

LIGHTING DESIGN AWARENESS

TRAINING PROGRAM



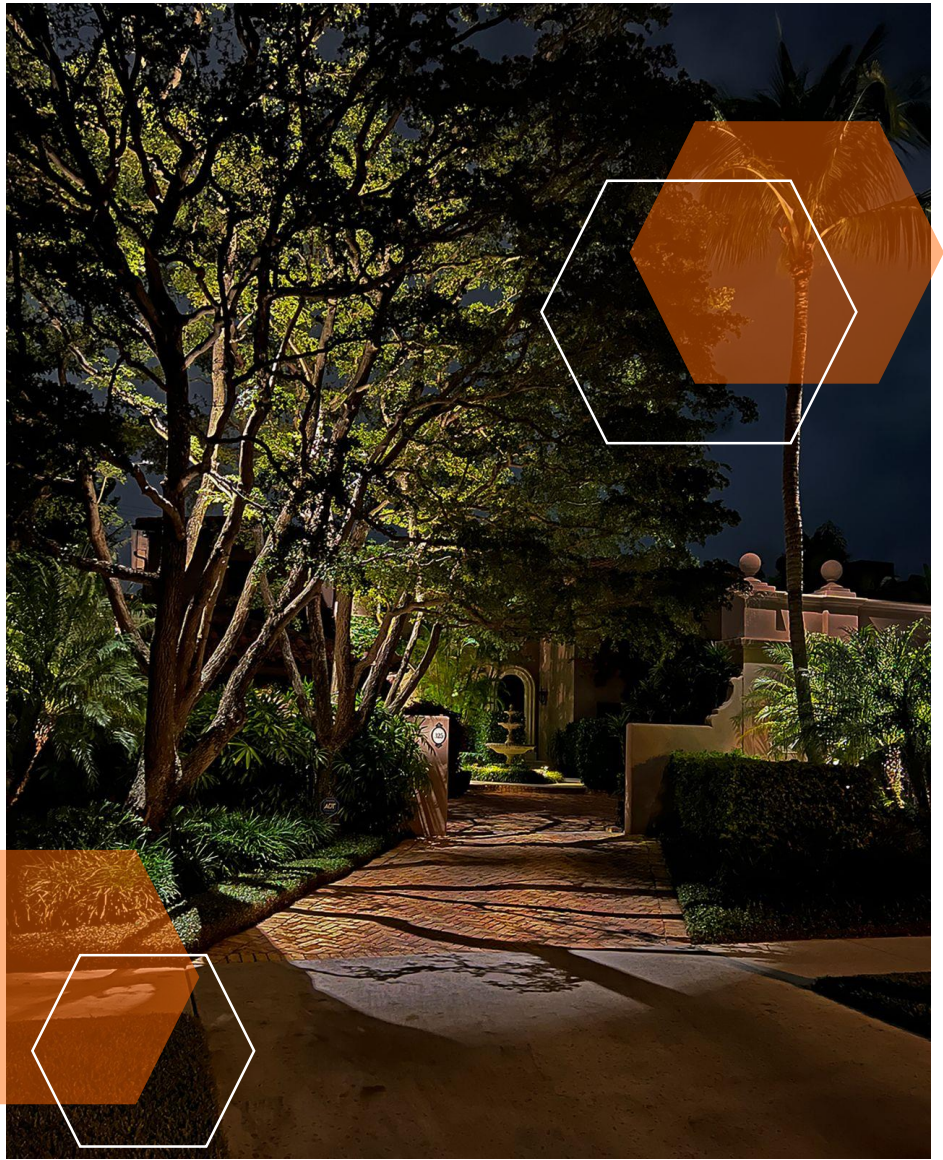
COURSE CONTENT

Design Awareness
& The 'Whole'

Principles of
Composition

Introduction to
'Affect' & Critiques

Course
Requirements,
Sign-up & Cost



DESIGN AWARENESS & THE 'WHOLE'

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 in a setting and this hurts our ability to see the entire scope. This program teaches students how to develop this focus.

We will discuss the different philosophies in design, such as **Gestalt** and **Yin-Yang**, as they both contribute to this understanding of Awareness. In addition, this approach to design sets the framework for the **Principles of Composition** to be understood. This course is considered the foundational building block to all of the other ELLI courses, particularly for lighting designers.

