



The modules in this subject are designed to develop practical and analytical skills in everything from curation, conception and resourcing to marketing and budgeting – all with a focus on exhibitions and events.

Events and Experience Design combines creativity, organisation and imagination to shape cultural moments, brand activations, and community experiences. Events and Experience Design explores how experiences can be crafted to engage audiences in meaningful ways.

Students will learn to design and manage events, exhibitions, and activations that blend creativity with strategy.

### **Level 5 (Year 2)**

This level has four modules which examine Curation, Exhibition and Events in depth. Students will learn the practices of display, collecting and exhibiting, and how meaning and message are created through exhibitions. Students will learn branding, marketing and how to develop events for defined audiences. They will study conceptualisation and visualisation, visual narratives and storyboarding, artwork commission and project management.

***Updated April 2026/PJW***

#### **Entry requirements:**

- GPA of 2.75 or above (out of 4.0) or equivalent
- Acceptance is dependent upon review of a portfolio. See <https://www.kingston.ac.uk/visitingstudents/studyabroad/applying/> for information about portfolios.

**Pre-requisites:** successful completion of introductory (level 4) arts management/events and experiences Design

**Taught at:** Penrhyn Road and Knights Park campuses

#### **Key to Module Descriptors and Suitability:**

- **1** - Indicates module is suitable for students on Study Option 1 (whole year)
- **2** - Indicates module is suitable for students on Study Option 2 (Autumn/Fall)
- **3** - Indicates module is suitable for students on Study Option 3 (Spring)

<b>MODULE CODE</b>	<b>LEVEL</b>	<b>TITLE</b>	<b>SUITABILITY <a href="#">KEY</a></b>
<a href="#">HA5304</a>	5	Customer Mindfulness	1, 2
<a href="#">HA5305</a>	5	Creative Project Management	1, 3
<a href="#">HA5306</a>	5	Live Case Study	1, 3
<a href="#">HA5308</a>	5	Events and Experiences Design 1	1, 2

<b>Module Code: HA5304</b>
<b>Module Title: Customer Mindfulness</b>
<b>Credits: 8 (US) 15 (ECTS)</b>
<b>Level: 5</b>
<b>Prerequisites:</b> prior study/practice in arts management/events design at university level
<b>Suitability:</b> <ul style="list-style-type: none"> <li>• This module runs in the Autumn semester only</li> <li>• Study Options 1 or 2</li> <li>• <b>Must be studied with HA5305 and HA5306 and HA5308 for Study Option 1</b></li> <li>• <b>Must be studied with HA5308 for Study Option 2</b></li> </ul>

Study Option 1 = Whole Year  
Study Option 2 = Autumn  
Study Option 3 = Spring

**Content:**

This module probes into the concepts of 'The Cultural Consumer', investigating their needs and behaviours, then analyses and discovers how (interactive) communication can be established with them, including consideration of ethical practices within the sector. A multi-channel perspective will be adopted with particular emphasis on digital consumer decision journeys and the creation of social media brand advocates.

This module is intended to establish the relevance of the customer or intended audience during the production of the students' creative work. This is not necessarily a given as when work includes aesthetic, craft or technical codes, values and stakeholders there can be powerful alternative interests and requirements. Creative producers need to balance, determine possible areas of trade-offs, and occasionally deny or defend against commercial or cultural considerations.

➤ **Topics:**

- Customer needs analysis
- Segmentation and evaluation of different customer groups
- Data: collection, design and tracking
- Big Data
- Targeting and positioning principles and tactics
- Consumer decision journeys in an age of social media
- Communicating values – digital and physical experiences
- Branding and equity building
- User communities and customer advocacy

**Teaching:** weekly 6-hour lectures/workshops

**Assessment:**

- 2000-word customer research report (50%)
- Marketing plan and prototype including social media campaign (1,500 words) (50%)

***Note: methods of assessment and weighting are indicative only and maybe subject to change***

**Last updated:** 17/04/26 PJW

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**Module Code:** HA5305

**Module Title:** Creative Project Management

**Credits:** 8 (US), 15 (ECTS)

**Level:** 5

**Prerequisites:** prior study/practice in arts management/events design at university level

**Suitability:**

- Only runs in the Spring semester
- For Visiting Students for Study Options 1 or 3
- **Must be studied with HA5304 and HA5306 and HA5308 for Study Option 1**
- **Must be studied with HA5306 for Study Option 3**

**Content:**

This module introduces students to the principles and practices of project management. Students are expected to have had some limited experience of working in projects previously (such as Design Thinking HA4303) module and will be able to use this as recognition of the need and benefits to developing skills in this aspect of creative professional practice. Much work in the Creative Industries is organised in projects and many creatives work as freelancers or in small agencies operating in a project-based manner.

Project management is about how you turn your ideas into reality. It's about getting things done and doing them successfully.

Students will be taken through the process of analysing a client brief, scoping out their project with SMART objectives, identifying and organising the resources they'll need, and managing the delivery process, so that at the completion of the project the outcome is valued by the client and the project team generates a return on their effort.

While it is the case that creative projects share similar characteristics to those intended to be run by methodologies such as Prince2, they are also different. The module explores this difference and aims at providing students with the skills and tools they need to run an agile design and delivery process.

