



Signature Wedding & Event Design

RESOURCE LIBRARY

Chapter Three Assignment

3.1 Add the Emotional Design Elements

Using the inspiration board/s from chapter one and your floor plan from chapter two, develop three designs of your overall concept. From Preston's Décor Design outline, create three design elements based on your concept and create renderings of the design.

Start with the color palette and the design approach such as the tables by selecting the centerpiece, plate ware, glasses, linens and chairs. You may decide to include a ceiling element in your design. Use renderings, pictures and descriptions to explain the ceiling décor and installation.

Another area may be the walls. Will you cover them or are they in great shape for your design already? What about the dance floor?

Other décor design elements may include an entrance concept or a signature statement piece.

Identify the style you are using and the design approach such as perimeter or table top.

3.1 Part One: Complete worksheet 3.1 in the [SWED Resource Library](#) to gather your data and organize each area of EA6.

3.1 Part Two: Next prepare to present your design ideas to your client. How you present your concept is just as important as what you are presenting. Use the tools introduced in this course to create an attractive presentation of your concepts including renderings, images, descriptions, and even videos and voiceovers to present your design ideas. Be sure to show each area of the EA6 and walk through the event experience from a design perspective.

3.1 Part One - Add the Emotional Design Elements Data Worksheet

| | |
|------------------------------|-----------------------------------|
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Using worksheet 1.2 from chapter 1 add the emotional design elements to your plan. **Clearly detail the design elements being used from the original inspiration.** Next to each EA6 title, explain why a certain design element was chosen. Use descriptive adjectives and explain the details so the client can visually see what you are explaining. Remember to use proper grammar, check your spelling and punctuation.

| | |
|---|--|
| Design Theme: | |
| Emotional Anticipation | |
| Invitations Announcement Save the Dates | The announcement of the engagement will be posted on social media where all friends and family are able to see, close immediate family and friends will get a phone call. Once the location of the wedding is set and the number of guests is known, invitations will be sent out to every single guest invited to the wedding. Invitations will be sent out a minimum of 6 months prior to the wedding. The invitation will have the date, time, and location of the wedding. Guests will have to RSVP so that we know the number of guests actually attending the wedding. |
| Emotional Arrival | |
| Valet Guestbook Escort table Coat Check Entrances Greeting Party | When the guests arrive to the wedding they will enter through a floral archway that will lead them to a guestbook so they can write a little note and sign for the bride and groom. While arriving soothing music will be playing while guests find their seats. They will notice many floral arrangements and drapery throughout creating a very elegant and beautiful theme to the wedding. |
| Emotional Atmosphere | |
| Colors Lighting Floral Decorations Tablescapes Fabrics Cake Table Signature Statements | The colors chose for the wedding were blush pinks, creams, and light grays and lighting will be dimmer. For floral arrangements, there will plenty from centerpieces, to the flower wall, to bouquets of flowers throughout. The tables will either be glass or have a satin blush table draping over. For the cake table, it will be a small round table that matches the guests tables. The signature statement piece will be the huge flower wall. |

It is highly recommended that you complete the self-assessment prior to submitting your assignment.

| Emotional Appetite | |
|---------------------------|--|
| Buffet Tables | For dinner there will be a menu of a few different choices the guests can choose from. This includes the entree and desserts. There will be a dessert table that guests can go up and enjoy whenever they want to. |
| Food Stations | |
| Cake Display | There will be one main bar and for the cake table, it will be displayed for everyone to see until the bride and groom are ready to cut the cake. |
| Bar Areas | |
| Appetizers Display | |
| Dessert Bar Area | |
| Candy Bar Area | |

| Emotional Amusement | |
|----------------------------|--|
| Stage | For the amusement part of the wedding, there will be a huge dance floor in the middle of the venue and a DJ that will play throughout the night. |
| Dance Floor | |
| DJ Booth | There will be wedding games played by the bride and groom to keep the guests entertained. Guests will enjoy the dance floor and create lasting memories. |
| Band | |
| Interactive Experience | |
| Children's Activity | |

| Emotional Appreciation | |
|-------------------------------|---|
| Thank You Notes | At each table setting there will be small party favors that the guests will be able to take home with them, whether it be a small treat or a small gift. |
| Favors | |
| Gifts | After the wedding is all finished and some time has passed, the bride and groom will send out thank you notes to everyone that attending the wedding including vendors, family and friends to show the appreciation that they have towards everyone that came out to enjoy their special day. |
| | |
| | |

Notes/Comments: I have attached a separate document with all of the pictures and descriptions for each.

| Images: | Description |
|----------------|--------------------|
| A1 | |
| A2 | |
| A3 | |

It is highly recommended that you complete the self-assessment prior to submitting your assignment.

| Images | Description |
|---------------|--------------------|
| A4 | |
| A5 | |
| A6 | |

It is highly recommended that you complete the self-assessment prior to submitting your assignment.

3.1 Part Two - Present Three Design Ideas

Next prepare to present your design ideas to your client. How you present your concept is just as important as what you are presenting. Use the tools introduced in this course to create an attractive presentation of your concepts including renderings, images, descriptions, and even videos and voiceovers to present your design ideas. Visit the student center blog to see how other students have been presenting their work for ideas.

Share your work in the [SWED student center blog](#).