

RESOURCE GUIDE: EXPLORING THEMED ENTERTAINMENT DESIGN AND INNOVATION



BOOKS



The Imagineering Way: Ideas to Ignite Your Creativity *Disney Imagineers*



Designing Disney: Imagineering and the Art of the Show *John Hench*



Theme Park Design & the Art of Themed Entertainment *David Younger*



Immersive Storytelling for Real and Virtual Worlds *Margaret Kerrison*



The Experience Economy: Competing for Customer Time, Attention, and Money *B. Joseph Pine II and James H. Gilmore*

ARTICLES



Unleashing Creativity: A Guide to Creating Themed Entertainment Experiences

TrixTan Entertainment

Discover the creative processes and artistry involved in themed entertainment design.

Themed Entertainment: What Brands Can Learn From Amusement Parks

Bridgewater Studio

Explore how amusement park strategies can inspire innovative brand experiences.



Behind the Scenes: Crafting Unforgettable Experiences in Entertainment

LinkedIn: unmatte

A detailed look at the elements that make themed entertainment unforgettable.

ONLINE COURSES



Themed Entertainment Association (TEA) Webinars

A variety of webinars featuring industry experts discussing trends, techniques, and case studies. (*members site*)



Imagineering in a Box *Khan Academy & Walt Disney Imagineering*

A free online course that explores the fundamentals of theme park design, including storytelling, engineering, and visual development.



Masterclass: "Creating Immersive Experiences" with Nathan Crowley

Learn from Hollywood's top production designer as he shares techniques for crafting visually stunning environments.



LinkedIn Learning: "Designing Immersive Experiences"

A professional-level course that covers key aspects of creating impactful immersive designs.

PODCAST & VIDEOS



Themed Attraction Podcast

Hear from industry veterans as they discuss the art and business of themed entertainment design.

TED Talks: The Future of Immersive

Storytelling

Explore visionary ideas and technological advancements shaping the future of themed experiences.



YouTube Channel: Defunctland

Dive into the history of theme parks and attractions to learn what works and why.



READY TO TAKE THE NEXT STEP?



Thank you!

Explore more ideas, connect with fellow enthusiasts, and stay updated on industry trends by joining our community! Follow us on social media for exclusive content and updates. I send out a monthly newsletter. Together, let's create experiences that leave a lasting impression!



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