

THEMED ENTERTAINMENT DESIGN (THED)

THED 103 Introduction to Themed Entertainment Experiences and Design (5 Credits)

From sprawling theme parks to intimate immersive experiences, the world of themed entertainment brings storytelling to life. Students in this course investigate the intricate process of developing and operating immersive experiences, from initial concept to guest interaction. Through hands-on projects and case studies, students gain insight into storytelling, design principles, and operational strategies that define successful themed environments.

Prerequisite(s): (FOUN 111 or DRAW 100) and (FOUN 112 or DSGN 101).

Attributes: Studio Elective Requirement

THED 203 Concept Sketching for Themed Experiences (5 Credits)

Concept design sketches create a platform for abstract ideas to be realized, bringing themed experiences to life. In this course, students explore various techniques for creative ideation, visualization, and communication of concepts for immersive environments within theme parks, entertainment venues, and virtual experiences. By translating ideas into compelling visual narratives, students develop presentation skills to effectively communicate design concepts in a professional setting.

Prerequisite(s): THED 103.

Attributes: Studio Elective Requirement

THED 205 3D Modeling for Themed Entertainment (5 Credits)

Essential in bringing imaginative concepts to tangible reality, 3D modeling is a fundamental skill in themed entertainment design. In this course, students master industry-standard 3D modeling software within the context of themed spaces. Students design immersive environments with compelling backstories and model guest interactions. This hands-on course equips students with the technical abilities and creative vision necessary for designing theme parks, attractions, and immersive experiences.

Prerequisite(s): (THED 103 or THED 225) and DIGI 130.

Attributes: Studio Elective Requirement

THED 206 Themed Experience Storyboarding (5 Credits)

Storyboarding breathes life into themed experiences, from concept to finale. In this course, students explore the art of visual storytelling, crafting compelling narratives for theme parks, museums, concerts, and pop-ups. While developing storyboards that capture key iconic scenes and full experience walkthroughs, students focus on the crucial role of storyboarding in visualizing and communicating immersive experiences.

Prerequisite(s): THED 203; ILLU 100 or SEQA 100.

Attributes: Studio Elective Requirement

THED 210 Themed Concept Studio (5 Credits)

The conceptual design phase of any project is the most critical phase for establishing goals, design criteria, content and scope. In this course, students focus on conceptual design projects typical in a theme park and location-based experience event, concert, pop-up, retail or venue. Then develop multiple designs exploring the established goals, design criteria, content and scope. This process develops the student's ability to design multiple concept solutions.

Prerequisite(s): THED 203 and THED 205.

Attributes: Studio Elective Requirement

THED 215 Themed Digital Experience Design (5 Credits)

Interactive encounters that incorporate digital and physical elements can significantly elevate guest experiences at theme parks, concerts, museums, and other venues. In this course, students design an interactive application connected to a physical, location-based experience to enhance guest interaction with the space and experience. Students explore various techniques for visualizing concepts to design guest journey maps and high-fidelity color renderings of their digital application, tied to a physical space.

Prerequisite(s): THED 203 and THED 205.

Attributes: Studio Elective Requirement

THED 305 Designing for Interactive Spaces (5 Credits)

Interactive spaces transform passive environments into dynamic, engaging experiences. In this course, students design components within immersive environments such as museums, discovery centers, and themed attractions. While applying principles of guest engagement, spatial design, and interactive storytelling, students create components in a complex design scheme and create comprehensive plans for spaces that captivate, educate, and inspire diverse audiences.

Prerequisite(s): PROD 313 or THED 210.

Attributes: Studio Elective Requirement

THED 306 Show Writing and Visualization (5 Credits)

Stories have the power to transport audiences into new worlds. In this course, students dissect the elements that make narratives compelling and learn to craft their own through immersive storytelling, and backstories tied to themed locations including theme park attractions and location based experiences from museums, to pop-ups, retail and restaurants. While focusing on the development of written treatments and visual walkthroughs, students integrate adaptive narratives and character development to bring stories to life in themed environments.

Prerequisite(s): THED 210.

Attributes: Studio Elective Requirement

THED 315 Themed Entertainment Environmental Graphics (5 Credits)

Dimensional, environmental graphic design in theme parks plays a crucial role in shaping guest experiences, reinforcing the backstory of a theme park ride or attraction, and contributing to its success as a destination. Students in this course develop a full environmental graphics package to create an immersive environment for theme park guests. With an emphasis on a backstory, creative and visual communication, material selection, and color coordination, students design comprehensive graphics tailored to various elements within theme parks, including entrances, marquees, show graphics, wayfinding systems, and retail.

Prerequisite(s): THED 210.

Attributes: Studio Elective Requirement

THED 320 Themed Show Set Design (5 Credits)

Set designs within immersive experiences enrich the narrative and enhance the entertainment value of theme parks and attractions. In this course, students design an immersive environment for a theme park, event, venue or location-based experience. With emphasis on backstory, creative concept exploration, and spatial design, students create comprehensive show set packages focusing on exterior and interior entrances, queue, pre-show, attraction vehicle and show scenes, finale, and exit retail.

