

SUNY Broome General Education
Course Proposal and Revision Form

I. Course Information/Signature Page

Date: 9/1/2023

Course Title: Principles of Floral Design for Event and Sports Entertainment Management

Proposed Course Title (only for courses proposing new titles through Curriculum Committee):

Department/Subject Designator: Hospitality EVE/Interior Design INT 220

Number credits: 3

Pre-requisites/Co-requisites: Click here to enter pre-req/co-reqs.



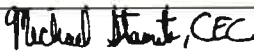


Sponsor Proposer: Maria Montemagno

Sponsor Department(s): Hospitality

Cross-listed proposer (if applicable): Patricia Evans

Cross-listed department (if applicable): Visual Communications

Effective semester/year of Proposed GE Addition: 8/25/2024

Approvals		Yes	No
Sponsoring Department: (Chair signs for Department) 	Date 8/25/23	X	
Comments:			
Department Chair: 	Date 8/25/23	X	
Comments:			
Sponsoring Division: (Dean signs for Division)  Michael Stamets, CEC	Date 8/30/23	X	
Comments:			
Cross-listed Department (if applicable): (Chair signs for Department) 	Date 8/25/23	X	
Comments:			
Cross-listed Division (if applicable): (Dean signs for Division) 	Date 30 AUGUST 2023	X	
Comments:			
These signatures will be obtained upon approval of the course as a General Education course			
General Education Committee: (Chair signs for Committee)	Date		
Comments:			
Registrar:	Date		
Comments:			
VPAA/CAO:	Date		

SUNY Broome General Education
Course Proposal and Revision Form

Approvals		Yes	No
Comments:			

II. SUNY GER Categories

a. Select a category for which the course is proposed to become a General Education course. *Please note that your course must meet the learning outcomes for the specific General Education category selected and include the SUNY general education learning outcomes.*

- Mathematics
- Natural Sciences
- Diversity: Equity, Inclusion, and Social Justice
- U.S. History and Civic Engagement
- Social Sciences
- World History and Global Awareness
- Humanities
- The Arts
- World Language
- Communication (Written)
- Communication (Oral)

b. Select any infused competencies for which your course meets. *Please note that if selected, your course must demonstrate that it meets these learning outcomes.*

- Critical Thinking
- Information Literacy

III. Student Learning Outcomes

a. List the proposed course student learning outcomes.

- 1. Demonstrate an understanding of at least one principal form of artistic expression through aesthetic principles, and the creative process relating to the design of events.**
- 2. Develop design strategies and event concepts by determining venue essentials, seating layout and table decor, using created color schemes and proposals in an applied learning setting.**

IV. Catalogue Description

SUNY Broome General Education
Course Proposal and Revision Form

a. Please enter the course description as will be or is currently listed in the SUNY Broome College Catalogue.

This course offers an in-depth exploration of the fascinating world of event planning, where artistry, creativity, and spatial aesthetics come together to create unforgettable experiences. Students will delve into the fundamental principles of interior design and learn how they are expertly applied to design and execute captivating events. This course will address forms of artistic expression and how it plays a critical role in the design of events.

V. Topical Outline

Please describe the specific topics which will be addressed within this course. *You should ensure that your topical list meets the General Education category student learning outcomes.*

1. Principals of Event Design and Interior Design
 - a. Learning Outcomes: By the end of Module 1, students should be able to:
 - i. Define the concepts of event design and interior design principles.
 - ii. Explain the significance of interior design principles in event planning and execution.
 - iii. Recognize how interior design influences emotions and experiences in event spaces.
 - iv. Analyze the historical evolution of event design and its relationship with interior design including the importance of architecture.
 - v. Apply foundational interior design principles to create cohesive event concepts.
2. Elements of Event Design
 - a. Learning Outcomes: By the end of Module 2, students should be able to:
 - i. Identify and explain the key elements of event design.
 - ii. Analyze how different elements contribute to the overall event experience.
 - iii. Apply design principles to create cohesive and visually appealing event concepts.
 - iv. Utilize color theory to enhance event themes and moods.
 - v. Understand the importance of lighting design in creating the desired ambiance for events.
3. Spatial Design and Layout Planning
 - a. Learning Outcomes: By the end of Module 3, students should be able to:
 - i. Understand the principles of spatial design and its importance in event planning.
 - ii. Analyze event venue layouts and dimensions to optimize space utilization.
 - iii. Develop event layouts that promote efficient guest flow and interactions using drawing techniques.
 - iv. Apply interior design principles to enhance the aesthetic and functionality of event spaces.
4. Event Furniture and Décor
 - a. Learning Outcomes: By the end of Module 4, students should be able to:

