

Almond Rouge

C O U R S E C U R R I C U L U M

EVENT STYLING

DESIGN • DÉCOR • TABLESCAPES • BUSINESS



3 WEEKS

10 MODULES • FINAL PROJECT • CERTIFICATION

What You Will Learn

This course provides a comprehensive foundation in professional event styling and design, guiding learners from understanding the principles of event aesthetics to conceptualizing, designing, and executing visually compelling event environments.

Throughout the course, learners will develop practical skills in design thinking, colour theory, theme development, mood board creation, styling techniques, and spatial layout planning, while also gaining insight into sourcing décor materials, working with vendors, managing styling installations, and presenting design proposals to clients.

COURSE OBJECTIVES

By the end of the course, you will be able to:

- Understand the role and responsibilities of an event stylist.
- Develop creative event themes and visual concepts.
- Create professional mood boards and design presentations.
- Apply design principles, colour theory, and styling techniques.
- Design tablescapes, centerpieces, floral décor, and backdrops.
- Style different event types (weddings, birthdays, corporate events).
- Work with props, fabrics, lighting, and decorative elements.
- Create event layouts and styling plans.
- Price their styling services and manage client consultations.
- Launch and market a profitable event styling business.

10 Modules

MODULE

01

Introduction to Event Styling

- Difference between event planner and event stylist
- Role of a stylist
- Overview of the event styling industry
- Types of events (weddings, birthdays, corporate, intimate events)
- Styling career opportunities

MODULE

02

Principles of Event Design

- Design fundamentals
- Elements of design (colour, texture, scale, balance)
- Colour theory for events
- Creating visual harmony
- Understanding event themes

MODULE

03

Concept Development & Mood Boards

- Developing event themes
- Storytelling through décor
- Creating mood boards
- Sourcing inspiration
- Designing presentations for clients

MODULE

04

Styling Tools & Materials

- The stylist's toolbox
- Props and decorative elements
- Fabrics and draping
- Rentals and décor sourcing
- Importing décor items
- Sourcing locally

MODULE

05

Floral Design & Decorative Elements

- Floral styling basics
- Types of event flowers
- Centerpieces
- Floral installations
- Balloon décor
- Handmade design elements

MODULE

06

Tablescapes & Dining Styling

- Table styling principles
- Table settings and etiquette
- Linen selection
- Table décor arrangements
- Charger plates
- Place settings
- Napkin styling

MODULE

07

Lighting, Space & Venue Styling

- Understanding lighting design
- Venue transformation techniques
- Backdrop design
- Stage styling
- Spatial planning and floor layout

MODULE

08

Styling Different Event Types

- Styling weddings, birthday parties and baby showers
- Corporate events
- Themed celebrations
- Cultural and luxury events

MODULE

09

Client Consultation & Styling Business

- Conducting design consultations
- Pricing styling services
- Creating proposals and contracts
- Building vendor partnerships
- Sourcing décor vendors

MODULE

10

Event Styling Business & Marketing

- Branding a styling business
- Building a portfolio
- Social media marketing
- Styled photoshoots
- Networking with planners and vendors

ASSESSMENT & PROJECTS

How You Are Assessed

- Quizzes, assignments, and practical exercises throughout the course.
- A final project requiring students to design a complete event styling plan including mood board, colour palette, tablescape, floral design, and venue styling presentation.
- Presentation of the final project to demonstrate understanding of event styling.

ALSO INCLUDED

Guest speakers from the industry
Certification in Event Styling