



EVENT DESIGN



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Event Design



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Published in 2021

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Perpustakaan Negara Malaysia Cataloguing-in-Publication
Data

Ismail Mohamad

EVENT DESIGN / ISMAIL MOHAMAD, DEK AFIFA NORDAN ;

Editor Ismail bin Mohamad.

Mode of access: Internet

eISBN 978-967-2241-86-7

1. Special events.
 2. Special events--Management.
 3. Event planners.
 4. Government publications--Malaysia.
 5. Electronic books.
- I. Dek Afifa Nordan. II. Ismail Mohamad.
III. Title.
394.2

Published by:

Politeknik Merlimau, Melaka

KB1031 Pej Pos Merlimau,

77300 Merlimau Melaka

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ACKNOWLEDGEMENT

Praise be to Allah the Almighty and Merciful, who has given the writer an enormous miracle on every struggle, so that we can finish e-book entitled Introduction to Event Design. Peace be upon the Prophet Muhammad SAW who has brought the Islamic norms and value to the entire world.

We extremely thankful and pay my gratitude to our Department, Tourism and Hospitality, Politeknik Merlimau, Melaka for the valuable guidance and support for completion of this e-book.

We also acknowledge with a deep sense of reverence, my gratitude towards my family and friends who are directly or indirectly always supported us and helped to complete this e-book.

May the Almighty God richly bless all of you.

PREFACE

Thanks to Allah SWT because with his bounty and grace, this book has been completed within the stipulated time. This book is a reference note for students for the course DTE30114 –Event Design.

In preparing this book, various challenges and obstacles must be faced before being able to produce a book that is very solid in terms of content delivery. This book introduces the reader to the elements of event management that need to be understood before producing a mesmerizing event atmosphere.

Finally, hopefully this book can inspire readers to produce and organize a great event.

Wallahu'alam.

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DEFINITION

AN APPROPRIATE DEFINITION OF EVENT DESIGN

It is the process of conceptualising a structure for a particular occasion, verbally and visually expressing that concept, and finally, executing the concept.

DEFINITION OF DECORATIVE ACTIVITIES

Is the event's adornment and beautification, a multidisciplinary craft that employs carpenters, artists, floral designers, seamstresses, lighting technicians, and a variety of other craft people and specialists.

- When the decoration and the design combine to advance the event, a sort of synergy is achieved.
- When two or more elements combine to produce an effect greater than the sum of their parts, this is called synergy.
- This can result in both artistic and quantifiable, practical success when producing events.



WHERE TO USE THE EVENT DESIGN

While event design is a crucial component of the overall event planning process, it is a clearly different component or activity that requires specialist skills and training.

Event Design & Styling are responsible for the event's overall appearance and feel. It creates an event with a unique and enticing atmosphere that aims to engage and excite those in attendance. This contributes to the success and popularity of the event.

If the event is the cake, the method's planning phase is the icing. It is, however, purely decorative; it establishes the mood or tone of the entire event and lends it an acceptable personality consistent with its size and nature.



Event design is frequently used on a variety of levels and in a variety of ways in almost any event. Events are frequently small, medium, or large in scale and take place in a variety of settings, including social gatherings, celebrations, as well as business, commercial, or corporate settings.

THE TYPES OF EVENTS FOR WHICH EVENT DESIGN & STYLING IS REQUIRED



NATURE OF EVENT

The process of event design will be altered, depending on the occasions.

Social group

- Formal or informal, weddings, reunions, and club gatherings will all be designed with an emphasis on appearance, atmosphere, and personality.

Commercial occasions

- Conferences, conventions, concerts, festivals, and sporting events all require an appropriate look and feel, tone, and atmosphere. However, when planning corporate or commercial events, the event designer is frequently required to consider branding, promotion, and marketing concepts.



When working on a smaller project, the event manager will frequently also be the project manager.

However, on larger projects, a specialist event designer will collaborate closely with the event management team in order to fill or complete a "brief." The brief will detail precisely what the designer is expected to do in order to maintain the event's tone and, thus, the final outcomes desired by the management team.



MAIN ROLE OF EVENT DESIGNER

1. Communicate and translate the specified outcomes of the Management Team.

2. Develop a look and feel that is appropriate for the event type



3. Include elements that will enhance the experience, as well as any necessary marketing/promotional materials..

4. To assist in making the event stand out from the crowd, ensuring that it is remembered as a huge success.

INSPIRATION AND CREATIVE

As designers, we rely on both of these to work in unison to create the work we do. Without them, ideas are scarce and work becomes difficult and, at times, emotionally draining.

HOW IS INSPIRATION DEFINED?

The broad definition of inspiration is: A process that mentally stimulates you to feel and then act creatively.

How can we learn and then act on our inspiration?

