



# SIGNATURE Wedding & Event Design

## SWED Course Overview

1. Chapter One – Daring to Dream
  - a. Intro video
  - b. Welcome video – Preston Bailey in his studio welcoming students, sharing his passion for the industry.
  - c. Industry History and Evolution
  - d. Preston Bailey's Story
  - e. Definition of event design
  - f. Difference between Designer and Planner
  - g. Fundamentals of design styles: traditional, modern, eclectic
  - h. Case Study
  - i. Assignment – Inspiration projects & reading from the Event Design book
  - j. Chapter One Quiz
  
2. Chapter Two – Defining the Dream (Working with the client to discover their dream event)
  - a. Video – Preston Bailey explaining his philosophy and techniques for working with a client to uncover and define the client's dream event desires.
  - b. Preston Bailey's Design Statement
  - c. Formulas for Event Design Planning: D4, A6, E3, EA6, Layers of Event Design
  - d. First Client Meeting – Conceiving and Creating Brilliant Strokes of Inspiration
  - e. Design Intuition – Building a bond and rapport, asking the right questions
  - f. Presenting design options and upsell/enhancement opportunities
  - g. Tools and Resources
  - h. Case study
  - i. Lessons Learned
  - j. Assignment – Project: Floor Plan, Questionnaire Worksheets, reading from the Event Design book, and usage of tools and resources
  - k. Chapter Two Quiz
  
3. Chapter Three – Designing the Dream (Working with the team to communicate the client's dream event)
  - a. Video – Preston Bailey discussing how he works with his team and outside vendors and service providers to communicate the client's dream event designs and coordinate delivery of the dream event
  - b. Working the Room – the process of designing your way into and out of a space
  - c. Décor Design Outline – Perimeter approach, ceilings, floors, tables, entrance, embellishments, indoor, outdoor, lighting, etc.
  - d. Signature Statement Pieces
  - e. Design Presentation Process – renderings, vision/mood boards, textiles, colors, etc.
  - f. Tools and Resources: Vendors, Suppliers, Craftsman, Artist
  - g. Case study



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- h. Lessons Learned
  - i. Assignment – Design Project, reading from the Event Design book, and usage of tools and resources
  - j. Chapter Three Quiz
4. Chapter Four – Delivering the Dream (Working together to put on the perfect show)
- a. Video – Preston Bailey discussing what went right, wrong, and unexpected in his events. Focus on what it takes to deliver the client’s dream
  - b. Vendors and Service Providers – Building a reliable, talented team
  - c. Event Design Production – Planning, execution, removal, and accounting
  - d. Production Services – Pre-event site planning, event management, event and set elements, event operations, food and beverage management, floral consultation, event day production, accounting, and miscellaneous services
  - e. Tools and Resources – Vendors, Production Crews, etc.
  - f. Case study
  - g. Lessons Learned
  - h. Assignment – Implementation of Design Project, reading from the Event Design book and usage of tools and resources
  - i. Chapter Four Quiz
5. Chapter Five – Living the Dream
- a. Video – Preston Bailey discussing his perspective on success – with clients, with career, and with life. Include Career and life Lessons Learned as well as advice directly to the new SWED graduate
  - b. Budgeting
  - c. Cost Analysis
  - d. Pricing a Project
  - e. Case Study
  - f. Lessons Learned – Additional advice and recap of Lessons Learned throughout the curriculum
  - g. FAQs – Frequently asked questions from clients, vendors, and service providers
  - h. Industry Trends – Where the industry is heading and the vision of the future of event design
  - i. Final Project – Student demonstrates understanding of curriculum including tools, resources, and fundamental skills and techniques by walking through steps 1 – 3 to design and present.
  - j. Final Exam – Questions based on learning objectives for each chapter.



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## **Requirements**

This program can be accessed and completed using either PC or Macintosh computers. Student's will need an Internet connection of 28Kpbs or higher, and a Web browser.

## **Books**

A textbook is provided for this course, but is not required. However, students may receive online curriculum and community access, as well as assistance from online mentors.

## **Prerequisites**

There are no prerequisites for this course. All of our courses are available to all students of all academic backgrounds. If you are concerned that you may have difficulties, please do not hesitate to contact one of our friendly course advisors who will be more than willing to discuss the options available to you.

## **Demo**

<http://samples.lovegevityinstitutes.com/definingTheDream/>

## **Access to Course**

Students have 6 months access to complete this course.

## **Certifications**

Students receive a certificate of completion as a Certified Wedding & Event Designer. Students are also eligible to utilize the SWED Graduate Seal in their marketing materials and website. All students will receive their certificate by mail.