**Introduction to Themed Environments**

ARC5040 Section: 0711-LEC

***Class Periods:*** Session A: Wednesday 2:30-5:30. Session B: 6:30-9:30

***Location:*** CityLab Orlando

***Academic Term:*** Fall 2021

***Instructor:***

Steven Grant

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407-610-8325

Office Hours: Thursday 1:30-4:30pm.

***Course Description***

A historical and theoretical interpretation of the industry is provided through a survey of its history, philosophical basis, aesthetics, theater, practice, processes, and guest experience. Course structure foreshadows following course work: design and documentation, fabrication and execution, and development and operations.

***Topics of Inquiry***

Explore themed environment typologies, essential interdisciplinary relationships, and the importance of embracing materials and fabrication methodologies throughout the design process. We will examine historical context, industry outlook, and the inherit interconnectedness with the craft of storytelling through the definition and development of theatrical and architectural language(s). These are investigated within activities and discussions on precedence, architectural influence, technology, philosophy, and the notion that design has many faces we have yet to fully explore.

***Course Pre-Requisites / Co-Requisites***

None.

***Course Objectives***

* Understand Story as the basis of themed environments.
* Explore the philosophies, arts and aesthetics that influence themed environments.
* Review theatre’s history and technical arts, and how theatre influences themed environments.
* Review how spaces in themed environments utilize scale, measure, and special effects relative to human perception and sensory functions in themed environments.
* Review and refine a sense of design process / methodology as it relates to the design of themed environments.
* Explore the many building typologies of themed environments.
* Review the themed environments design industry.
* Review the differences between traditional design and construction practices and processes and those of themed environments.

***Reading Assignments will be from the following Texts.***

*A Reader in Themed and Immersive Spaces*, by Scott A. Lukas et al. [Free PDF download or pay for a copy on a pay per print model. <http://press.etc.cmu.edu/content/reader-themed-and-immersive-spaces>]

Boyd, Brian. *On the Origin of Stories; Evolution, Cognition, and Fiction*. Cambridge: The Belknap Press of Harvard UP. 2009. [A copy of this book is in the File Folder in Canvas.]

Brooks, Peter. *Realist Vision*. New Haven: Yale UP. 2005. [The chapter that we will be reading from this book is in the Canvas File Folder.]

Cortright, Joe. “Less is Common.” City Report. June 2015. [a copy of this report is in the Canvas File Folder]

Dutton, Dennis. *The Art Instinct: Beauty, Pleasure, and Human Evolution*. New York: Bloomsbury Press. 2009. [A copy of this reading assignment is in the File Folder in Canvas.]

Gottdiener, Mark*. The Theming of America: Dreams. Visions, and Commercial Spaces*. Boulder: Westview Press, 2001 second edition. [We will only be reading a portion of this book. Buy a used copy. Note that this is the 2nd edition, if a second edition is not available purchase 1st edition]

Johnson, Andrew P. *A Short Guide to Academic Writing*.

Johnson, Steven. *Wonderland: how play made the modern world*. New York: Riverhead Books. 2016.

Lupton, Ellen. *Design is Storytelling*. New York: Cooper Hewitt, Smithsonian Design Museum. 2017.

“She Ji: The Journal of Design, Economics, and Innovation”. [This Journal may be accessed via Science Direct. <https://www.sciencedirect.com/journal/she-ji-the-journal-of-design-economics-and-innovation/about/aims-and-scope>]

Stromberg, Per. “Theming”. *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies, First Edition*. Edited by Daniel Thomas Cook and J. Michael Ryan. © 2015 John Wiley & Sons, Ltd. Published 2015 by John Wiley & Sons, Ltd. [this essay is in the Canvas file folder]

*Theme Park Landscapes: Antecedents and Variations*. Ed. Terence Young and Robert Riley. Dumbarton Oaks Research Library and Collection Washington, D.C..2002. [A copy of this book is in the File Folder in Canvas or download it: <https://www.doaks.org/resources/publications/books/theme-park-landscapes-antecedents-and-variations>]

***Recommended Texts***

Cohen, Robert. *Theatre*. New York: McGraw Hill. I based my curriculum content on the 7th edition 2006, but there have been numerous editions since.

Dunlop, Beth. *Building a Dream: The Art of Disney Architecture*. New York: Abrams, 1996. Print.

Hench, John, and Pelt P. Van. *Designing Disney: Imagineering and the Art of the Show*. New York: Disney Editions, 2008. Print.

Price, Harrison. *Walt’s Revolution by the Numbers*. Orlando: VP Publishing.

Shelley, James, "The Concept of the Aesthetic", The Stanford Encyclopedia of Philosophy (Winter 2017 Edition), Edward N. Zalta (ed.), URL = <https://plato.stanford.edu/archives/win2017/entries/aesthetic-concept/>.