- Read a lot of books
- Listen to music
- View films
- Take part in games
- Consider the images
- Construct puzzles



While inspiration can come in the form of a bolt of lightning, this is often not the most common way it arrives at the doorstep of our minds.

We'd like to constantly stimulate our minds with visual images, by reading and studying, by being observant of the items around us and the way they connect.

We don't just hear the music we hear it and analyse how it works and makes us feel. We don't just watch films for pure entertainment, we glance at the planning and the way it works with the storey to make us feel the way we do.

Furthermore, we connect all the dots that make something alive and analyse them, understand them.

Everything we do, see, hear, smell, and touch should be examined closely and connected with how we feel about it.



WHAT IS CREATIVITY?

The general definition of Creative or Creativity is – using your imagination to make original or innovative ideas within the fields of art, design, and writing .

That's creativity in a nutshell, but it's also such a lot quite that. It's not only a process; it's a skill and a discipline. It takes years of coaching, development, and knowledge to become skilled, which training, development, and knowledge never stop.

For the creative process to achieve success, you'll need the maximum amount of research and inspiration you can feed off. You would like to create an energy and drive that excites you and propels or moves you forward through the event. You would like to possess a pointy eye and pay keen attention to detail because at this stage you can't afford to miss a thing. This is often why you never erase or throw away things.



AN EVENT DESIGNER'S QUALITIES

Possessing an interest in, or experience with, set and window dressing, interior design, architecture, fashion design, art, sculpture, music, film, marketing, merchandising, and styling will be a huge asset. It will make the work more enjoyable, easier, and more likely to be accomplished.

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- ❖ The Event Designer should be creative, have an eye for colour, and have an understanding of design aesthetics such as shape, balance, the use of negative space (the space between positive or hard objects that is usually unnoticed but has a significant effect), and overall look and feel.
- ❖ They should be able to think creatively and visualise something from nothing, as well as create an environment that functions within a given space.
- ❖ While having a broad general knowledge base is not required, it will provide an event designer with a rich source of inspiration.
- ❖ The Event Designer should possess exceptional conceptual, planning, and execution abilities, as well as the ability to work under duress and to deadlines.
- ❖ Additionally, they should have an uncanny or astute sense of what works in any given situation or environment.



CONCEPTUALIZATION & PLANNING

CONCEPTUALIZATION

During the conceptualization stage, you will generate and refine ideas for the event's overall look and feel. Naturally, this will vary in scope according to the size and type of the event. This is where your creative and design communication skills will be put to use.



PLANNING

During the design stage, you'll extend your approved concepts/designs and begin planning each stage of production, installation, and post-production/completion.

Throughout the design phase, your concept will guide you through every step necessary to ensure it comes to life and is completed on time and within budget.

Throughout this stage of the method, you will utilise your planning, organisational, and communication strengths.



Starting a design project can be intimidating, but understanding and following "the process" will make it easier. The Conceptualization phase is concerned with the "What," while the Planning phase is concerned with the "How."



CONCEPTUALIZATION



DEFINITION

The initial phase of the planning stage, when you begin to develop fundamental concepts and ideas based on the knowledge you currently possess.

THE BRIEF

When you are at this stage, you are free to experiment with a variety of concepts or visual ideas until you find one that is cohesive and solid on all levels and meets the brief.



Everything in the world of design should begin with a thorough brief. Whether you write it yourself as a guide or receive one from an event manager or director, you must take the time to sit down and carefully study it.

The brief should contain all of the information you require to complete the job successfully. Due to the fact that the event designer's primary responsibilities include:

- i. overseeing all aspects of the project's design planning and implementation.
- ii. The process by which it was created and manufactured (design elements, not the entire event logistics)
 - iii. Conception
 - iv. Phase of proposal
 - v. Budgeting
 - vi. Pre-production
 - vii. Installation
 - viii. Completion



STAGE OF CONCEPT

This initial stage can be quite enjoyable, and utilising a system called "API" or All Possible Information will assist you in putting everything on the table, regardless of how bizarre it may appear. You should never be afraid to try new things at this stage.

Throughout the concept phase, the brief will serve as the primary guide. You will interpret, or attempt to truly comprehend, what is required, and frequently, inspiration will come from reading between the lines.

Because briefs frequently contain hard facts and requirements, it's critical to interpret them and develop an understanding of what the director, management team, or client may be looking for, as you may be required to respond to all of them at times.

