

PURDUE UNIVERSITY IN INDIANAPOLIS
THEMED ENTERTAINMENT DESIGN

CREATE IMMERSIVE WORLDS

**YOUR STORY
BEGINS HERE...**



PURDUE
UNIVERSITY®

Polytechnic Institute

Creating Experiences That Move People

You are not just learning how to design. You are learning how to create moments people remember. In this program, you will explore how to use theming and storytelling through technology and design to shape theme parks, museums, retail spaces, attractions, and immersive environments. You will take ideas from the first rough sketch to fully developed concepts.

Built With Industry, Designed For You

Developed with input from leaders at Disney, Universal, and others across the industry, this program focuses on what actually matters. You will build skills in storytelling, design fundamentals, 3D, interactive design, guest experience, and communication so you can turn ideas into experiences that work in the real world.

Learn By Doing

This is a hands-on program where you apply what you learn. You collaborate with students across disciplines, work on real challenges, and explore tools used in the industry today. You are building ideas, not just talking about them.

Real World Experience Before You Graduate

You gain experience through real industry projects and team-based work that reflects how experiences are actually created. You learn how to think through ideas, communicate them clearly, and develop them into experiences that could be built. When you graduate, you are ready to contribute on day one.

Where Can This Take You?

Graduates pursue careers across many industries, not just theme parks.

- 3D Modeler or Animator
- UX, Graphic, or Interaction Designer
- Experience Designer
- VR or AR World Builder
- Creative Technologist
- Project Coordinator or Producer
- Concept Artist

You can work in attractions, museums, retail, hospitality, games, and immersive media. Our students have worked with top employers and firms like Dollywood, AOA, LF Studios, Disney, Universal, JRA, and the Children's Museum of Indianapolis.





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I love the combination of technology with leadership, operations and creativity. It all comes together in themed entertainment.

CARYS GEORGE

Purdue themed entertainment design student in Indianapolis



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Purdue does an excellent job of introducing students to the industry of theme park attraction design and theme parks. From initial idea conception to complex layout plans and digital models, you will walk through the entire process of designing an attraction step by step.

RACHEL CARTER

Student



Polytechnic Institute at Purdue University in Indianapolis

The Polytechnic Institute at Purdue University in Indianapolis prepares graduates with the skills and expertise needed to excel in technology-driven careers. Located in the heart of Indiana's vibrant capital city, our campus offers unparalleled opportunities to collaborate with innovative industries worldwide, fostering innovation and professional growth.

Themed Entertainment Design
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