Entertainment Design (BFA)

Entertainment Design BFA (Themed Environments)   2023-24

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 Perspective Drawing (ED, MD, VR)	DSNA 120 Figure Drawing I (ED, MD, VR)	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 3D Design I (ED, GD)	DSNA 123 3D Design II (ED, GD)	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%	**120 Credit Hours**

Degree Type
Bachelor of Fine Arts

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
7. **Materials & Processes**: Demonstrate an awareness of the materials and resources in the design of the built environment and an understanding of the processes of fabrication, construction, and application.
8. **Spatial Relationships:** Demonstrate an understanding of three-dimensional spatial relationships, area, and scale, including wayfinding solutions for the built environment.

9. **Digital Visualization & Communication Techniques:** Demonstrate the ability to apply a variety of digital design techniques in drawing, 3D modeling, and 3D prototyping.

General Education Curriculum

Liberal Arts

Item #	Title	Credits
CRWR 311	Writing for Shared Worlds	3
LIBA 111	Contemporary Design Culture	3
LMST 282	Literature & Media Studies	3
WRIT 151	Writing Studio	3
	Social and Behavioral Sciences Elective	3
	Scientific Practices Elective	3
	Arts and Humanities Elective	3
	Literature and Media Studies Elective	3

General Education

Item #	Title	Credits
LIBA 230	Worldbuilding	3
	General Education Electives	3

Art and Design History

Upper-Level Art History Elective (Recommended: ARTH 365 History of Modern Architecture)

Item #	Title	Credits
ARTH 128	History of Immersive Media	3
ARTH 111	Development of Art & Ideas	3
	Art History Upper-Level Elective	3

One (1) from the following.

Item #	Title	Credits
ARTH 330	History of Architecture: Up to 1400	3
ARTH 331	History of Architecture: 1400 -1900	3

Program Curriculum

First Year Community

Item #	Title	Credits
DSNA 110	Perspective Drawing (ED, MD, VR)	3
DSNA 113	3D Design I (ED, GD)	3
DSNA 120	Figure Drawing I (ED, MD, VR)	3
DSNA 123	3D Design II (ED, GD)	3

Entertainment Design Major

Item #	Title	Credits
EDES 100	Design Thinking I	3
EDES 120	Elements and Principles of Design	3
EDES 201	Entertainment Design I	3
EDES 202	Entertainment Design II	3
EDES 210	Immersive Media	3
EDES 222	Materials and Processes	3
BOAD 260	Project Management	3
EDES 300	Design Thinking II	3
EDES 301	Entertainment Design III	3
EDES 302	Entertainment Design IV	3
EDES 401	Entertainment Design Thesis I	3
EDES 402	Entertainment Design Thesis II	6

Entertainment Design Area of Emphasis

<u>Themed Environments</u>

Item #	Title	Credits
EDES 220	Spatial Environments	3
EDES 221	Environmental Wayfinding	3
EDES 320	Visualization & Communication Tools I	3
EDES 321	Visualization & Communication Tools II	3
EDES 420	Visualization & Communication Tools III	3

Electives

Item #	Title	Credits
	Open Elective	3
	Open Elective	3
	Open Elective	3
	Open Elective or INTE 301	3
	Total Credits	**120**

Course Sequencing

Year 1 Fall

Item #	Title	Credits
DSNA 110	Perspective Drawing (ED, MD, VR)	3
DSNA 113	3D Design I (ED, GD)	3
EDES 100	Design Thinking I	3
LIBA 111	Contemporary Design Culture	3
WRIT 151	Writing Studio	3

Year 1 Spring

Item #	Title	Credits
DSNA 120	Figure Drawing I (ED, MD, VR)	3
DSNA 123	3D Design II (ED, GD)	3
EDES 120	Elements and Principles of Design	3
ARTH 128	History of Immersive Media	3
LMST 282	Literature & Media Studies	3

Year 2 Fall

Item #	Title	Credits
EDES 201	Entertainment Design I	3
EDES 220	Spatial Environments	3
EDES 222	Materials and Processes	3
ARTH 111	Development of Art & Ideas	3
	Open Elective	3

Year 2 Spring

Item #	Title	Credits
EDES 202	Entertainment Design II	3
EDES 221	Environmental Wayfinding	3
EDES 210	Immersive Media	3
	ARTH 330 or ARTH 331	3
	Open Elective	3

Year 3 Fall

Item #	Title	Credits
EDES 301	Entertainment Design III	3
EDES 320	Visualization & Communication Tools I	3
BOAD 260	Project Management	3
LIBA 230	Worldbuilding	3
	Open Elective or INTE 301	3

Year 3 Spring

Item #	Title	Credits
EDES 302	Entertainment Design IV	3
EDES 321	Visualization & Communication Tools II	3
EDES 300	Design Thinking II	3
CRWR 311	Writing for Shared Worlds	3
	Liberal Arts Elective	3

Year 4 Fall

Item #	Title	Credits
EDES 401	Entertainment Design Thesis I	3
EDES 420	Visualization & Communication Tools III	3
	Liberal Arts Elective	3
	Liberal Arts Elective	3
	Art History Upper-Level Elective	3

Year 4 Spring

Item #	Title	Credits
EDES 402	Entertainment Design Thesis II	6
	Liberal Arts Elective	3
	General Education Electives	3
	Open Elective	3