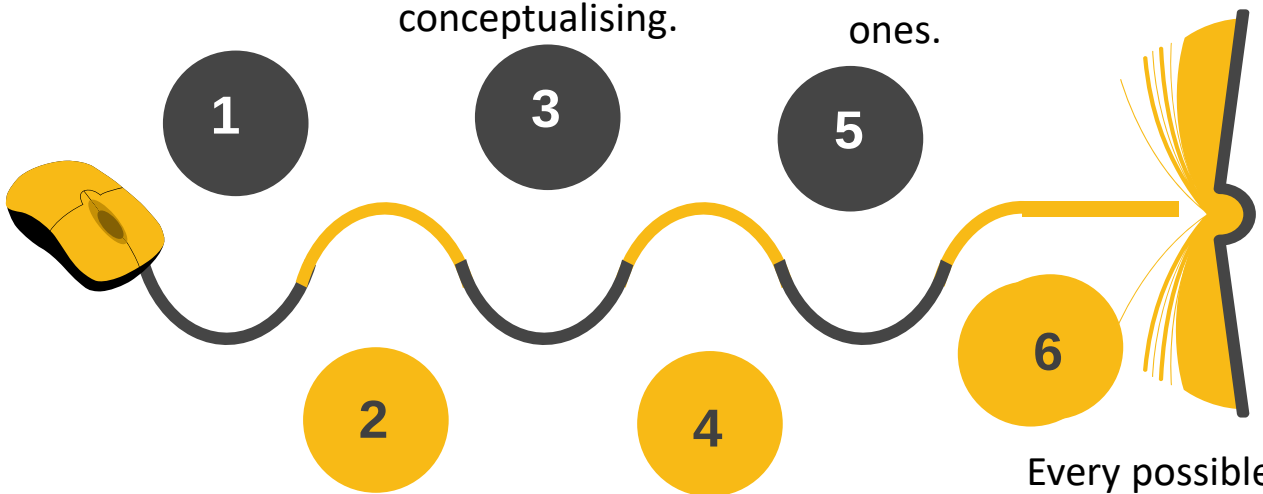


THE CONCEPTUALIZATION PHASES

You receive the Brief, which should detail the work that will be required of you.

The brief should serve as a guide or jumping-off point for your initial inspiration, and it is from there that you begin conceptualising.

New information will be uncovered through research. ideas and concepts you may not have considered previously, and you can use these to combine and develop new ones.



Once you receive the Brief, you sit down and carefully study it until you have a firm grasp on what it truly means.

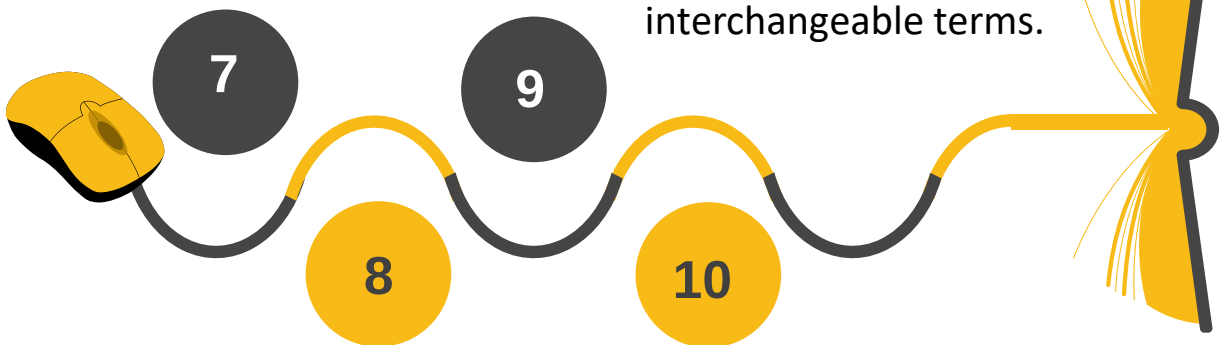
The process of conceptualization is the development of ideas or visual concepts. It is critical to draw on your knowledge base and experience. Research is another vital part of this.

Every possible piece of information (API) The more information you have, the more creative ideas you will have.



The next step in the process is development, and it's a crucial one. With all of these great ideas, you must begin putting them together to form a storey or plot

Roughs are not always rough; they are simply not finished works of art. They can take the form of a Vision Board or a Story Board, which are essentially interchangeable terms.



Stories are developed concepts that have taken shape. They provide an excellent sense of direction, and you should develop a minimum of three (3) for your Roughs.

Your Vision or Narrative A single board display could be used to represent each direction concept or plotline. They'll have a simple, streamlined, and cohesive design concept and will effectively communicate the overall look and feel you're aiming for..



CONCLUSION

To sum up, the process of Conceptualizing is to solve

To summarise, the purpose of conceptualising is to find solutions.

solving problems or completing tasks in a creative and innovative manner.

This is an exciting stage because you get to express your creativity. Allow your imagination to run wild and then utilise your abilities to make your concepts tangible and complete.

Throughout this process, you will employ a variety of skills and tools that will assist you in putting everything together in a professional manner.



PLANNING PROCESS

It's time to start putting the pieces together after the concept and design phase have been completed and approved.

One of the first things you'll need to do is assemble a team of people who can assist you in completing the task.

You may already have a team that you regularly collaborate with, such as suppliers, builders, electricians, audio visual crews, caterers, florists, lighting crews, and transportation.

