



# Imagineering

## Lesson 1:

## Creating Worlds

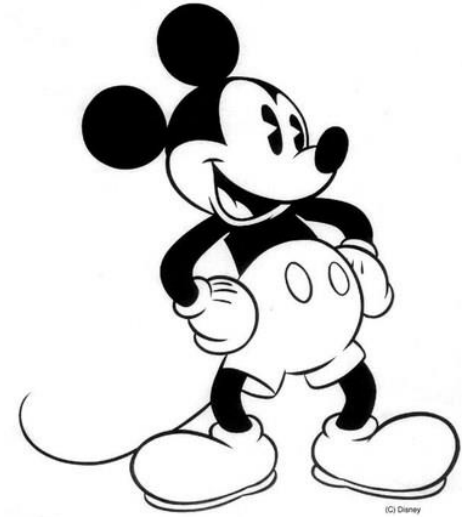
Watch the link  
below:

<https://youtu.be/VcXIEH5sTVI>



# What is an Imagineer?

- Disney resorts and theme parks spend a lot of time and effort into creating 'immersive' and well thought out 'lands' or 'worlds'.
- These lands and worlds are usually based upon a popular television show, movie or book.
- Imagineers have skills and roles in different careers and disciplines, such as maths, physics, engineering, art and design and creative writing.



# Have you ever been to an amusement park?

- How did it make you feel?
- What experiences did you have?
- Did you feel like you were a part of the story or world it was based upon?





**Peppa Pig World,  
Paultons Park (UK)**



**Springfield USA,  
Orlando Resort Florida**

**What do you  
notice  
about these  
'worlds'?**

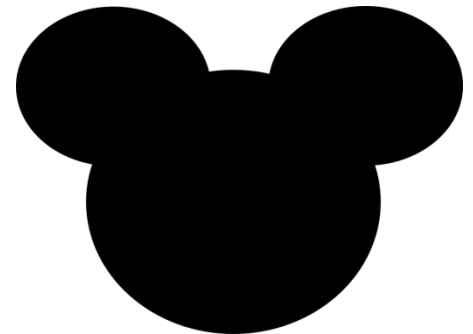
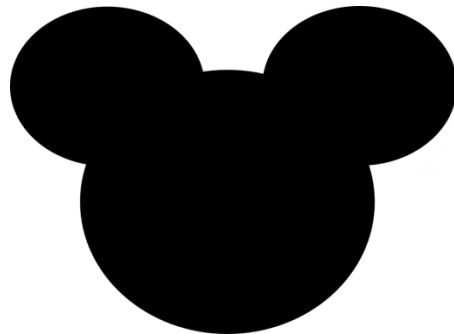
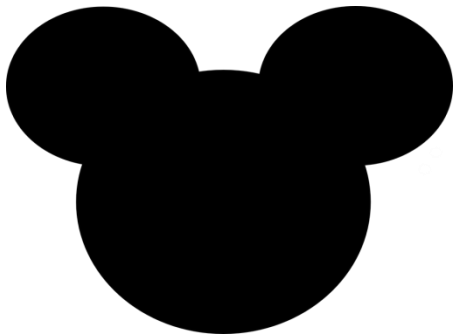


**Toy Story Land, Walt  
Disney World**



**Cars Land , Walt Disney  
World**

- These worlds are all based on famous and popular TV shows and movies.
- They are immersive. They include famous landmarks and characters that allow people visiting to become involved and feel like they're actually there.
- It forms something called an 'environmental story'.



# What is an 'environmental story'?

- Stories are told in an order. Sometimes they are chronological (in order of events) and sometimes they involve jumping through time (in the form of things like 'flashbacks').
- Environmental stories are different – it is in person and there is no narrator. This means that an individual can create their own story, by visiting where they would like to go, what they interact with and by using their imagination!



If you could go anywhere, where would you go?

