

Proposed Module Synopsis for WSDip in Experiential Design Practice

SN	Module Title and Synopsis
1	Design Brief Development On completion of the module, trainees should be able to develop a clear and structured design brief, determine the scope of services, and examine site information to define project objectives, constraints, and expectations. They should also be able to outline design requirements and align stakeholder expectations to develop a clear framework that guides subsequent design stages.
2	Brand & Contextual Research On completion of the module, trainees should be able to conduct brand, audience, and market research to establish design benchmarks and project planning. They should also be able to formulate recommendations for technology application and develop plans for integrating sustainability into design solutions.
3	Concept Development On completion of the module, trainees should be able to establish creative boundaries and key ideas for concept development and create mood boards. They should also be able to develop user experience storylines and produce brand-driven concept boards that align with project objectives.
4	Experiential Design Planning On completion of the module, trainees should be able to develop plans for organising spaces and zones to support design objectives and user engagement. They should also be able to develop plans for media and digital technology application and map user journeys with storytelling sequences.
5	Design Development On completion of the module, trainees should be able to develop plans for media technology application in experiential design development and produce a design proposal. They should also be able to conduct presentation and communicate details of the design proposal effectively.
6	Visuals for Presentation On completion of the module, trainees should be able to produce 3D models of designed spaces and generate 3D-rendered visuals. They should also be able to produce presentation visuals that convey design intent.
7	Design Project Documentation On completion of the module, trainees should be able to prepare working drawings with specifications and compile FF&E schedules with specifications. They should also be able to plan project cost & budget, and compile complete technical documentation packages to support project delivery.
8	Design Project Management On completion of the module, trainees should be able to establish project schedules and prepare project phase workflows for stakeholders. They should also be able to develop checklists for project deliverables to ensure completeness of project requirements.

9	Design Project Evaluation On completion of the module, trainees should be able to conduct design effectiveness and user experience assessments to evaluate project outcomes and identify areas for improvement. They should also be able to review project management processes and produce project evaluation and learning reports that document findings, lessons learnt, and recommendations for future projects.
10	Company Project On completion of this module, trainees should be able to apply acquired competencies in an authentic project that would value-add to the company.
11	On-the-Job Training On completion of this module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function where appropriate, at the company.