It is your responsibility to find the individuals who will be required for your specific project if you do not already have them in your organisation. This requires some research to ensure you hire the best people at the best price.



The team are require to planning each stage from Pre-production through to Production, Installation and Completion/Post production.

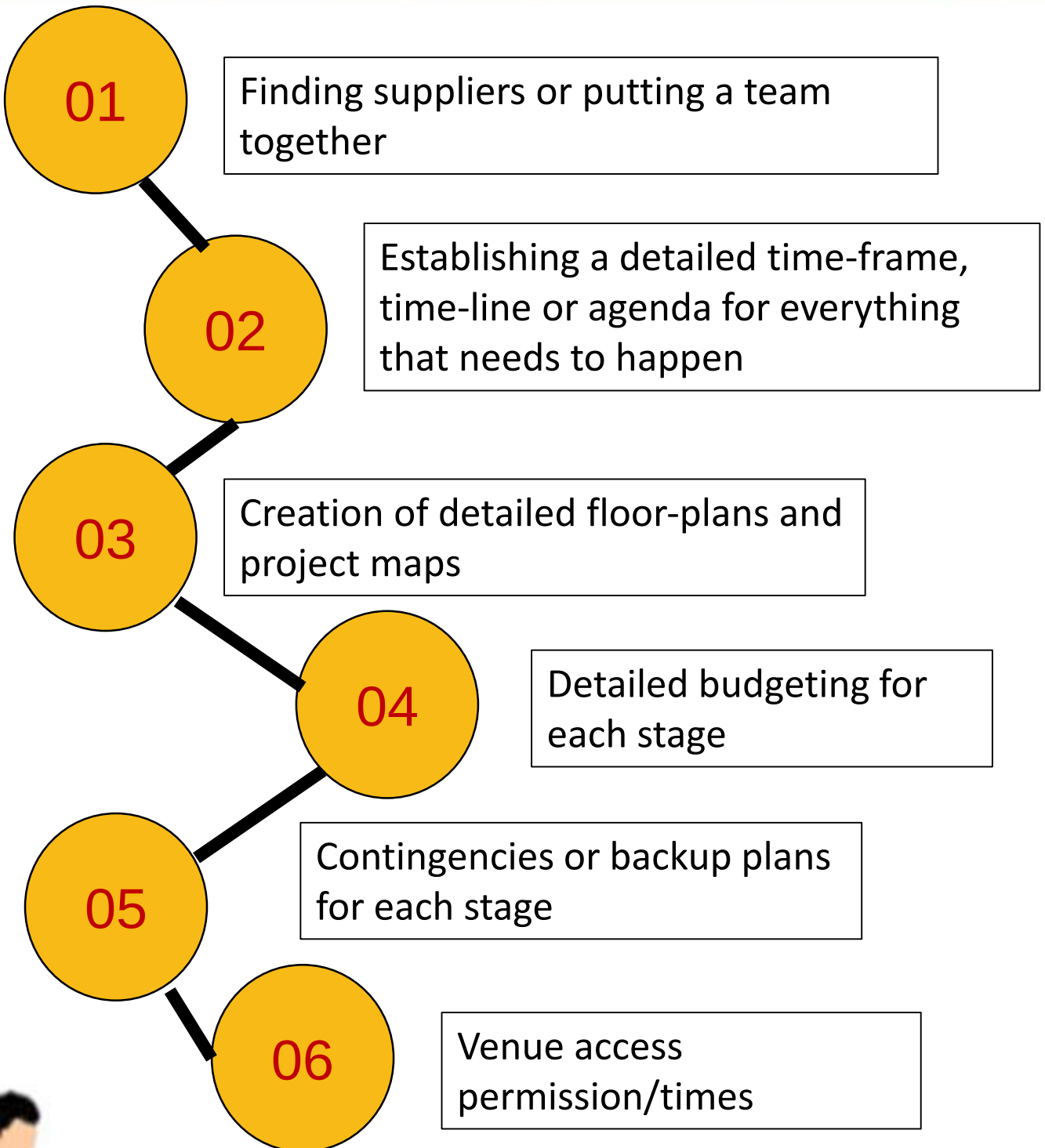
With this comes:

- ☐ Time-frames/tables of each task for completion
(extremely important)
- ☐ Task allocation for team members
- ☐ Each stage's budgets and budget breakdowns
- ☐ Additional staffing (if required)
- ☐ Project mapping, so your team can clearly follow what, where, when and how everything needs to happen
- ☐ Detailed floor-plans, to make sure everything in place
- ☐ Contingencies – very important to have a plan as back-up plan



Everything that needs to be covered to make the project happen needs to be planned in detail and very clearly, to avoid any confusion. There is always something that will go wrong – be prepared for it!

