

Units of study

Certificate IV in Design CUA40720 (Styling and Creative Direction)

Unit No	Unit Name	Descriptor	Competencies
IDOSTY01	Fundamentals of Design and Colour	<p>In this unit you'll be introduced to the fundamental creative principles required to start your journey as a Stylist. We'll expose you to the amazing world of colour and how it's used effectively in styling projects.</p> <p>Through a series of practical activities, you'll explore 2D and 3D drawing techniques as well as design and creative thinking principles and processes.</p> <p>You'll then apply these new skills to develop a vision and concept in response to a styling brief.</p>	<p>CUADES304 Source and apply design industry knowledge</p> <p>CUAACD411 Integrate colour theory and design processes</p> <p>CUADE5302 Explore and apply the creative design process to 2D forms</p> <p>CUADES305 Source and apply information on the history and theory of design</p>
IDOSTY02	The Creative Business	<p>In this unit you'll learn key insights and business skills to work as an in-house stylist for a company, or in your own freelance business.</p> <p>You'll develop skills to effectively collaborate with others in the commercial, editorial, eCommerce, and branding spaces.</p> <p>Establish your own visual brand and professional identity to promote yourself on any marketing or digital platform.</p>	<p>CUAIND412 Provide freelance services</p> <p>SITXEBS001 Use social media in a business</p>
IDOSTY03	Interior and Property Styling	<p>In this unit you'll be empowered with the knowledge, processes and confidence to launch your career as a professional Interior and Property Stylist.</p> <p>You'll be a visual story teller – sourcing, selecting and curating furniture, accessories and props to create a narrative to transform a space.</p> <p>We'll cover both the creative and business aspects of interior and property styling including the core design principles you'll need to interpret a brief, manage and creatively direct the styling of an interior or a photo shoot.</p>	<p>MSFID5018 Provide interior styling service</p> <p>CUADES412 Interpret and respond to a design brief</p>

IDOSTY04	Editorial, Product and Food Styling	<p>In this unit you'll learn how to style and capture engaging product, editorial and food imagery for a brand or editorial application.</p> <p>You'll develop ideas for a product launch, in either a physical or digital environment, then bring your concept to life through innovative and artistic styling.</p> <p>Learn how to develop collaborative working relationships with photographers and other allied professions to create dynamic imagery that can be used across a range of media.</p>	<p>CUADIG304 Create visual design components</p> <p>CUADES411 Generate design solutions</p>
IDOSTY05	Wedding Styling	<p>Learn how to become a Stylist in this growing, dynamic industry and bring your vision and concepts to life through innovative creative direction, styling and floristry.</p> <p>You'll explore, through real life case studies, a range of different wedding types including intimate, custom, beach and country weddings. You'll conceptualise and direct the mood and be able to recommend all elements of a special day including table settings and napery, lighting, stationary, props and florals.</p> <p>You'll learn how to create production schedules, quotes and proposals for memorable weddings and commitment ceremonies.</p>	<p>CUAPPR411 Realise a creative project</p> <p>MSFID5017 Develop event decoration proposals</p>
IDOSTY06	Event Design and Styling	<p>Use innovative styling and project management to create memorable experiences for a range of events including corporate events, themed parties, media launches and brand activations.</p> <p>Prepare to work in the industry by consolidating your skills and knowledge and developing proposals for real life indoor and outdoor events.</p>	<p>CUADES521 Design events</p> <p>CUAWHS312 Apply work health and safety practices</p> <p>BSBCRT411 Apply critical thinking to work practices</p>