

Entertainment Design (Themed Environments) Courses

First Year

MEDA 111 Drawing I

Introduction to the representation of three-dimensional forms in two-dimensional space. Focus on drawing one-, two-, and three-point linear perspective systems from observation and imagination. Develop: Measuring and sighting techniques; drawing skills; value and lighting; design approaches.

DSNA 113 Drawing & 3D Design I

Introduction to drawing and 3D design. Learn traditional media: paper; cardstock; cardboard. Use digital design tools to develop modeling skills and understanding of mass, space, and texture. Apply principles of design to understanding forms and spaces.

EDES 100 Design Thinking I

Overview of creative strategies used during the design process. Working through the stages of design thinking: empathize, define, ideate, prototype and test. Problems are framed, questions are asked, and ideas are created, tested, and chosen.

LIBA 111 Contemporary Design Culture

Survey of contemporary design culture. Explores how the interplay of artists, designers, and thinkers with technological and economic forces has created the look and feel of the objects and practices that continue to shape our culture today. Combines study of pop culture and recent design history with an investigation of philosophical, sociological, psychological, and technological issues.

WRIT 151 Writing Studio

Introduction to academic and professional writing. Emphasis on: rhetorical knowledge; critical thinking, reading and writing processes and conventions. Analysis and evaluation of multiple reading strategies; composition; use of research tools; development of research process; documentation techniques and incorporation of sources; peer review; editing and proofreading strategies.

MEDA 126B Drawing II

Continued study of the accurate three-dimensional forms and environments in two-dimensional space. Focus on color. Focus on drawing one, two, and three-point linear perspective systems from observation and imagination.

DSNA 123 Drawing & 3D Design II

Drawing and 3D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Learn drawing techniques to represent and communicate place, action, object, and narrative. Explore principles and techniques of design as means to understand order, context, and relationships.

EDES 120 Elements and Principles of Design

Elements and principles of design as applied to entertainment design. Topics such as color theory, lighting concepts, and typography are explored through the lens of entertainment design.

LMST 282 Literature & Media Studies

Introduction to literary study and critical thinking about media.

ARTH 111 Development of Art & Ideas

Introductory art history survey. Presents important masterworks from across the globe, from the prehistoric period to the present. Considers art within cultural and historical contexts.

Prerequisite(s):

None.

Second Year**EDES 201 Entertainment Design I**

Introduction to the concepts of Entertainment Design. Techniques of ideation, concept development, and the user experience are explored. Materiality, model-making, and cross-media experimentation are introduced. Developing skills in basic theming through an awareness of story and narrative relevant to the design. Basic drawing, CAD drawing, ideation sketching, concept communication, digital drawing, and problem solving.

EDES 220 Spatial Environments

Introduction to the concepts of design in spatial environments including ideation, visualization, and communication of the built environment. Exploration of three-dimensional spatial relationships, area, and scale. Digital tools are introduced. Basic ideation sketching, drawing, CAD drawing, and model making.

EDES 221 Environmental Wayfinding

Introduction to the concepts, techniques and design principles used in physical orientation and movement through space. Considerations relating to health, safety, and accessibility will be explored. Understanding, developing and applying wayfinding systems including environmental graphics.

ARTH 229 History of Entertainment Design

An examination and analysis of spaces and experiences designed for entertainment. Explores significant examples from past and present, analyzing principles employed in the creation of theme- and concept driven environments.

EDES 202 Entertainment Design II

Builds on concepts and skills introduced in Entertainment Design I. Explores theory and practice of Entertainment Design with a focus on understanding user experience through the development of artifacts, media, systems or environments. Continued practice in incorporating theme, concept, and story into design elements. Continued skill-building in drawing, CAD drawing, problem- solving and ideation sketching, concept communication, digital drawing, and model-making.

EDES 222 Materials and Processes

Survey of materials and resources in the design of the built environment. Exploration of the processes of fabrication, construction, and application. Emphasis on understanding materials based on performance criteria and environmental sustainability within the context of concept, theme, and story development.

EDES 210 Immersive Media

Provides a broad overview and introduction to immersive media and its applications to entertainment design. Focus on the principles, techniques, and tools used in the design and production of virtual reality, augmented reality, projection mapping, 3D video and other forms of immersive media.

Third Year

EDES 301 Entertainment Design III

Builds on concepts and skills of Entertainment Design II. Advanced application of theory and practice of Entertainment Design with a focus on the time-based and spatial aspects of entertainment, alongside the technical requirements developed through the specific areas of emphasis. Continued practice in incorporating theme, concept, and story into design elements. Continued skill-building in drawing, CAD drawing, problem-solving and ideation sketching, concept communication, digital drawing, and modelmaking.

EDES 320 Visualization & Communication Tools I

Introduction to digital design techniques, including drawing, 3D modeling, and 3D prototyping. Focus on preliminary spatial modeling and visualization skills as a medium of creative exploration of ideas.

BOAD 360 Project Management

Overview of characteristics, problems, techniques, and methods of Project Management and a consideration of managerial decision-making in team environments using Program Evaluation and Review Techniques (PERT), Critical Path Method (CPM), and others. Management principles and practices are used to solve practical problems in creative, innovative organizations.

LMST 230 Worldbuilding

Reading and viewing narratives with an emphasis on learning how to build your own inclusive, ecologically aware, and diverse narrative worlds. Draws on familiarity with such well-articulated imaginary worlds as Star Wars, Lord of the Rings, Harry Potter, and Game of Thrones. Approaches worldbuilding through a variety of multi-disciplinary perspectives.

EDES 302 Entertainment Environment Design IV

Builds on concepts of Entertainment Design III. Advanced application of theory and practice of Entertainment Design through highly-themed projects of increased scale and complexity, and the incorporation of diverse media components that support theme and narrative. Continued skill-building in incorporating theme, concept, and story into design elements. Advanced skill-building in drawing, CAD drawing, problem-solving and ideation sketching, concept communication, digital drawing, and model-making.

EDES 321 Visualization & Communication Tools II

Intermediate topics in digital design techniques, including drawing, 3D modeling, and 3D prototyping. Focus on digital modeling, architectural/visual simulation.

EDES 300 Design Thinking II

Practical application of design thinking processes to real-world scenarios. Focus on user experience and human centered design as a method to create experiences centered around the

user. Application of research methodologies to provide context for design decisions with a focus on problem identification, information gathering, and analysis for innovative solutions.

CRWR 311 Writing for Shared Worlds

Provides an advanced understanding of storytelling through work on shared projects. Exposure to a range of real-world examples such as Star Wars, Welcome to Night Vale, and Marvel and DC comic worlds. Examines the importance of writing for multimedia story production.

Fourth Year

EDES 401 Entertainment Design Thesis I

Course work is focused on a two-semester long thesis project where students will identify their final project based on problem identification. This semester focuses on pre-design, including research, client and user identification, programming, and individualized workflow. Research, ideation, Project Brief outlining the scope of the project, concept drawings, data analysis, and documentation of the design process.

EDES 420 Visualization & Communication Tools III

Application of digital design techniques, including drawing, 3D modeling, and 3D prototyping. Focus on exploration of user experience through diverse digitally and physically realized environments.

EDES 402 Entertainment Design Thesis II

Course work is focused on the continuation of a two-semester long thesis project. This course focuses on the visual, verbal, and tactile product of the research completed in Thesis I. Research, ideation, Project Brief outlining the scope of the project, concept drawings, and data analysis. Presentation models, drawings, and virtual experiences are produced.