PLANNING STAGE – PRE PRODUCTION STAGE



The more organized you are the less likely major things will go wrong, putting you behind schedule and over budget. The more prepared you are, when things do go wrong, you can quickly swing into your contingencies or back-up plans and get back on track without breaking a sweat.

PLANNING STAGE – PRODUCTION STAGE

01

Final artwork for brochures, event maps, invitations, tickets, programs, name tags

02

Printing

03

Set and prop building

04

Audio visual design and testing

05

Lighting design, construction and testing



PLANNING STAGE – PRODUCTION STAGE

06

Specialized décor construction

07

Promotional activities/run-throughs and rehearsals

08

Entertainment run-throughs and rehearsals

09

Staff briefings on-site

10

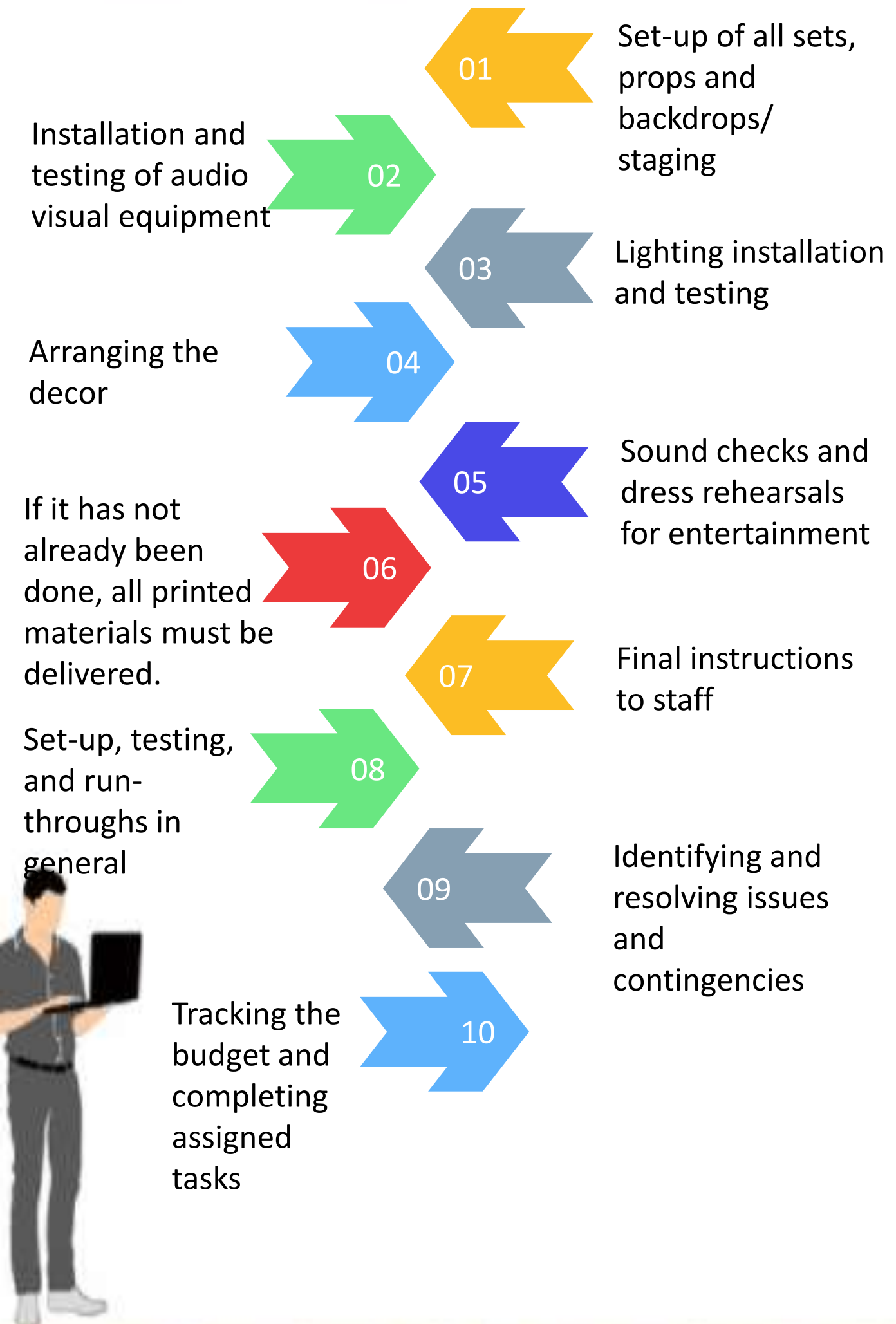
Trouble shooting or fixing problems that arise according to contingencies

11

Budget and task tracking



PLANNING STAGE – INSTALLATION STAGE



The Completion or Post Production stage could involve things such as:

- ☐ Seeing the event through to the end to make sure your part of the work goes as it should
- ☐ Dismantling and removing all your props and equipment from the venue and return them back to suppliers, handing promotional materials over to the client
- ☐ Handling storage of custom-built props and sets in accordance with contract arrangements
- ☐ Paying crew and staff (referring to the agreement and contracts)
- ☐ Inspection on the venue to make sure it is clean and undamaged by your work
- ☐ Passing back any access keys or codes for the venue or client



The planning stage of Event Design assists in developing a clear vision and being able to break down the execution or production of that vision into manageable chunks of time.