By being aware and observant of our surroundings, we can more effectively design lighting systems based on the need, whether it is for function (safety, security, aesthetics, or task), or for the emotional aspect to aid in pleasure or peace/calm—all of these aspects are important to providing a 'good' design.

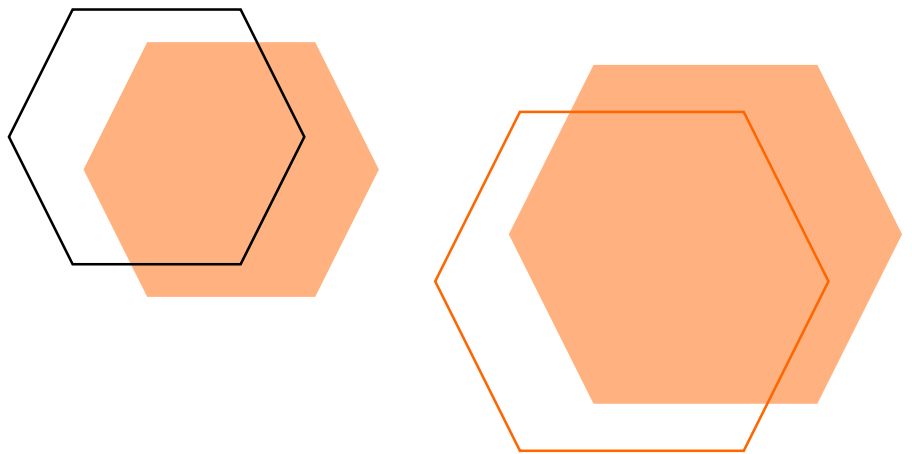


PRINCIPLES OF COMPOSITION

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 many other classes offered, this course spends time diving deep into each principle so that real understanding occurs. We utilize many photographs to identify, explain, and visually understand these concepts.

ELLI believes that composition is the gateway to greater learning in lighting design. Our approach is unlike any other educational offerings, which allows for a faster advancement as a designer. Once composition is understood, then students can advance into more complex learnings, to include **Human Perception, Patterns, 'Affect' or Emotion**. This is a pivotal transition for lighting designers as it allows the student to better understand the human health and well-being aspects of our provisions.



INTRODUCTION TO 'AFFECT' & CRITIQUES

OTHER IMPORTANT DESIGN ASPECTS

This course will provide a brief overview of 'Affect'—the experience of feeling, and of Design Critiques, because each philosophy is necessary for lighting designers. 'Affect' is something that is not taught in most lighting design courses. It has to do with emotion and the psychological nature of how we can impact humans. This is significantly important because it's the portal to true skills—if you can evoke a desired emotion through the intended lighting applications, then this is the highest level of achievement in our work.

Design Critiques are a means to self-evaluate our own work, as well as others. We use three parameters to evaluate photos or work: Composition, 'Affect', and Photography. Our work is considered a visual artform, therefore, we must have a means to evaluate it. Critiquing skills allow you to do so.

This introduction provides a basic understanding to these concepts.



COURSE SIGN-UP & COST

HOW TO SIGN UP

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

This course cost will include a Study Guide and a Book (Lighting Design Awareness), which are an important part of this offering. A group number will be assigned for tracking purposes. 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: **\$850.00**.

ELLI accepts the following forms of payment: Check, Venmo, PayPal, Visa, or MasterCard. Merchant fees may apply in addition to program costs.

COURSE REQUIREMENTS

The only requirements are to **participate in discussions**, to **show up on-time**, and to **commit to the full time of each class session**. This acceptance of requirements is to provide courtesy to your fellow students and the instructor.

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 concepts** to advance your career path. It will shave off years of your learning time, as you will understand what the common flaws are and how to avoid them. The principles of composition are the key to this betterment. ELLI considers this a foundational course for landscape lighting designers.
2. This program will **greatly build your confidence** as a lighting designer. The knowledge you gain from this course will provide you with an enhanced presentation ability with customers. Our goal is to encourage you in this knowledge so that you can better present and explain lighting applications to your customers. Lighting designers who exhibit confidence also gain trust—each of these is an important in winning profitable jobs.
3. ELLI is the only organization teaching this type of lighting design training. Our teachings are based on the same principles used in Art, which makes landscape lighting more objective instead of subjective. This course will open your eyes and mind to lighting design advancement.