- Watch this video:  
[https://youtu.be/nyZE PjJ-\\_Jk](https://youtu.be/nyZE PjJ-_Jk)



# Task 1: Mindmapping ideas

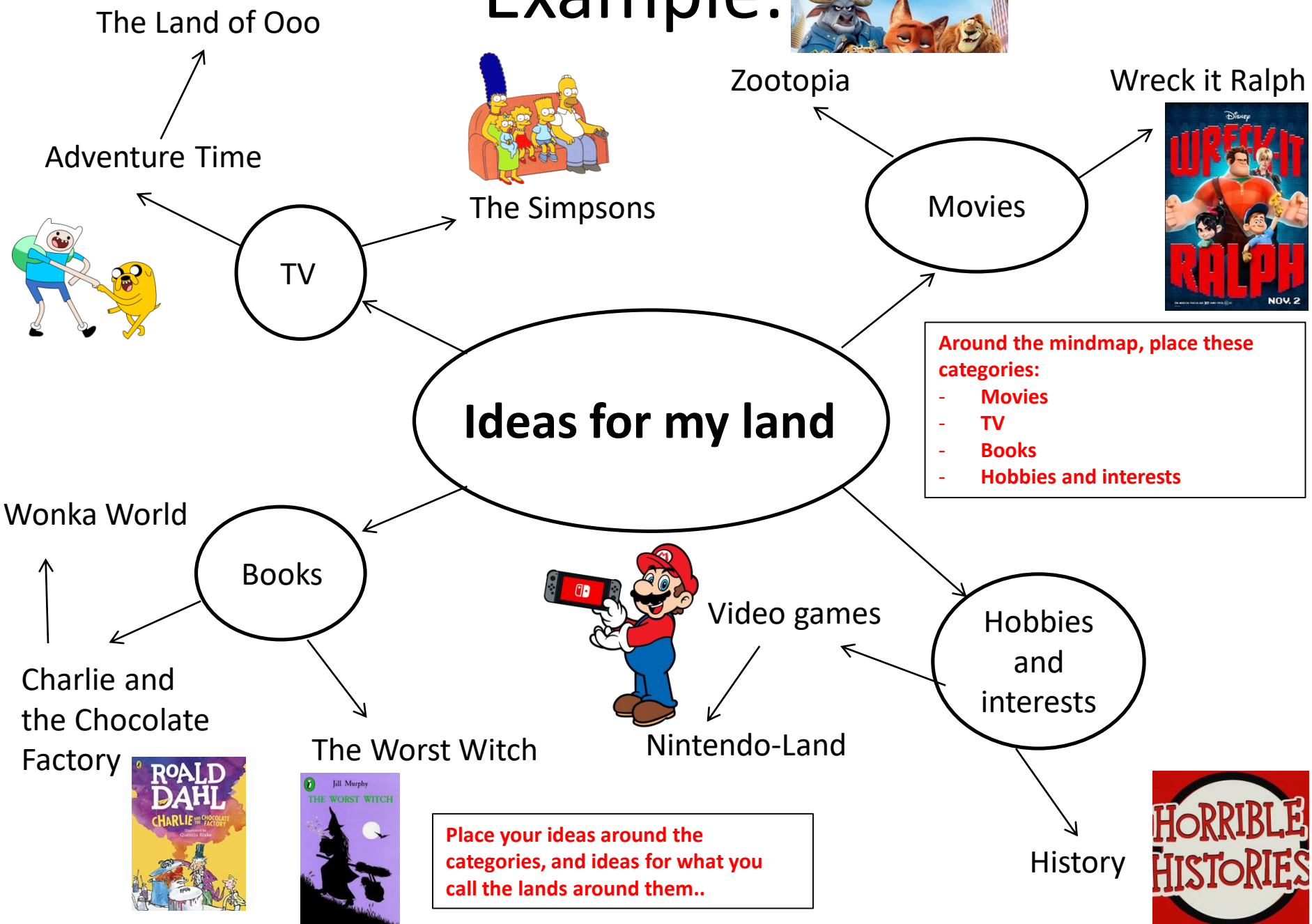
- On a piece of plain paper, mindmap ideas for a new land for Disneyworld.
- It can be somewhere you have dreamed of visiting, like a distant planet, a fictional place from your favourite cartoon or video game or a story you want to bring to life. Nothing is off limits!
- You can write ideas and sketch pictures to help you.

## **Steps to success:**

- You have come up with different ideas for a 'land'.
- You have come up with different names for it.
- You have thought about the story that's taking place within the land.
- You have thought about how you would want visitors to feel.



# Example:



**Around the mindmap, place these categories:**

- Movies
- TV
- Books
- Hobbies and interests

**Place your ideas around the categories, and ideas for what you call the lands around them..**