By dissecting the process, you can see what needs to be done and when; who you need on your team and how they will be used to accomplish the task.

If you do this, you will have complete control over the outcome and the ability to quickly resolve any complications that may arise, which in this business are almost always inevitable.



The skills you will need for effective planning:

- ❖ Excellent to conduct research
- ❖ Good communication
- ❖ Ability to think ahead and make predictions
- ❖ Possess analytical skills
- ❖ Competences in budgeting
- ❖ Organizational, prioritizing, and time management abilities
- ❖ Ability to solve problems
- ❖ Ability to lead
- ❖ Ability to use a variety of computer software (including spreadsheets and budgeting software).

Conceptualization and Planning are at the heart of what an event designer does. It is the spark of inspiration and the burning desire that motivates you to see the project through to completion. The journey begins with the ideas and planning, and the more journeys you take, the more experience you gain and the more thrilling it becomes.



THE TEAM

Everyone who designs an event will need a team of people they can rely on for help in the preproduction and production stages as well as the installation and completion or post-production phases.

Your team will be comprised of individuals who will be responsible for completing specific tasks at various stages. Depending on the size and nature of the event, you will require a variety of people to perform the various tasks. Your team will mostly be people you hire for specific services and will not be a full-time team.

Some people you might want on your team include :-

- i. Set builders, Props makers,
- ii. Electricians or lighting specialists ,
- iii. Cake decorators, floral designer
- iv. Transportation/logistics ,
- v. Audio visual specialists, Staging specialists,
- vi. Caterers
- vii. IT specialists, Event equipment hire specialists,



The team must have a good reputation they're reliable. This is an excellent method of networking because if you know these people and they know you, it will make your life so much easier when you require a specific item.

SOURCING MATERIALS

As a professional event designer, you'll be required to source a variety of materials at various stages of the process. Numerous materials will be reused repeatedly, while others will require sourcing that you never imagined.

In order to succeed as an event designer, you must have a wide range of skills and abilities. You must be able to track down items that are occasionally difficult to locate in order to obtain that "something special."



Occasionally, sourcing materials is as simple as consulting the yellow pages or accessing google and making a quick phone call or placing an order. Developing a list of suppliers and materials that you frequently use is essential, just like forming a team.

BUDGET

When it comes to event design, there are no standard budgeting systems or formula/procedures.

Assuming you accept the job because you're confident in your ability to produce a high-quality product at a reasonable price, you'll need to break down the given budget into your design budgeting during the planning phase and then work within it.

Another scenario is that you own a business and someone approaches you for your specialised services. You'll consult with the client, ascertain their general desires and budget constraints, and then provide them with a quote for your services. You may charge a flat fee for your services in addition to expenses..



Once you know how much money you have to work with, you can begin the creative process, always keeping in mind the budget's parameters or constraints. It is necessary to break down your own design budgeting system before you even begin this process!

Once you've been assigned the job and given the budget to work with, it's a good idea to create a budget breakdown for each stage of the project. A good rule of thumb is to create your own system and divide each stage into pre-production, production, installation, and post-production.

With each stage, you'll determine how many team members you'll require, what materials you'll use, your fee, and any contingencies or unexpected events.

