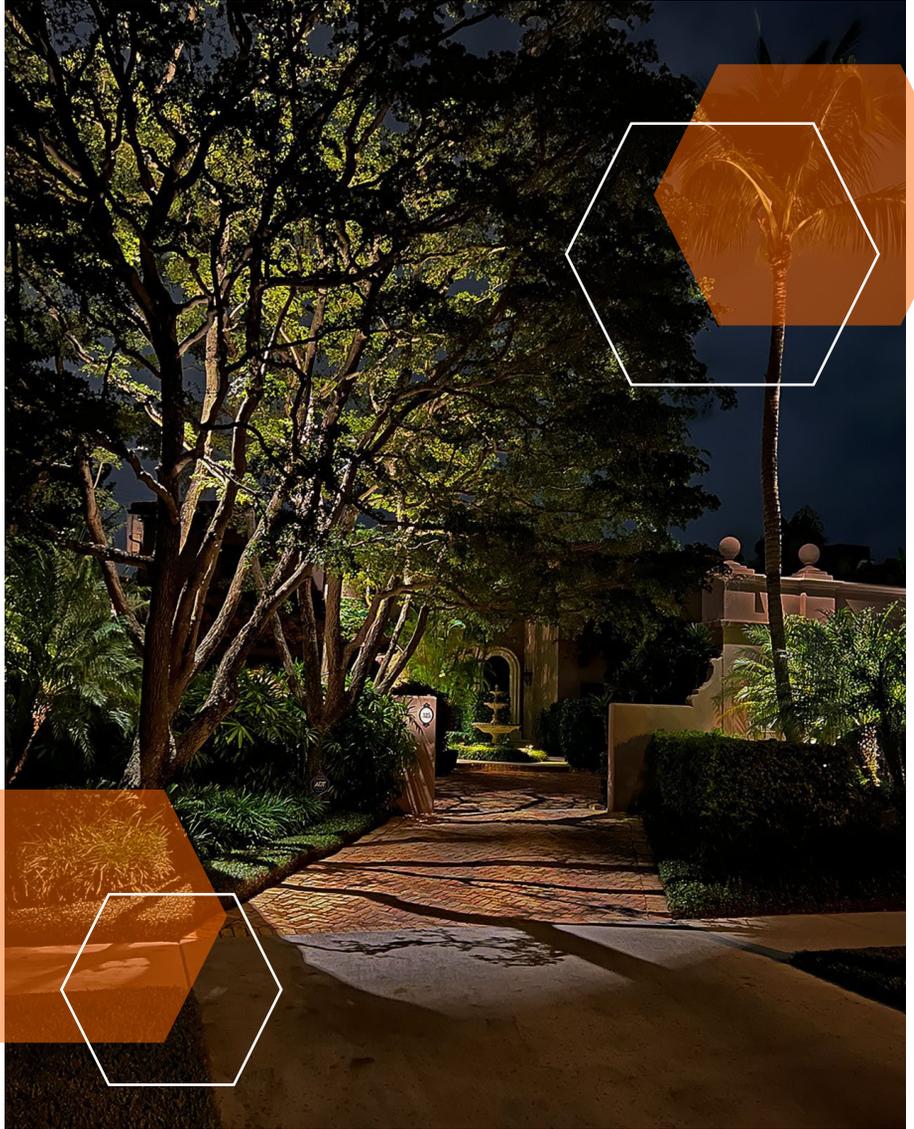


LIGHTING DESIGN

AWARENESS

TRAINING PROGRAM



COURSE CONTENT

Design Awareness
& Philosophy

Principles of
Composition

Affect

Design Critiques

Course
Requirements,
Sign-up & Cost

DESIGN AWARENESS & PHILOSOPHY

THE IMPORTANCE OF OBSERVATION

The importance of this course is in understanding how to view the 'whole' of a space. We all have the tendency to focus in on the specific elements of a setting and this hurts our ability to see its entirety. This program teaches students how to develop this focus.

