

# Lighting Designer Program

## Landscape Lighting Design

January 2023

### Overview

The purpose of this program offering is to provide **landscape lighting designers** and **lighting designers** with an in-depth study of design principles and practices so that they may rapidly advance their learning process. The Experiential Landscape Lighting Initiative (ELLI) is currently the only educational offering to provide such training. Even though many other entities provide good training, they focus on the products and technologies rather than design—this is the difference in our program.

There are three distinct reasons why a lighting designer should participate in this training:

- This program will ‘fast-track’ the lighting designer in learning the necessary knowledge and practical skills to effectively perform. Those who participate will shave off years or even decades of learning time to gain and understand these concepts.
- This program will give the lighting designer a competitive advantage over any of their competition. Design and design-ability is one of the biggest weaknesses of most lighting designers. Not only will they be in a better position to design and sell jobs, but they will greatly increase their confidence within this realm.
- This program will open the door to new areas of understanding, as applied to human health and well-being. The designer will be exposed to the importance of evoking emotion in their lighting designs—this is the most difficult ability to effectively achieve in any lighting design craft. This training is the only kind like it available to the lighting industry.

This program is a “must-do” action item, especially if you are serious about progressing in the lighting design professions. The ELLI training programs are taught by seasoned professionals who are deeply passionate about their craft. Our purpose is to guide and direct those with similar passions along a path to advancement. Additionally, we desire to leave something important for the next generation to work with.

This is not a get-rich scheme or a means to sell lighting products. Rather, our goal is betterment, and our mission is, “To Educate and To Separate.” The only way lighting design will advance is to allow those like us to provide for these kinds of educational opportunities.

## About Us

ELLI was established in 2019 by founder, Mark Carlson who is one of the current educators of the design training programs offered. Mark also acts as director and administrator for a specialized team of seasoned professionals. The ELLI team is selected based on years of experience, demeanor, and skill sets. Our goal is to provide the best content to ensure professional advancement within this discipline.

Mark is our Composition Series advisor-educator. His specialty encompasses the psychological impact of light as it applies to one's emotional state. Also, he will explore human perception within landscape environments. This understanding has not been part of most other trainings, but this is what makes ELLI different or better.

ELLI has separated subject matter so that it aligns into a grouping called, Series. We have sought out key advisors to oversee each of these series offerings. Currently, there are two other educator-advisors on the ELLI team—Chris Mitchell and George Winterling.

Chris is a founding partner of NiteLiters, Inc. and is a seasoned landscape lighting designer of 20+ years. He brings a wealth of knowledge to our team within the realm of business and health care. A longer-term goal of ELLI is to address the human health considerations light has towards well being. Because of this, Chris is our Business Series advisor-educator.

George is the owner of Winterling Lighting Design. He is a highly seasoned lighting designer with 45+ years of experience. What distinguishes him from so many others is that he served many years under the great, John Watson, aka "Mr. Moonlight" of Texas. George took this knowledge and developed his own techniques to better the profession. He is our Applications Series advisor-educator. We are fortunate to have his level of experience on our team.

In 2023, ELLI plans to bring on a few more specialists to help lead and guide our educational offerings. We have the benefit of not being constrained by other governing partners. Our freedom to grow provides hope for the future of this profession.

## Objectives

The **Lighting Designer Program** has been established to aid various disciplines of lighting design, whether individuals are practicing landscape lighting, interior lighting, exterior lighting, or architectural lighting—the concepts apply to all types.

Although, this program is presented to address primarily landscape lighting design, it can serve to advance most any lighting design profession—the concepts are the same. Program participants will begin their study with a fundamental understanding of composition. ELLI uses the principles of composition found in the study of art, as its foundation. This background and foundation has been proven for decades, if not centuries, so it stands the test of time. It also allows us the opportunity to take a subjective subject matter and make it more objective—we are establishing a form of measure for 'good' practices in design. This foundation is the basic building block for understanding deeper and more advanced knowledge.

Lighting design is considered the fourth dimension of architecture, which means it is highly important to everything we do. ELLI believes that many have either not learned or they have forgotten this important consideration. Therefore, we have prioritized this within our approach to human-centric lighting design.

## Series of Instruction

ELLI educational courses can be taken individually, or they can be taken by Series. Each course consists of one or more sessions (meetings) depending on the number of hours required to complete the course. Each session will last from one and one-half (1-1/2) to two (2) hours, depending on class size and involvement.

Students must determine before starting their training whether they wish to gain C.E. Credits or Certification from their participation. If this is desired, then students must learn all courses under each series listed in this program offering. If students only wish to participate for pleasure or interest, then they can take courses individually, as desired.

The **Lighting Designer Program** has a total of four (4) Series of instruction required for certification or credits. This program includes a **total of 32-weeks and about 54-hrs. of training time**. The following course sessions are included by Series:

### **Series 1-Composition** (12-weeks total/ 21-hrs.)

- Awareness & Concepts of the 'Whole' (1-session/ 1.5-hrs.)
- Introduction to Perception (1-session/ 1.5-hrs.)
- Principles of Composition (5-sessions/ 9-hrs.)
- Design Critiquing (3-sessions/ 6-hrs.)
- Understanding 'Affect' (2-sessions/ 3-hrs.)