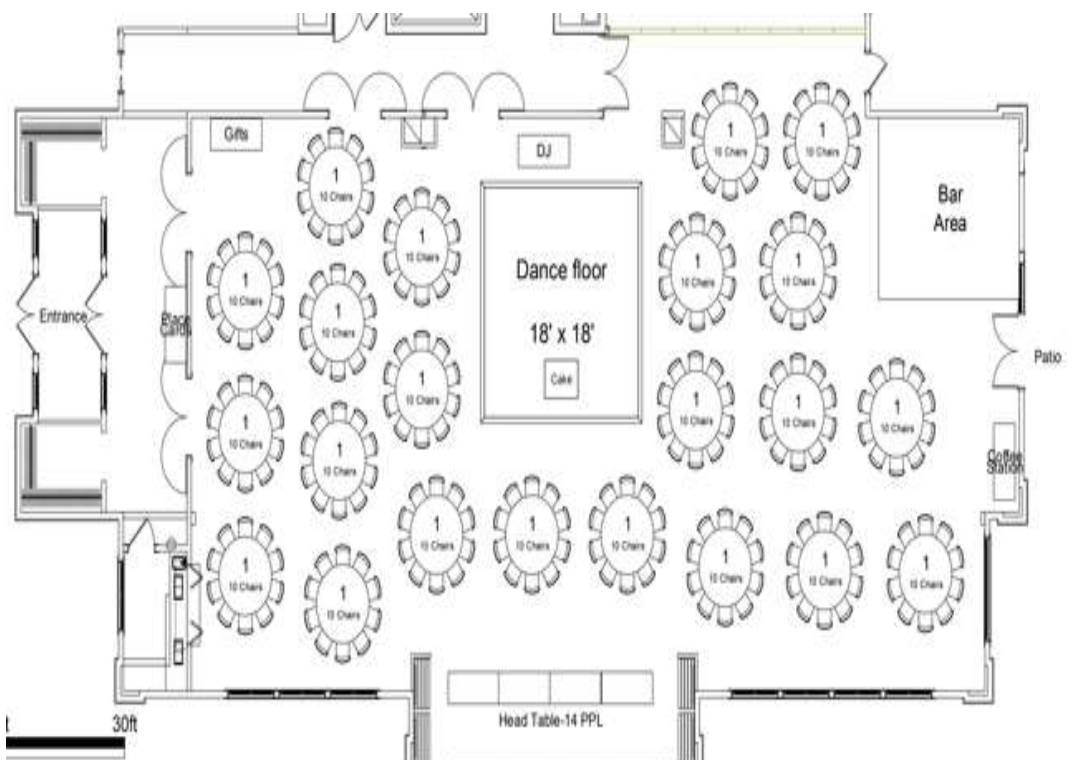


WORKING WITH FLOOR PLANS

Working with floor plans will be factored into the initial concept stage right through to installation. You will have to refer back to the floor plans at every stage to make sure everything is going to plan and everything will fit the way it's supposed to.

WHAT IS A FLOOR PLAN?

Floor plans can be a basic or specific layout of the venue you're going to work with, depending on the scope of the event. They may vary in detail depending on the scale of the event and the venue. You may either given by the client or you may have to source them from the venue yourself.



They should be able to provide you with all the information you need to design within the confines of the venue. The floor plans should include the following information:

- Size with measurements
- Height with measurements
- Shape
- Any special permanent features, such as stages, balconies, orchestra pits - with measurements
- Access doors with measurements
- Escape exits
- Lighting, sound and electrical specifications
- Loading areas with measurements
- Foyers and booths with measurements
- Existing permanent furniture with measurements



The more detailed they are, the better it will be for you. You don't want any last-minute hiccups during the installation process. You should also contact the venue and make arrangements to do a walk-through and take photos of the space. You can print these and pin them to your wall for constant reference throughout concept and design, and then compare them to the floor plans.

What does it mean to work with floor plans?

For an event designer, floor plans are critical because they provide all the information you need to know about the venue. You need to know what the venue is like before you start conceptualizing.

You'll need to know the following:

- How large is it?
- What form it takes
- The height of the ceilings
- What fixed windows and other features are there ?
- What lighting it has
- What are the electrical requirements?
- What special features it has



You must be aware of anything that could have an impact on the design, production, and installation of your work before you begin working on it. The venue and floor plans may even provide ideas for special features and other design elements you hadn't considered before.

The floor plans give you a window into the world you'll be working in, and they can help you make the venue an active character in your design. Working with something is always preferable to working against it, so if you have information that can help that process, that's fantastic!

The impact of floor plans on the design process at each stage

1. Pre-production

During pre-production, you will begin developing the event's concept and design. Although this is the initial creative phase of the process, it is critical to have floor plans. Once you have some floor plans of the venue, you can use them as a reference for your concept and design.



2. PRODUCTION

What you can and cannot do will be determined by the shape, measurements, and other features, including access areas. Access points, such as doors and loading bays, must be large enough to allow you to load and unload items.

What is the significance of this during the concept phase ?

A lot of creative energy, as well as money, is wasted if you conceptualize and design a very large feature that will not fit into your available space. Knowing the layout of the venue will also help you remember your basic design principles – balance, proportion, rhythm, emphasis, and unity, for example. Balance and proportion may be the most important factors in this case, as well as perhaps

unity, but they will all play a role in the overall outcome. Permanent features or fixtures within the venue may also have an effect on your design work. If you have access to lighting and electrical information, this can also influence how certain elements and features are designed.



3. INSTALLATION

Another critical phase is installation, which is where the floor plans will be used. You may have taken the original floor plans and overlaid them with your own design map outline, indicating where everything will be installed.

This will serve as a valuable guide as you direct your team during setup to ensure that everything goes as planned. If you've planned properly, everything will fit through the access points and fall into place perfectly on the day.

You'll also have backup plans in case things don't go as planned.



When your team is well-versed in all aspects of the operation, it will run more smoothly.

