



Certificate IV in Design

Styling and Creative Direction

UNITS OF STUDY

IDOSTY01 FUNDAMENTALS OF DESIGN AND COLOUR

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.

Explore 2D and 3D drawing techniques as well as design and creative thinking principles and processes.

IDOSTY02 THE CREATIVE BUSINESS

Gain key insights and learn the business skills to work as an in-house stylist for a company, or in your own freelance business.

Establish your own visual brand and professional identity to promote yourself on any marketing or digital platform.

IDOSTY03 INTERIOR AND PROPERTY STYLING

You'll be a visual story teller – sourcing, selecting and curating furniture, accessories and props to create a narrative to transform a space.

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.

IDOSTY04 EDITORIAL, PRODUCT AND FOOD STYLING

Learn how to style and capture engaging product, editorial and food imagery for a brand or editorial application. 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.

IDOSTY05 WEDDING STYLING

Bring your vision and concepts to life through innovative creative direction, styling and floristry. Conceptualise, source and specify all elements of a special day including table settings and napery, lighting, stationary, props and florals.

IDOSTY06 EVENT DESIGN AND STYLING

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.

Prepare to work in the industry by consolidating your skills and knowledge and developing proposals for real life indoor and outdoor events.