***Attendance required at the following events***

1. IAAPA Trade Floor November 16-19. Attend one day.
2. Themed Experience and Attractions Academic Symposium 11/19/2021.

***Methodology***

1. **Reading Assignments**: Each class period will have assigned readings.
2. **Journal papers**: Journals assignments are based on readings assigned for a class. Journal entries should do two things: provide a response to the assignment and include an element of self-reflection. Journal Entries will be graded as completed or not completed.
3. **Focus Papers:** This program includes many writing assignments. Writing is a very important part of your learning process and your professional career. Your focus papers will be presented during class. Focus papers will be reviewed and graded on the quality and content of your writing.

***Course Schedule***

# Story

# Aesthetics, semiotics

# Theming

# History of Themed Environments

# Art Direction and Show

# Theatre 1-Inside the Proscenium

# Theatre 2 –Outside the Proscenium

# How Play Made the Modern World

# The Public Realm and the Marketplace

# History of the Garden

# Facility Show and Ride

# History of Amusement/Theme Parks-Before Disneyland

# History of Amusement/Theme Parks-Disneyland and beyond

# Design and Documentation

# The Future of the Industry

# Attendance Policy, Class Expectations, and Make-Up Policy

Attendance is mandatory and is recorded. Chronic absences and/or tardiness will have a negative impact on your grade, with a loss of up to 15% over your overall score (see grade breakdown below). If you must miss class, it is up to you to get the assignments and notes from your classmates. In the event of serious illness, family or personal crisis, arrangements can be made for attendance, missed exams or work. On this point, it is important for you to let me know of your circumstances as soon as possible. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.

***Evaluation of Grades***

|  |  |
| --- | --- |
| **Assignment** | **%of Final Grade** |
| Journal Paper 1 | 5 |
| Journal Paper 2 | 5 |
| Journal Paper 3 | 5 |
| Journal Paper 4  | 5 |
| Journal Paper 5 | 5 |
| Journal Paper 6 | 5 |
| Journal Paper 7 | 5 |
| Journal Paper 8  | 5 |
| Focus Paper 1 | 10 |
| Focus Paper 2 | 10 |
| Focus Paper 3 | 10 |
| Participation/ Attendance 1 – Weeks 1-7 | 15 |
| Participation/ Attendance 2 – Weeks 8-15 | 15 |
| **Total** | **100%** |

***Grading Policy***

The following is given as an example only.

|  |  |  |
| --- | --- | --- |
| **Percent**  | **Grade**  | **Grade Points**  |
| 90.0 - 100.0  | A  | 4.00  |
| 87.0 - 89.9  | A-  | 3.67  |
| 84.0 - 86.9  | B+  | 3.33  |
| 81.0 – 83.9  | B  | 3.00  |
| 78.0 - 80.9  | B-  | 2.67  |
| 75.0 - 77.9  | C+  | 2.33  |
| 72.0 – 74.9  | C  | 2.00  |
| 69.0 - 71.9  | C-  | 1.67  |
| 66.0 - 68.9  | D+  | 1.33  |
| 63.0 - 65.9  | D  | 1.00  |
| 60.0 - 62.9  | D-  | 0.67  |
| 0 - 59.9  | E  | 0.00  |

More information on UF grading policy may be found at:

[UF Graduate Catalog](https://catalog.ufl.edu/graduate/?catoid=10&navoid=2020#grades)
[Grades and Grading Policies](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)

***Students Requiring Accommodations***

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](https://disability.ufl.edu/students/get-started/). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

***Course Evaluation***

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](file:///C%3A%5CUsers%5Clilyrlewis%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CLU96BFUU%5Cgatorevals.aa.ufl.edu%5Cstudents%5C). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/.](https://ufl.bluera.com/ufl/) [Summaries of course evaluation results are available to students here](https://gatorevals.aa.ufl.edu/public-results/).

***University Honesty Policy***

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” [The Honor Code](https://sccr.dso.ufl.edu/process/student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

***Software Use***

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

***Student Privacy***

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](https://registrar.ufl.edu/catalog0910/policies/regulationferpa.html).

***Campus Resources:***

Health and Wellness

**U Matter, We Care:**

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** [counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

**University Police Department**at392-1111 (or 9-1-1 for emergencies), or [police.ufl.edu](http://www.police.ufl.edu/).

Academic Resources

[**E-learning technical support**](https://elearning.ufl.edu/), 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

[**Career Resource Center**](https://www.crc.ufl.edu/), Reitz Union, 392-1601. Career assistance and counseling.

[**Library Support**](http://cms.uflib.ufl.edu/ask), Various ways to receive assistance with respect to using the libraries or finding resources.

[**Teaching Center**](https://teachingcenter.ufl.edu/), Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

[**Writing Studio**](https://writing.ufl.edu/writing-studio/)**,** 302 Tigert Hall*,* 846-1138. Help brainstorming, formatting, and writing papers.

[**Student Complaints Campus**](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

[**On-Line Students Complaints**](http://www.distance.ufl.edu/student-complaint-process)