- Inform your team about your design and its compatibility with the floor plans.
- Ascertain that all measurements are precise and accurate throughout the production process.
- Create a design map based on the floor plans to ensure that everyone understands where everything will go.
- Make sure everyone is aware of the loading and unloading areas.
- Make sure your audio/visual and lighting staff are well-versed in the electrical system prior to the event.



USING DESIGN SOFTWARE

Design and graphics software are excellent tools for assisting in the design process because they provide additional options and make it easier and faster to incorporate colour, textures, text, and special effects as needed.

You can even use 3D modelling to get a better idea of the shape, space, and overall look and feel of your designs, as well as how they will function in the real world. Designers frequently use a variety of different software programmes to create different elements, and then piece everything together later. You could use the following design software:

- ✓ Adobe Illustrator
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ Vivien Virtual Event Designer
- ✓ 3D Event Designer

It is entirely up to the individual designer to decide which software to use, and it will be determined by the purpose for which it will be used.



EXERCISE 1

Instruction : Fill in the blank with the correct answer from the word given in the box

inspiration creativity the brief planning decoration
social corporate what how floor plans
conceptualization pre-production stage design
process event communication styling installation
software budget production balance pacing API
thinking creation skill performance

1. _____ is a process that stimulates you mentally to feel and then do something creative.
2. _____ is using your imagination to form original or innovative ideas in the fields of art, design and writing.
3. _____ is where you are free to experiment with a variety of concepts or visual ideas until you find one that is cohesive and solid on all levels and meets the brief.
4. _____ It's time to start putting the pieces together after the Concept and Design phase has been completed and approved.

5. _____ Is the adornment and beautification of the event, multi disciplinary craft, employing carpenters, artist, floral designers, seamstresses, lighting technicians, and many other craft persons and specialists.

6. The process of event design will vary according to the nature of the event. The nature of the event are referring to _____ and _____ event.

7. Getting started on a design job can be daunting but if you understand and follow “the process” it will all start to come together. The Conceptualization phase is the _____ and the Planning phase is the _____.

8. _____ can be a basic or specific layout of the venue you’re going to work with, depending on the scope of the event. They may vary in detail depending on the scale of the event and the venue

ANSWER EXERCISE 1

1.**INSPIRATION (1m)** is a process that stimulates you mentally to feel and then do something creative.

2.**CREATIVITY OR BE CREATIVE (1m)** is using your imagination to form original or innovative ideas in the fields of art, design and writing.

3.**THE BRIEF (1m)** is where you are free to experiment with a variety of concepts or visual ideas until you find one that is cohesive and solid on all levels and meets the brief..

4. **PLANNING** It's time to start putting the pieces together after the Concept and Design phase has been completed and approved.

5.**DECORATION (1m)** Is the adornment and beautification of the event, multi disciplinary craft, employing carpenters, artist, floral designers, seamstresses, lighting technicians, and many other craft persons and specialists.

6. The process of event design will vary according to the nature of the event.. The nature of the event are referring to **SOCIAL(1m)** and **CORPORATE/COMMERCIAL (1m)** event.

7. Starting a design project can be intimidating, but understanding and following "the process" will make it easier. The Conceptualization phase is concerned with the **"What,"(1m)** while the Planning phase is concerned with the **"How."(1m)**

8.**FLOOR PLANS(1m)** can be a basic or specific layout of the venue you're going to work with, depending on the scope of the event. They may vary in detail depending on the scale of the event and the venue

EXERCISE 2

1. Give a definition of event design.
2. List four main role of event designer in event.
3. Identify two type of nature event will be effect the process of event design.
4. What is creativity ?

ANSWER EXERCISE 2

1. Is the process of conceptualizing a structure for a particular occasion, verbally and visually expressing that concept, and finally, executing the concept.
2.
 - a) Communicate and translate the specified outcomes of the Management Team.
 - b) Develop a look and feel that is appropriate for the event type
 - c) Include elements that will enhance the experience, as well as any necessary marketing/promotional materials.
 - d) To assist in making the event stand out from the crowd, ensuring that it is remembered as a huge success.
3.
 - a) Social group - Formal or informal, weddings, reunions, and club gatherings will all be designed with an emphasis on appearance, atmosphere, and personality.
 - b) Commercial occasions - Conferences, conventions, concerts, festivals, and sporting events all require an appropriate look and feel, tone, and atmosphere..
4. Definition of Creative or Creativity is – Using your imagination to form original or innovative ideas in the fields of art, design and writing

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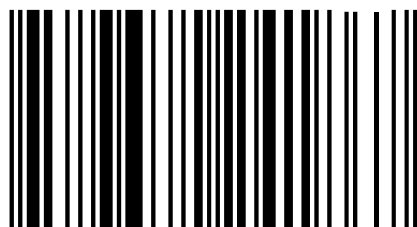
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e ISBN 978-967-2241-86-7



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