

COURSE CONTENT

Course Code	DV2006
Course Title	Designed Experiences
Pre-requisites	NIL
No of AUs	3
Contact Hours	39

Course Aims

This course will introduce to you the theories and methods of experience design in context of an increasingly experience-focused economy. You will develop a practice-based proficiency for designing immersive and memorable experiences that is applicable towards a variety of disciplines. Emphasis is placed on the methodology of how memorable experiences can be strategized, designed and staged so that it deepens engagement with target audiences. Through lectures, experience-audit exercises, in-class interactions and critiques, you will develop skills and knowledge that are essential for delivering memorable experiences in our everyday contemporary context.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe experience design strategies and techniques used in contemporary experiencescape
2. Critically assess the relationship between the designed experience and target audience
3. Apply strategies to create audience segmentation and memorable experiences that resonates
4. Present, discuss and evaluate the practice of experience design as a systematic methodology
5. Contribute to and critique discussions of experience creation strategies and techniques employed by peers

Course content (List of key topics taught)

Introduction to experience design - The course begins with a brief historical overview on the evolution of experiences as a form of commodity. You will be introduced to various experience design strategies via the analysis of the experience scape framework

Experience audit - Through investigative group work, you will embark on a journey to audit an experience based on a framework for analysis. The audit will help to identify the experience narrative and it's aims as well as the motivation, needs and pain points of audience. The audit exercise will pave a hands-on understanding of learning to identify and evaluate the experiencescape of the contemporary marketplace competition.

Workshops

You will receive hands-on practice of strategizing and designing experience narrative in writing and then translating them into visual mood boards for storytelling purpose. The elements of the experience scape will be elaborated and you will gain an understanding of the framework and tools frequently used for experience design.

Group work - You will be working in a team frequently and as a team, you will learn to analyze your target audience, translate experience design strategies into methodical staging plans and eventually creating an experience prototype.