We will discuss different philosophies in design, such as **Gestalt** and **Yin-Yang**, as they both contribute to understanding Awareness. In addition, they set the framework for the **Principles of Composition**. This complete program is a foundational building block to the more advanced studies in lighting design and human psychology.

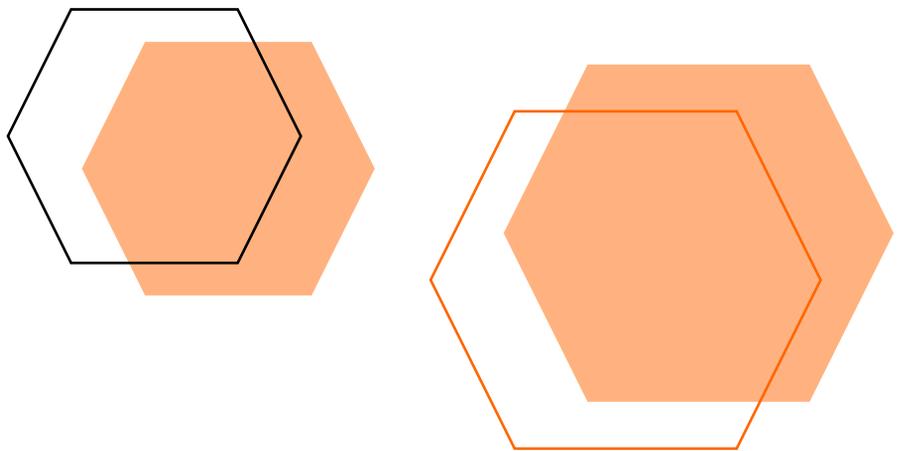


PRINCIPLES OF COMPOSITION

THE FOUNDATION OF ART

There are six key **Principles of Composition** that arrange and unify both lighting design and landscape design—**Balance, Contrast, Emphasis, Pattern & Rhythm, Movement, and Unity**. Unlike most others, this program takes the time to address each principle with many photographic examples in order to truly understand them.

ELLI believes that composition is the gateway to greater learning in lighting design. Once composition is understood, then students can enter more complex aspects of lighting design, to include **Human Perception, Patterns, 'Affect' and Emotion**. This transition allows the student to achieve the ultimate ability in design, as it applies to human health and well-being.



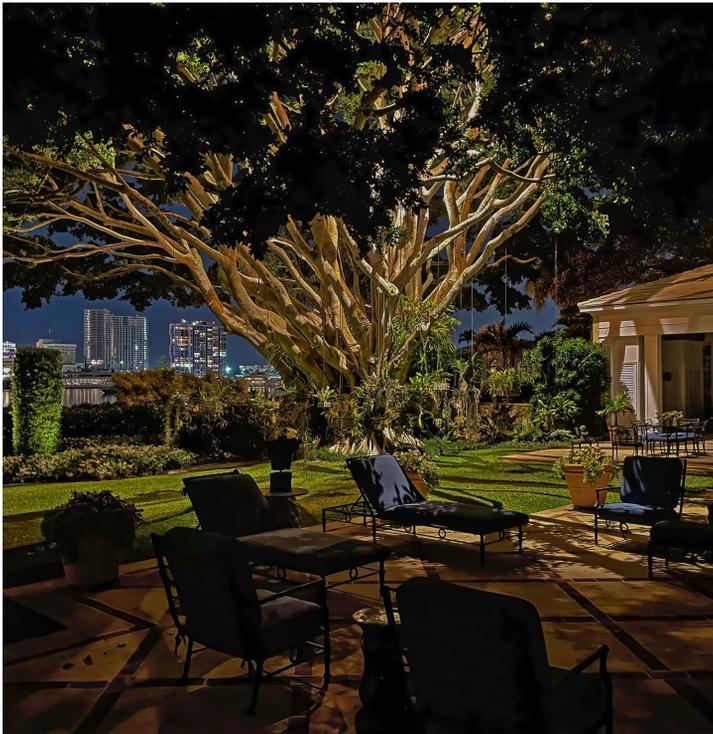
'AFFECT'

THE EXPERIENCE OF FEELING

The understanding, awareness, and development of **'Affect'** is what ELLI considers to be the highest form of skill one can have in lighting design. Our goal with this course program is to introduce these concepts, so that practitioners can be aware of this important aspect.

