Honours Bachelor of Experiential Design

Meet our students

This program is the first undergraduate degree of its kind in Canada that focuses on creating multi-sensory experiences in the built environment. The core curriculum areas integrate spatial design, multi-sensory communication, and human-centered approaches with an emphasis on critical thinking. Our students are adept in developing compelling experiences for professional applications including wayfinding, exhibition design, public space and placemaking, themed experiences, and events. Through applied learning, they gain practical experience in all stages of the creative process, from research and planning to design and implementation, making them well prepared to take on a variety of roles within the workplace.

Learn more about the program curriculum by visiting the program webpage.

Core competencies and skills

- Applying principles of spatial design, multi-sensory communication, and interactive media to address complex design challenges and opportunities.
- Technical skills: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Substance 3D, Aero), SketchUp Pro, Blender, Figma, FigJam, Glyphs, and physical scale modeling.
- Employing human-centered research methods and critical thinking to inform the design process.
- Developing experiential design concepts at different scales for a wide range of contexts and applications.
- Applying a variety of visualization skills to communicate design concepts and proposals.
- Applying knowledge of inclusive, sustainable, and participatory design.

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Work term availability

- Summer work term (May – August), taken at the end of Year 3.

Work term capabilities

- Integrating skills and knowledge within spatial design, graphic/multi-sensory communication, and interactive media to develop design concepts.
- Incorporating ethical human-centered research methods, critical thinking, and an iterative design process to develop concepts.
- Applying knowledge of contextual opportunities and limitations in the development of design concepts.
- Developing content for experiential applications within built environments through the application of a wide range of media and techniques.
- Visualizing conceptual and design development through modelling, drawing, and rendering
- Utilizing design processes to develop experiential design projects (responding to the brief, research, visualizing, prototyping, testing and analysis through to the final proposal).

Employer resources

- Employer webpage
- Program information
- Program course schedule

Post a job

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