



UNIVERSITI TEKNOLOGI MARA

EVM504: EVENT DESIGN AND PRODUCTION

Course Name (English)	EVENT DESIGN AND PRODUCTION APPROVED					
Course Code	EVM504					
MQF Credit	4					
Course Description	This course is designed to prepare and educate students on the basic understanding of the proper staging management and production for special events. This course exposes the various layouts, creation of themes, usage of décor and props as well as special arrangements needed in staging special events. This course will also provide students with the opportunity to improve their communication, presentation and leadership skills. They also learn to work as a team and required to demonstrate professionalism in completing their assignment and project.					
Transferable Skills	Creative thinking, Designing, Innovation, Problem Solving, Communication skills					
Teaching Methodologies	Lectures, Field Trip, Case Study, Collaborative Learning, Project-based Learning					
CLO	<p>CLO1 Apply the knowledge and principle of event staging and production</p> <p>CLO2 Demonstrate the information management and retrieval skills related to protocol and practices involved in event staging.</p> <p>CLO3 Construct a creative event staging prototype by applying appropriate design elements and technical requirements.</p> <p>CLO4 Demonstrate communication skill in verbal and written through creative event-staging prototype</p>					
Pre-Requisite Courses	No course recommendations					
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td>• <i>Manual of Event Staging and Production (prepared by Faculty)</i></td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> • Mathews, D 2016, <i>Special Event Production: The Process.</i>, 2nd Ed., Routledge New York • Mathews, D. 2016, <i>Special Event Production: The Resources</i>, 2nd Ed., Routledge New York • Mokhtar, T. 2010,). <i>Protocol and Etiquette:in Managing and Attending Functions.</i>, Universiti Putra Malaysia Press Serdang • Shone, A., & Parry, B. 2013, <i>Successful Event Management: A Practical Approach</i>, 4th Ed., Cengage Learning EMEA United Kingdom </td> </tr> </table>	Recommended Text	• <i>Manual of Event Staging and Production (prepared by Faculty)</i>	Reference Book Resources	<ul style="list-style-type: none"> • Mathews, D 2016, <i>Special Event Production: The Process.</i>, 2nd Ed., Routledge New York • Mathews, D. 2016, <i>Special Event Production: The Resources</i>, 2nd Ed., Routledge New York • Mokhtar, T. 2010,). <i>Protocol and Etiquette:in Managing and Attending Functions.</i>, Universiti Putra Malaysia Press Serdang • Shone, A., & Parry, B. 2013, <i>Successful Event Management: A Practical Approach</i>, 4th Ed., Cengage Learning EMEA United Kingdom 	
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Article/Paper List	This Course does not have any article/paper resources					
Other References	This Course does not have any other resources					