Affect is an unfamiliar concept to most lighting designers. And even though many are seeing the benefits of human-centric lighting, this concept has not been developed. ELLI is the leader in this developing practice.

ELLI believes this study will be the future approach to all lighting design. As stated above, this is an introduction to this subject matter—future courses will go into much deeper details to effectively provide for these conditional states.



DESIGN CRITIQUES

AN IMPORTANT MEASURING TOOL

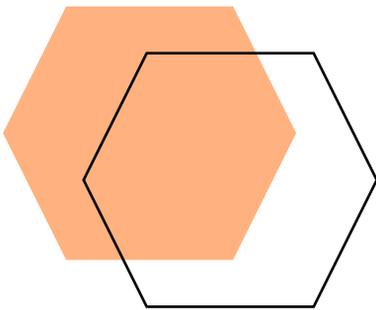
This program includes the use of **Design Critiques**, as a tool for self-development and as a means to measure all lighting design. Design critiques employ the use of the principles of composition, whether it is performed in a verbal or written form.

Students will both perform and analyze the critiquing process so that they can ensure this foundational learning. This tool and skill is a benefit to all lighting designers.

There are three areas of observation that are included in this critiquing process:

1) Composition, 2) Photography, and 3) Affect. Additional criteria can be included, but these are the elements that ELLI will reference in this practice.

Once again, the critiquing process allows us to naturally develop our awareness skills.



COURSE REQUIREMENTS

WHAT IS REQUIRED

Anyone can participate in this program, no matter the skill level. However, it is recommended that they have some background in the landscape design or lighting design practice. There are a few requirements for this course:

1. Participants must **Sign-Up for Program, Register, and select payment option** that best fits your needs. You can do this by going to the ELLI website: <https://www.landscapelightinginitiative.org/design-training-program/>
 - Each participant signed-up will receive a complimentary **Lighting Design Awareness book and Study Guide**, which are required for the course. This will allow students to review subject matter weekly and make notes for their use.
2. Participants must **commit to the following expectations**:
 - To **participate in group discussions** by offering feedback, as well as performing critiques.
 - To **show up on-time** and to **commit to the full duration of each session**. Each session lasts up to 2-hrs. in length, depending on the content and discussions. Sessions are once per week in the evening hours.
 - To **select the Intent of their studies**—Certification, C.E. Credits, or Non-certification



COURSE SIGN-UP & COST

HOW TO SIGN UP

Those interested in participating and gaining this specialized knowledge must register online at the ELLI website: www.landscapelightinginitiative.org/design-training-program/

Group numbers will be assigned depending on the number of participants available for the training schedule. No group will be smaller than 4 people and group size will be limited to 8 total students. The cost of this foundational program is: **\$1,300.00**.

This program is part of the ELLI certification program, should participants wish to pursue full certification. This course is utilized for both certification and non-certification—it's fundamental to all lighting designers. The following Options are available for payment:

- Option 1: Payment for full program (at registration/prior to 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 these forms of payment: Check, Venmo, PayPal, Visa, or MasterCard. Merchant fees may apply in addition to program costs:

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

WHY SHOULD I SIGN-UP

There are many reasons to participate in this lighting design program, but there are three (3) primary reasons to do so:

1. This program will **'fast-track' you in lighting design knowledge and practical skills** to advance your career path. In other words, you will save years of time invested into learning on your own. There is no other program like this available today.
2. This program will **greatly build your confidence** with regards to the design practice and engaging your customers. You will begin to understand the importance of communication skills—those that "sell" lighting designs. Design and Sales go hand-in-hand.
3. ELLI guarantees that each participant will graduate this program **knowing these foundational principles and concepts**. This training was developed through years of professional experience and dedicated studies—advancement is guaranteed