Prerequisite(s): THED 210.

Attributes: Studio Elective Requirement

THED 330 Live Entertainment in Themed Environments (5 Credits)

Blending creativity with practical execution, students in this course explore the intricate process of integrating live entertainment elements like parades, floats, shows, live events, interactive guest experiences, character development, and costuming into themed experiences. Students produce story-driven work to synchronize narrative elements with the logistical demands of live performances.

Prerequisite(s): THED 305.

Attributes: Studio Elective Requirement

THED 350 Project Management and Show Producing (5 Credits)

From initial concept to grand opening, every stage of a theme park or location-based project presents unique challenges and opportunities. This course offers a comprehensive exploration of themed location based experiences, park attractions and venue project planning, exploring each phase of development including schematics, design, fabrication, installation, and vendor management. Students learn to coordinate multidisciplinary teams, manage budgets, and oversee the production process from concept to completion, ensuring immersive experiences that captivate audiences.

Prerequisite(s): THED 305.

Attributes: Studio Elective Requirement

THED 355 Themed Interiors and Props (5 Credits)

Designing an immersive environment for theme parks and other location-based experiences requires a meticulous approach to interior theming and prop integration. In this course, students craft a comprehensive interiors package centered around a brand, sponsor, or theme, emphasizing storyline, backstory, and scene-by-scene theming. Through detailed walkthroughs and design exercises, students transform spaces into captivating experiences.

Prerequisite(s): THED 305.

Attributes: Studio Elective Requirement

THED 399 Themed Entertainment Field Experience (5 Credits)

Students travel to a themed entertainment epicenter, conducting in-depth research on the theme parks, resorts and attractions that draw in millions of visitors from around the globe. Key artists and designers share with students inside stories, technical expertise and advice for professional development. Students also meet with prominent entertainment design firms and present their portfolios for review.

Attributes: Studio Elective Requirement

THED 410 Themed Architectural Story Spaces (5 Credits)

Crafting architectural spaces that narrate and enhance themed experiences is a blend of art and science. In this course, students design cohesive backstories for theme park lands, focusing on façade design, queue line and preshow entry. Emphasizing the importance of sight lines and integrating graphics, lighting, elevations, slope, and interiors, students create architectural story spaces that are visually captivating and narratively compelling.

Prerequisite(s): THED 305.

Attributes: Studio Elective Requirement

THED 425 Park Planning and Attraction Design (5 Credits)

Effective theme park design requires a comprehensive approach to master planning and attraction development. In this course, students create detailed master plans for themed spaces, incorporating industry standards and criteria for layout, attraction spatial planning, and design. Through the study of spatial plan views and immersive walkthrough experiences, students develop and refine attraction concepts that enhance the overall theme park experience.

Prerequisite(s): THED 305; THED 315 or THED 320.

Attributes: Studio Elective Requirement

THED 440 Professional Portfolio for Themed Entertainment Designers (5 Credits)

An innovative and engaging portfolio is essential to establishing a career within the themed entertainment industry. In this course, students focus on the development and refinement of a visually cohesive and engaging portfolio. Showcasing role-based skills in themed entertainment development and production, design & delivery, technology, and live entertainment, students create a professional and impactful portfolio to launch their careers.

Prerequisite(s): THED 305; THED 315 or THED 320.

Attributes: Studio Elective Requirement

THED 465 Themed Entertainment Design: Studio I (5 Credits)

In this course, students focus on the redesign or expansion of attractions, parks, or venues by overlaying new major sponsors or themes. Through the development of comprehensive site plans featuring multiple zones, each with various guest interactions, students create visual walk-throughs demonstrating various guest experiences. Students will focus on the initial stages of themed entertainment design, including discovery, concept development, journey mapping, and spatial planning.

Prerequisite(s): THED 425.

Attributes: Studio Elective Requirement

THED 475 Themed Entertainment Design: Studio II (5 Credits)

Building on the projects developed in Studio I, students will focus on the final stages of themed entertainment design, including final designed components in each zone of their attraction, a polished end-to-end visual walkthrough of key moments in their attraction, and a final design package, including elevation drawings with callouts, models, and show writing treatments.

Prerequisite(s): THED 465.

Attributes: Studio Elective Requirement

THED 479 Undergraduate Internship (5 Credits)

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

THED 705 Sketching and Ideation for Themed Experiences (5 Credits)

Sketching and ideation are vital skills for bringing themed experiences to life. In this course, students explore various techniques for visualizing concepts of immersive environments within theme parks, entertainment venues, and virtual experiences. While translating ideas into compelling and full-color narratives, students create portfolio-quality concept designs and full-color renderings.

Attributes: Studio Elective Requirement

THED 710 Themed Digital Experience Design and Spaces (5 Credits)

Interactive encounters that incorporate digital and physical elements can significantly elevate guest experiences at theme parks, concerts, museums, and other venues. In this course, students design an interactive application connected to a physical, location-based experience to enhance guest interaction with the space and experience. Students explore various techniques for visualizing concepts to design guest journey maps and high-fidelity color renderings of their digital application tied to a physical space, along with visualizing the physical space and walkthrough.

