

CATALOG INFORMATION

Dept and Nbr: INDE 64 Title: PROF PRACT INTER DESIGN
Full Title: Professional Practices for Interior Design
Last Reviewed: 8/14/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: INDE 64.1

Catalog Description:
Students will study the business aspects of the interior design profession, including ethics, business contracts, licensing, ordering, construction documents, finances, accounting, client-designer relationships, and fee schedules. Students will gain experience measuring, estimating, and budgeting for a design project.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Students will study the business aspects of the interior design profession, including ethics, business contracts, licensing, ordering, construction documents, finances, accounting, client-designer relationships, and fee schedules. Students will gain experience measuring, estimating, and budgeting for a design project. (Grade or P/NP)
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2007	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Describe the roles and interactions of the professionals involved in interior design projects and communicate with them and clients using appropriate terminology.
2. Utilize measuring, estimating, and cost-calculating to prepare budgets for design projects.
3. Describe legal requirements, ethical and professional expectations, and marketing and sales techniques needed to establish and maintain a successful interior design business.

Objectives:

At the conclusion of this course, the student should be able to:

1. Describe how an interior designer works with a client in a relationship that involves ethics and professional conduct from initial stages of a project to its completion.
2. Describe the steps and legal requirements necessary to establish a design business.
3. Discuss business procedures for conducting a successful interior design firm.
4. Utilize processes to effectively manage business finance.
5. Measure, estimate, and calculate costs to prepare a budget for an interior design project.
6. Prepare a project estimate and a design contract.
7. Develop a product sales presentation.
8. Develop a visual presentation for an interior design firm's identity.

Topics and Scope:

- I. Introduction to the Profession of Interior Design
 - A. The profession
 - B. Ethics
 - C. Professional conduct
- II. How to Establish an Interior Design Practice
 - A. Planning a new interior design practice

1. Advantages and disadvantages of business ownership
 2. Starting a new design practice
 - B. Professional and legal advice and counsel
 - C. Business formations
 - D. Legal filings
 - E. Place of business
 1. Home-based business
 2. Office outside home
 - F. City and state permits, licenses, board of equalization and sales permit
 - G. Business plan
 - H. How to set up an interior design library
- III. The Business of Interior Design
- A. Business organization and management
 - B. Planning, budgeting, and measuring performance
 - C. Legal issues related to employment
 - D. Legal responsibilities
 - E. Warranties and product liability
 - F. Sales tax
 - G. Computer programs
 - H. Time management
 - I. Stress
- IV. Managing the Business's Finances
- A. Financial accounting
 - B. Financial management and records
 - C. Determining, structuring, and collecting design fees
 1. Retainer
 2. Hourly
 3. Commission
 - D. Preparing design contracts
 - E. Product pricing considerations
 - F. Procurement of commercial furnishings
- V. Project Management
- A. Project management techniques
 - B. Working with trade sources and vendors
 - C. Contract documents and specifications
 - D. Project managing on-line
 - E. Working with architects, consultants, contractors, and subcontractors
- VI. Interior Designer and Client Relationships
- A. Building client relationships
 - B. Listening to a client's perceived wants
 - C. Determining the actual needs of the client
 - D. Creating a masterplan prior to commencing work
 - E. Preparing and providing estimates
 - F. Visual presentations
 - G. Perspective drawing
 - H. Contractual relationship with a client
- VII. Marketing Interior Design Services
- A. Promoting an interior design practice
 - B. Developing an advertising plan
 - C. Advanced promotional skills and sales techniques
 1. Selling techniques for goods and services
 2. Role playing

- D. Writing a professional resume and cover letter
- E. Websites and other online presences
- F. The role of social media in the interior design firm

Assignment:

1. Reading (15-30 pages per week)
2. Planning documents, including:
 - A. Financial records plan
 - B. Business plan
 - C. Marketing plan
 - D. Estimates
3. Procedural documents, including:
 - A. Business and design contracts
 - B. Time sheets
 - C. Vendor and client contact lists
4. Professional documents, including:
 - A. Design notebook
 - B. Business cards
 - C. Online content
 - D. Resume
 - E. Cover letter
5. Oral presentations for sales and marketing
6. Midterm and final exam

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Planning documents; professional documents

Writing
20 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Procedural documents

Problem solving
15 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Oral presentations

Skill Demonstrations
10 - 20%

Exams: All forms of formal testing, other than skill performance exams.

Midterm and final exam

Exams
20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation

Other Category
0 - 10%

Representative Textbooks and Materials:

Professional Practices for Interior Designers. 6th ed. Piotrowski, Cristine. John Wiley & Sons. 2020.