SUNY Broome General Education
Course Proposal and Revision Form

- i. Understand the role of furniture in event design and its impact on the overall event experience.
 - ii. Identify appropriate furniture styles and decor elements for different types of events.
 - iii. Apply interior design principles to select and arrange furniture and decor in event spaces.
 - iv. Create event design concepts that align with event themes and desired ambiance through furniture and decor choices.
5. Textiles, Fabrics, and Fashion in Event Design
 - a. Learning Outcomes: By the end of Module 5, students should be able to:
 - i. Identify various textile materials and fabrics commonly used in event design.
 - ii. Understand the role of textiles and fabrics in enhancing event aesthetics and guest comfort.
 - iii. Apply knowledge of fashion and textile trends to create visually appealing and trendy event designs.
 - iv. Utilize different textile installations to elevate the ambiance of event spaces using fabrics to offer stretchability and versatility, making them suitable for creating form-fitting chair covers, stage backdrops, and artistic sculptures.
6. Designing for Special Events and Occasions
 - a. Learning Outcomes: By the end of Module 6, students should be able to:
 - i. Understand the unique requirements and considerations for designing weddings and celebrations.
 - ii. Apply interior design principles to create magical and immersive wedding environments.
 - iii. Design corporate events that reflect brand identity and cater to specific corporate objectives by using different drawing techniques.
 - iv. Incorporate interactive elements in exhibition design to engage and captivate event attendees.
7. Sustainability and Ethical Considerations in Event Design
 - a. Learning Outcomes: By the end of Module 7, students should be able to:
 - i. Understand the importance of incorporating sustainable practices in event design to minimize environmental impact.
 - ii. Identify strategies to promote ethical sourcing of materials and fair labor practices in event planning.
 - iii. Address cultural sensitivity and inclusivity in event design to create inclusive and diverse event experiences.
 - iv. Evaluate the ethical and sustainability aspects of different event design choices.
 - v. Address the ability to incorporate environmental art to event.
8. Technology and Event Design Integration
 - a. Learning Outcomes: By the end of Module 8, students should be able to:
 - i. Understand the role of technology in enhancing event experiences and streamlining event management processes.
 - ii. Identify various virtual event software applications and tools used in event planning and execution.

SUNY Broome General Education
Course Proposal and Revision Form

- iii. Evaluate the impact of emerging technologies, such as AI and data analytics, on event design and management.
 - iv. Integrate audiovisual and interactive elements in event experiences to engage attendees.
9. Exploring the Latest Trends in Event Design
- a. Learning Outcomes: By the end of Module 9, students should be able to:
 - i. Identify and analyze current event design trends in the industry.
 - ii. Understand the impact of emerging technologies on event experiences.
 - iii. Anticipate the future of interior design principles in event planning.
 - iv. Stay innovative and adaptable in the ever-evolving event design industry.
10. Future of Event Design
- a. Learning Outcomes: By the end of Module 10, students should be able to:
 - i. Understand the importance of attendee experience in event design and the application of design thinking and empathetic approaches to create memorable events.
 - ii. Discuss the importance of incorporating performance art(ists) into a design to not only adds surprise and artistic expression to an event, but it also allows guests to interact with the decor.
 - iii. Identify the impact of emerging technologies, such as AI and data analytics, on personalizing event experiences and event management.
 - iv. Integrate audiovisual and interactive elements in event experiences to engage attendees effectively.
 - v. Develop a comprehensive event plan with budget considerations that aligns with the chosen event type and theme.
11. The Event Design Creative Process (A6)
- a. Learning Outcomes:
 - i. Understanding the Event Design Creative Process (A6): Students will comprehend the six essential design phases of Anticipation, Arrival, Atmosphere, Appetite, Amusement, and Appreciation within the A6 framework, gaining insight into their significance in crafting exceptional event experiences.
 - ii. Applying Principles of Event Design and Interior Design: Students will apply their knowledge of event design and interior design principles to shape a captivating event concept that aligns with the latest industry trends and creates a memorable and immersive experience for guests.
 - iii. Developing Creative and Innovative Event Concepts: Students will demonstrate creativity and innovation in the ideation and concept development stage of the Event Design Project, envisioning unique and imaginative event ideas that go beyond conventional approaches.
 - iv. Collaboration and Teamwork: Throughout the assignment, students will engage in collaborative discussions, exchange ideas, and work effectively as a team to refine and enhance their event concepts, fostering effective communication and teamwork skills.
12. Event Design Project - Part 2
- a. Learning Outcomes:

