

Certificate IV in Design CUA40725 (Styling and Creative Direction)

Unit No	Unit Name	Descriptor	Competencies
IDOSTY01	Fundamentals of Design and Colour	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. Through a series of practical activities, you'll explore 2D and 3D drawing techniques as well as design and creative thinking principles and processes. You'll then apply these new skills to develop a vision and concept in response to a styling brief.	CUADES304 Source and apply design industry knowledge CUAACD411 Integrate colour theory and design processes CUADES302 Explore and apply the creative design process to 2D forms CUADES305 Source and apply information on the history and theory of design CUAACD311 Produce drawings to communicate ideas
IDOSTY02	The Creative Business	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. You'll develop skills to effectively collaborate with others in the commercial, editorial, eCommerce, and branding spaces. Establish your own visual brand and professional identity to promote yourself on any marketing or digital platform.	CUAIND412 Provide freelance services
IDOSTY03	Interior and Property Styling	In this unit you'll be empowered with the knowledge, processes and confidence to launch your career as a professional Interior and Property Stylist. 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.	MSFID5018 Provide interior styling service CUADES412 Interpret and respond to a design brief

IDOSTY04	Editorial, Product and Food Styling	In this unit you'll 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. 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.	CUADIG304 Create visual design components CUAPPR411 Realise a creative project
IDOSTY05	Wedding Styling	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. 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. You'll learn how to create production schedules, quotes and proposals for memorable weddings and commitment ceremonies.	MSFID5017 Develop event decoration proposals CUADES411 Generate design solutions
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.	CUADES521 Design events CUAWHS312 Apply work health and safety practices BSBCRT411 Apply critical thinking to work practices