to demonstrate technical proficiency in the use of various digital tools and visualization techniques. An awareness of how the use of technology can enhance the atmosphere, mood, theme and setting in an immersive environment. An awareness of technologies that can enhance the functional effectiveness and operational capabilities of an experience.
6. **Collaboration:** Demonstrate effective communication and leadership abilities that promote positive, collaborative relationships. An understanding of the various roles and responsibilities throughout the design process in the entertainment design industry

## ENTERTAINMENT DESIGN CURRICULUM

### I. General Education Curriculum

#### A. Liberal Arts

(8 courses, 24 credit hours, 20%)

CRWR 311 Writing for Shared Worlds  
LIBA 111 Contemporary Design Culture  
LIBA 230 Worldbuilding  
LMST 282 Literature & Media Studies  
WRIT 151 Writing Studio  
Social and Behavioral Sciences Course  
Scientific Practices Course  
Arts and Humanities Course

#### B. General Education

(2 courses, 6 credit hours, 5%)

Two (2) General Education Electives

#### C. Art and Design History

(4 courses, 12 credit hours, 10%)

ARTH 128 History of Immersive Media  
ARTH 111 Development of Art and Ideas  
ARTH 330 History of Architecture: Up to 1400 or ARTH 331 History of Architecture: 1400 - 1900  
Upper-Level Art History Elective (Recommended: ARTH 365 History of Modern Architecture)

### II. Program Curriculum

#### A. First Year Community

(4 courses, 12 credit hours, 10%)

DSNA Drawing I  
DSNA 113 Drawing & 3D Design I  
DSNA 120 Drawing II (Figure)  
DSNA 123 Drawing & 3D Design

#### B. Entertainment Design Major

(12 courses, 39 credit hours, 32.5%)

EDES 100 Design Thinking I  
EDES 120 Elements & Principles of Design  
EDES 201 Entertainment Design I  
EDES 202 Entertainment Design II  
EDES 222 Materials & Processes  
EDES 310 Immersive Media  
BOAD 360 Project Management  
EDES 300 Design Thinking II  
EDES 301 Entertainment Design III  
EDES 302 Entertainment Design IV  
EDES 401 Entertainment Design Thesis I  
EDES 402 Entertainment Design Thesis II

**C. Entertainment Design Area of Emphasis** (5 courses, 15 credit hours, 12.5%)

Themed Environments

EDES 220 Spatial Environments

EDES 221 Environmental Wayfinding

EDES 320 Visualization & Communication Tools I

EDES 321 Visualization & Communication Tools II

EDES 420 Visualization & Communication Tools III

**III. Electives**

**Open Electives** (4 courses, 12 credit hours, 10%)

Four (4) Open Electives (recommended: INTE 301 Internship)

## Entertainment Design Curriculum Map (Themed Environments Area of Emphasis)

### Entertainment Design BFA (Themed Environments) 2021-22

Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring
DSNA 110 Drawing I	DSNA 120 Drawing II (Figure)	EDES 201 Entertainment Design I	EDES 202 Entertainment Design II	EDES 301 Entertainment Design III	EDES 302 Entertainment Design IV	EDES 401 Entertainment Design Thesis I	EDES 402 Entertainment Design Thesis II
DSNA 113 Drawing & 3D Design I	DSNA 123 Drawing & 3D Design II	EDES 220 Spatial Environments	EDES 221 Environmental Wayfinding	EDES 320 Visualization & Communication Tools I	EDES 321 Visualization & Communication Tools II	EDES 420 Visualization & Communication Tools III	
EDES 100 Design Thinking I	EDES 120 Elements & Principles of Design	EDES 222 Materials & Processes	EDES 210 Immersive Media	BOAD 260 Project Management	EDES 300 Design Thinking II	Liberal Arts	Liberal Arts
LIBA 111 Contemporary Design Culture	ARTH 128 History of Immersive Media	ARTH 111 Development of Art & Ideas	History of Architecture	LIBA 230 Worldbuilding	CRWR 311 Writing for Shared Worlds	Liberal Arts	General Education Elective
WRIT 151 Writing Studio	LMST 282 Literature & Media Studies	Open Elective	Open Elective	Open Elective or INTE 301	Liberal Arts	Upper-Level Art History Elective	Open Elective
Program Curriculum			General Education			Electives	
First Year 12 hours 10%	Major Courses 39 hours 32.5%	Major Emphasis 15 hours 12.5%	Liberal Arts 24 Hours 20%	Gen. Ed. Elective 6 Hours 5%	Art & Design History 12 Hours 10%	Open Electives 12 Hours 10%	<b>120 Credits</b>