

PROFESSIONAL CERTIFICATE PROGRAM IN

# EVENT & EXPERIENCE DESIGN

---

Designing Immersive Environments  
Beyond Architecture



# PROGRAM OVERVIEW

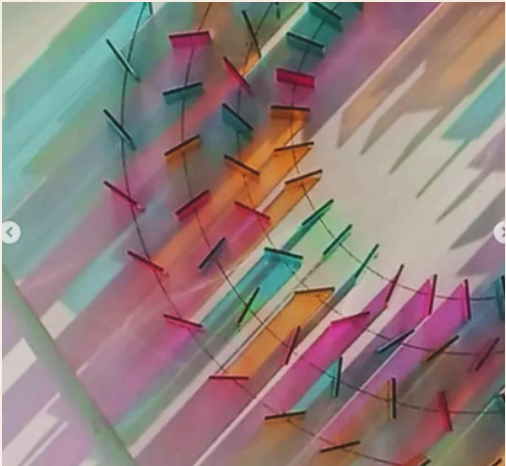
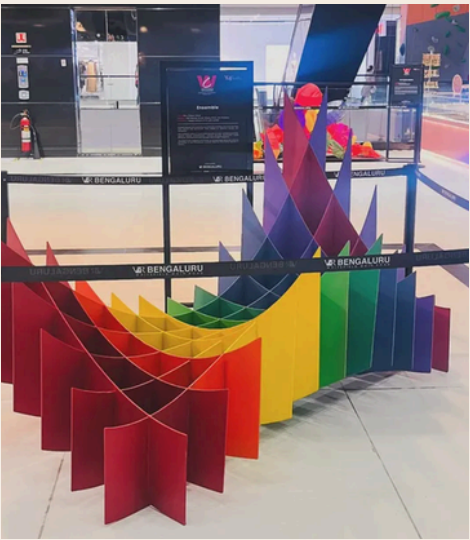
A professional transition program designed for Architects, Interior Designers and Creative Professionals to explore careers in the rapidly growing Experience Design industry through project-based learning.

Learn how temporary environments create lasting experiences across films, advertisements, exhibitions, events, brand activations and immersive installations.

|                                                                                                                  |                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|  <b>DURATION</b><br>8 WEEKS      |  <b>MODE</b><br>LIVE ONLINE        |
|  <b>TIMING</b><br>7:30 PM-9:00PM |  <b>SCHEDULE</b><br>ALTERNATE DAYS |

# LEARNING JOURNEY

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Experience Design Fundamentals                                                      | Concept Development                                                                 | Spatial Design                                                                      | Technical Development                                                               | Production & Execution                                                              |



# WHO SHOULD ATTEND?

|            |                    |                 |             |                        |
|------------|--------------------|-----------------|-------------|------------------------|
| ARCHITECTS | INTERIOR DESIGNERS | DESIGN STUDENTS | FREELANCERS | CREATIVE ENTREPRENEURS |
|------------|--------------------|-----------------|-------------|------------------------|



# WHAT YOU'LL LEARN

## MODULE 01



### EXPERIENCE DESIGN FUNDAMENTALS

- Introduction to Event & Experience Design
- Industry Sector & Career Opportunities
- Design Thinking & Spatial Storytelling
- User Journey Mapping
- Global Case Studies



## MODULE 02



### RESEARCH & AI CONCEPT DEVELOPMENT

- Understanding Client Brief
- Research & Trend Analysis
- Moodboards & Material Palette
- AI Prompt Engineering
- AI Image Generation & Concept Visualization



## MODULE 03



### SPATIAL PLANNING & DESIGN DEVELOPMENT

- Environment Design
- Installation Planning
- Space Layout & Circulation
- Design Detailing
- Lighting & Material Strategy



## MODULE 04



### DIGITAL DESIGN & VISUALIZATION

- AutoCAD Drawings
- SketchUp 3D Modeling
- Rhino Intrnction
- AI Rendering
- Presentation Techniques



## MODULE 05



### PRODUCTION & EXECUTION

- Fabrication & Construction Methods
- Modular Systems
- Vendor Coordination
- BCQ Preparation
- Cost Estimation
- Site Execution Planning



## MODULE 06



### CAPSTONE PROJECT (INDUSTRY PROJECT)

Develop one complete project from concept to presentation.

#### PROJECT OPTIONS

- Adversant Set Design
- Film / O&T Set Design
- Event Environment Design
- Exhibition Booth Design
- Brand Installation
- Art Installation



*This program is designed to transform the way you think, design and deliver experiences.*

## INDUSTRY PROJECTS



ADVERTISEMENT SET DESIGN



FILM / OTT SET DESIGN



EVENT ENVIRONMENT DESIGN



EXHIBITION BOOTH DESIGN



BRAND INSTALLATION



ART INSTALLATION

## LEARNING OUTCOMES

- ✓ Experience Design Thinking
- ✓ Spatial Storytelling
- ✓ Environment Design
- ✓ Installation Design
- ✓ Production Documentation
- ✓ Vendor Coordination
- ✓ Material & Cost Estimation
- ✓ Professional Portfolio Development

## SOFTWARES



AutoCAD



SketchUp



Adobe  
Photoshop



Rhino 3D



AI Visualization  
Tools

## PROFESSIONAL WORKSHOPS

### OFFLINE | HANDS-ON



SET MAKING  
WORKSHOP



PAVILION DESIGN &  
BUILD WORKSHOP



FLORAL STYLING  
FOR EVENTS



BACKDROP  
FABRICATION



ART INSTALLATION  
WORKSHOP

### ONLINE | SELF-PACED



RHINO FOR  
EXPERIENCE  
DESIGNERS



LAYOUT  
PLANNING  
ESSENTIALS



COLOUR  
COORDINATION  
& LIGHTING



AUTOCAD +  
SKETCHUP  
ESSENTIALS





## DELIVERABLES

- Design Concept
- Moodboard
- AI Visualizations
- Production Drawings
- 3D Model
- BOQ & Cost Estimate
- Final Portfolio Presentation

## WHY THIS PROGRAM?

- Industry-Oriented Curriculum
- Live Studio Learning
- Real Project Development
- AI-Assisted Design Workflow
- Production-Based Learning
- Portfolio Ready Deliverables
- Mentorship by Industry Professionals

**BUILD EXPERIENCES.  
DESIGN ENVIRONMENTS.  
SHAPE THE FUTURE OF SPATIAL DESIGN.**

📞 +91-9740393002  
✉ ida.bangalore1@gmail.com  
📍 Bangalore