### **Series 2-Applications** (9-weeks total/ 15-hrs.)

- Problematic Lighting Issues (1-session/ 1.5-hrs.)
- Understanding Basic Applications (3-sessions/ 5-hrs.)
- Developing Scenes for Installers (2-sessions/ 4-hrs.)
- Locating Downlights, Concealment, & Tree Work (2-sessions/ 3-hrs.)
- Locating Ground Lights & Concealment (1-session/ 1.5-hrs.)

### **Series 3-Business** (4-weeks total/ 7-hrs.)

- Confidence in Design/Sales (2-sessions/ 3-hrs.)
- Client Relations & Customer Service (1-session/ 2-hrs.)
- Post-Installation Management & Futures Sales (1-session/ 2-hrs.)

### **Series 4-Design** (7-weeks total/ 11-hrs.)

- The Design Process (1-week/ 1.5-hrs.)
- Conceptual & Bubble Plans and Zoning (3-sessions/ 4.5-hrs.)
- Site Analysis & Documentation (2-sessions/ 3-hrs.)
- Codes & Specifications for Installers (1-session/ 2-hrs.)

## Training Format

All course sessions will be provided via a Zoom format—live video meeting. Class size will be limited to a small group so that enhanced learning is ensured, and everyone will be involved.

ELLI trainings occur for the convenience of most attendees. Most prefer not to be interrupted during the daytime work hours, as well as over the weekends where personal & family time are most appreciated. Therefore, we provide sessions during the early evening hours from 4pm to 7pm, PST during a dedicated weeknight. Please remember, we must address all individuals across North America.

Group sessions may use alternative schedules if the majority of the group votes for a different time or day. ELLI will entertain these thoughts, but it's ultimately up to the instructor.

## Requirements

There is no educational requirement to enter this program. However, we would prefer that participants have a basic level of understanding in design and/or lighting. Our expectation is that all students participate. This means sharing experiences through verbal communications, as well as performing critiques on photographic works. As far as other expectations, the following apply:

1. **Participants must be on-time** to each session. There will be a 5-minute window for tardiness at the beginning of each session. However, once the session officially begins, tardy or absent participants will either miss out on the session or they will have to find an opportunity to re-take it. Those seeking credits or certification must find a time to re-take the session or they will not receive them. Re-taking a session could incur an additional fee.
2. **Participants are required to commit up to 2-hrs. per session, once per week.**
3. **Participants are required to fulfill their payment obligations**—see options available under Program Costs.

## Program Costs

ELLI offers a few options for those participating in this program. The first decision a participant must make is whether they intend to gain a certificate of completion or C.E. credit for taking this program. If so, then the following costs apply:

### Certification

The ELLI Certification program is not yet established in its entirety. We expect to have all courses listed and prepared by the end of 2023, so that certification can begin in 2024. For those students who ultimately desire to be certified in these trainings, then we will ensure all courses fully completed will be accounted towards this process.

Certification of the **Lighting Designers Program** requires an **investment of time at 32-weeks (32-total sessions)**. In addition, a certification exam is required upon course completion.

**Program Cost (Certification):** **\$3,600.00**

\*Includes book & study guides and exam cost (\$100.00 + \$300.00)

### Non-Certification

For those participants who do not wish to be certified, then they can participate in training based on individual studies. The participant can choose courses at any time and when available. Course availability will be offered a minimum of once per year, and upon demand.

**Program Cost (Non-Certification):** **\$3,300.00**

\*Includes book & study guides and no exam

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**Individual Session Cost:** \$ 150.00 each

Note: As you can see, there's a benefit in taking the full program versus individual sessions. Books and study guides will be sold separately.

### Continuing Education (C.E.) Credits

ELLI will provide documentation for those interested in C.E. credits. This will follow the **same cost structure as non-Certification** as no examination is required here. Once again, participants can participate in Individual sessions as their schedule permits.

### **Payment Options:**

- **Option 1:** Payment by full Program (in full **at registration/prior to program start**)
- **Option 2:** Split Payment for full Program (half **upon registration**, and balance at mid-way point)
- **Option 3:** Payment by Session (**prior to each session**)

**Special discounts** will apply, as a benefit. ELLI accepts the following forms of payment: Check, Venmo, PayPal, Visa, or MasterCard. Merchant fees will apply in addition to program costs:

- Registration & Payment, **30-days prior** to program start—**10% discount**
- Special & Exclusive offers to approved organizations—**15% to 25% discount**

## **Final Thoughts**

The mission of ELLI is, "To Educate and To Separate." It's a simple statement but it speaks the truth in what our focus is—to advance those who desire higher levels of understanding in lighting design. Your value and Return-On-Investment (ROI) is both in Time and Knowledge gained.