➤ **Topics:**

- Agile project principles
- Project management theory and approaches (e.g. critical path, slack,
- Establish client needs, running effective meetings
- Analysing client and brief requirements
- Pitching projects
- Commissioning – purchase orders, price quoting, estimates, integrated accounting
- Resourcing, costing and task allocation
- Legal aspects of project management - contracting and copyright issues, ethical practice
- Team and workflow management
- Introduction and use of project management software packages
- Risk response planning
- Evaluation and valuation

**Teaching:** weekly six-hour lectures/workshops

**Assessment:**

- Reflective blog (individual – 1,500 words) (30%)
- Project presentation - (group - 30 mins) (70%)

**Note: methods of assessment and weighting are indicative only and maybe subject to change**

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**Module Code:** HA5306

**Module Title:** Live Case Study

**Credits:** 8 (US), 15 (ECTS)

**Level:** 5

**Prerequisites:** prior study/practice in arts management/events design at university level

Study Option 1 = Whole Year  
Study Option 2 = Autumn  
Study Option 3 = Spring

**Suitability:**

- Study Options 1 and 3
- **Must be studied with HA5304 and HA5305 and HA5308 for Study Option 1**
- **Must be studied with HA5305 for Study Option 3**

➤ **Content:**

This module provides students with an opportunity to apply their developing understanding of creative problem solving to real-world examples of problem conceptualisation, research and solution design. It will draw on the skills and problem-solving techniques developed through prior learning. Its main objective is to create a situation requiring professional level of interaction and the application of creative and design skills to the creation of a solution. This will prepare students for when they need to create and sell ideas into companies either for an agency or as a freelancer.

Also, the Future Skills Explore Learning Outcomes are delivered in this module. Students will critically evaluate their own personal development through reflection on their progress and goals, as a means of developing their creative practice to explore problems beyond their discipline. This will be supported through personal development planning, enabling students to evidence their understanding of the skills they are developing.

**Topics:**

- Interpreting and clarifying a brief
- Professional writing/communication
- Design Thinking methodologies
- Problem-specific content (to be identified in relation to the live case study)
- Pitching skills
- Contemporary industrial contexts (including sustainable practice), professional networks, and co-creative practice
- Equity, Diversity, and Inclusion (EDI) in collaborative contexts, (including discussion of different positions from which to engage an audience, and developing inclusive practice through the consideration of different experiences and perspectives)
- The UN's Sustainable Development Goals
- Communication skills, including how to give and receive feedback, and professional language and behaviours.
- Project-planning and management
- Team-working and collaboration skills
- How to use Future Skills graduate attributes (Creative Problem Solving, a Questioning Mindset, Self-awareness, Adaptability, Collaboration, Empathy, Resilience, Enterprise, and Digital Competence) to explore problems and generate ideas
- Professional networking
- Collaborative presentation skills
- Reflection and critical evaluation skills
- How to evaluate individual contributions as a member of a team.

Study Option 1 = Whole Year  
Study Option 2 = Autumn  
Study Option 3 = Spring

- Updating CV
- Creating and maintaining a professional profile

**Teaching:** weekly six-hour lectures/pitches

**Assessment:**

- CV + cover letter assessment (20%)
- Pitch portfolio (80%)

**Note: methods of assessment and weighting are indicative only and maybe subject to change**

**Last updated:** 17/04/26 PJW

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**Module Code:** HA5308

**Module Title:** Events and Experiences Design 1

**Credits:**

- 8 (US) 15 (ECTS)

**Level:** 5

**Prerequisites:** prior study/practice in arts management/events design at university level

**Suitability:**

- This module runs in the Autumn semester only
- Study Options 1 or 2
- **Must be studied with HA5304 and HA5305 and HA5306 for Study Option 1**
- **Must be studied with HA5304 for Study Option 2**

➤ **Content:**

This module introduces students to the critical, practical and technical frameworks for producing live events and experiences across exhibitions, festivals, performances, cultural projects and brand activations. Students are introduced to the practices of design, producing and exhibiting and are encouraged to consider how meaning and message are created through visual and experiential narratives. Students will devise their own projects where management, production, design and creative skills will be applied.

The module is designed to prepare students for careers spanning creative, production and design in live events, festivals, performance, exhibitions and experiential marketing.

Lectures in Events and Experience Design provide students with practical knowledge as well as theoretical and historical insights. The classes will draw on source material ranging from industry case studies, artistic approaches, cultural history as well as management theories and entrepreneurship in order to provide students with a robust intellectual framework to develop further expertise through independent research, making and experimentation.

**Topics:**

- The role of the exhibition and events producer
- Digital & physical events design
- Developing a brief
- Content creation
- Shaping an exhibition narrative/s
- Event financing
- Devising and managing an exhibition / event budget
- Audience development / public engagement
- Exhibition / event critique

**Teaching:** weekly six-hour lectures, group coaching and workshops

**Assessment:**

- Events project and digital/physical exhibition (60%)
- multimedia reflective blog (2,000 words plus media content) (40%)

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**Last updated:** 17/04/26 PJW

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