Prerequisite(s): INDS 503 or ELDS 708.

Attributes: Studio Elective Requirement

THED 720 Themed Entertainment Industry (5 Credits)

Students explore design projects that replicate key phases – conceptualization, design, building, management and delivery of themed entertainment enterprises and organizations. They research industry history, visit a working operational venue and study the design and operational criteria used at every phase of the project's life cycle.

THED 725 Themed Entertainment Environmental Graphics & Specifications (5 Credits)

Dimensional, environmental graphic design is pivotal within theme parks, profoundly impacting guest experiences, driving the narrative of park attractions, and optimizing its success as a destination. In this course, students generate an advanced environmental graphics package to create an immersive environment for theme park guests. With emphasis on a narrative, materials and color selection, elevation considerations, fabrication, and installation techniques, students design comprehensive graphics tailored to various elements within theme parks, including entrances, marquees, show graphics, wayfinding systems, and retail.

Prerequisite(s): THED 720.

Attributes: Studio Elective Requirement

THED 730 Concept Design Studio (5 Credits)

The conceptual design phase of any project is the most critical phase for establishing goals, design criteria, content and scope. In this course, students focus on conceptual design projects typical in the industry and develop multiple designs exploring the established goals, design criteria, content and scope. This process develops the student's ability to design multiple concept solutions.

Prerequisite(s): THED 720 or PROD 721.

Attributes: Studio Elective Requirement

THED 735 Component Design Studio (5 Credits)

Through both individual and team projects, students participate in all phases of design for "components" in a complex design scheme. These may include merchandise carts, restaurants, merchandise displays, attractions, hotels and any types of projects that require this level of design process.

Prerequisite(s): THED 730 or PROD 731.

Attributes: Studio Elective Requirement

THED 740 Themed Show Set Design and Specifications (5 Credits)

Set designs within immersive experiences enrich the narrative and enhance the entertainment value of theme parks and attractions. In this course, students develop a full show set package to create a themed and immersive environment for a theme park, event, venue, or location-based experience. With emphasis on backstory, creative conceiving, material and color selection, spatial design, and installation techniques, students design comprehensive show set packages tailored to various elements within a themed space.

Prerequisite(s): INDS 702; ARCH 706; PROD 720 or THED 720.

Attributes: Studio Elective Requirement

THED 765 Design for Themed Entertainment (5 Credits)

Students focus on design projects typical of common projects in the industry. Students and professor choose assignments such as the repurposing or expanding of an existing attraction or facility, adding a new major sponsor or new merchandise expansion shop at the exit of an existing attraction, creating a new outdoor stage for live performance in an unused land area based on the needs, interests and composition of the class.

Prerequisite(s): THED 735 and PROD 750.

Attributes: Studio Elective Requirement

THED 769 Field Immersion for Themed Entertainment (5 Credits)

In this off-campus course, students experience the breadth of the entertainment design field, conducting site visits to theme parks, resorts and attractions, meeting the creatives responsible for their design and implementation. They research theme park history, the key companies that dominate the field and explore the future of the industry. Valuable contacts are made at prominent entertainment design firms, where students present their portfolios.

THED 775 Themed Environments and Attractions: Design Development (5 Credits)

Students focus on large design projects typical of the industry. Projects may include such large-scale ventures as a new theme park attraction; a new hotel inside a theme park; a new water park attraction; a new transportation complex; a major resort expansion project with a show, interior design and exterior building facades; exhibit designs for a museum, aquarium or city tourism district; or similar projects. Students analyze the guest experience for both proposed and operating attractions, parks and resorts.

Prerequisite(s): THED 765 or PROD 766.

Attributes: Studio Elective Requirement

THED 777 Collaborative Design Studio (5 Credits)

Students focus on multidisciplinary projects, working in teams on complex design projects such as an expansion to an existing theme park, a new hotel added to an existing resort complex, a new event for a "Las Vegas style" water feature sound and light spectacle or a large scale "EPCOT style" parade event. Student proposals for specific projects are intended to best utilize the skills of the teams and are adjusted to meet the needs of the class design experience and expertise.

Prerequisite(s): THED 775.

Attributes: Studio Elective Requirement

THED 779F Graduate Field Internship (5 Credits)

Students in this course undertake a field assignment under the supervision of a faculty member.

THED 779T Graduate Teaching Internship (5 Credits)

Students in this course undertake a teaching assignment under the supervision of a faculty member.

THED 790 Themed Entertainment Design M.F.A. Thesis (5 Credits)

The themed entertainment design thesis for M.F.A. students is the culmination of the learning and growth by the student over the course of study. It concludes with a comprehensive design presentation, in conjunction with supporting written documentation and the demonstration of an understanding of the importance of the narrative in creating a successful guest experience.

Prerequisite(s): THED 775 and minimum score of 6 in 'Graduate Prerequisite Test'.