SUNY Broome General Education
Course Proposal and Revision Form

- i. **Comprehensive Event Plan:** Students will develop a comprehensive event plan that incorporates all aspects of event design, including spatial layout, furniture and décor selection, technology integration, and consideration of sustainability and ethical considerations.
- ii. **Effective Budget Management:** Students will demonstrate the ability to create and manage an event budget, making strategic decisions to allocate resources efficiently while maintaining the desired event experience.

VIII. SUNY Broome General Education Assessment Plan

Please complete the General Education Assessment Plan form.

Submission Instructions: Email the completed **General Education Course Proposal Form** to the Chair of the General Education Committee.

SUNY Broome General Education
Course Proposal and Revision Form

SUNY Broome General Education Course Assessment Map & Plan
SUNY Broome GE Course SLO Alignment with SUNY-GER Course Alignment/SUNY Broome ILOs

Course Title and Number: Please list the course number and title here: EVE/INT 215-Interior Design for Special Events

SUNY-GER Category: Please list the name of the SUNY-GER category here: Art

Assessment Schedule: Please list the assessment schedule here, including semester and year it will occur; if assessment is done each semester, please indicate this. This course will be assessed every time is is offered.

Which SUNY Broome ILO do you believe this course maps to, if any:

SUNY Broome General Education
Course Proposal and Revision Form

<p style="text-align: center;">SUNY Broome Course SLO <i>(every course SLO should be listed, as stated within the college catalogue & course syllabus)</i></p>	<p style="text-align: center;">SUNY Broome ILO <i>(If an SLO maps to a SUNY Broome ILO, indicate it here by naming the ILO; otherwise leave blank)</i></p>	<p style="text-align: center;">Assessment Timeline <i>(indicate the frequency in which assessment occurs, including semester and year within assessment cycle)</i> <i>*All SLOs must be assessed at least once every 3 years</i></p>	<p style="text-align: center;">Learning Activity <i>(indicate the learning activity used to assess the SLO)</i></p>	<p style="text-align: center;">Criteria for Success/Benchmark <i>(indicate the <u>criteria</u> used to assess SLO & the <u>benchmark</u> for success)</i></p>
<p>Demonstrate an understanding of at least one principal form of artistic expression through aesthetic principles, and the creative process relating to the design of events.</p>	<p>Click here to enter text.</p>	<p>Every time the course runs.</p>	<p>Create a mood board for a fictional event of their choice. *</p>	<p>75% of students will receive 80% or higher</p>
<p>Develop design strategies and event concepts by determining venue essentials, seating layout and table decor, using created color schemes and proposals in an applied learning setting.</p>	<p>Click here to enter text.</p>	<p>Every time the course runs.</p>	<p>Students will create a compreh. event space design plan for a specific type of event.</p>	<p>75% of students will receive 80% or higher</p>
<p>Click here to enter text.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
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<p></p>	<p></p>	<p></p>	<p></p>	<p></p>

*Create a mood board for a fictional event of their choice. The mood board should reflect the design concept and aesthetic of the event, drawing inspiration from the principles of interior design