

INDE 64 Course Outline as of Fall 2019

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 Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: INDE 64.1

Catalog Description:

Business aspects of the interior design profession, including: ethics, contracts, licensing, ordering, client-designer relationships, costs, billing, 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: Business aspects of the interior design profession, including: ethics, contracts, licensing, ordering, client-designer relationships, costs, billing, and fee schedules. Students will gain experience measuring, estimating, and budgeting for a design project. (Grade Only)

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. Apply measuring, estimating and calculating costs 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 must work with a client in a relationship that involves ethics and professional conduct from initial stages of project to its completion.
2. Describe the steps and legal requirements necessary to establish a design business.
3. Discuss the issues and procedures involved in conducting a successful interior design business.
4. Utilize processes to effectively manage business finance.
5. Measure, estimate and calculate costs and prepare a budget for a design project.
6. Prepare a project estimate and a design contract.
7. Develop a product sales presentation.
8. Develop a visual presentation including a perspective drawing.

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
 - 3. Working for others
- 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. Sale of goods and the uniform commercial code
 - 1. Sales techniques
 - 2. Role playing for sales or product

V. Project Management

- A. Project management techniques
- B. Working with trade sources and vendors
- C. Contract documents and specifications
- D. Project managing on-line

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 and estimate sheets
- 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
- D. Writing a professional resume and cover letter
- E. Developing a website and other online presence

Assignment:

1. Reading (15-30 pages per week)
2. Planning documents, including: financial records plan, business plan, marketing plan, and estimate sheet
3. Procedural documents, including: business and design contracts, time sheets, vendor and client contact lists
4. Professional documents, including: design notebook, business cards, websites, resume and cover letter
5. Oral presentations, including: 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 and 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.

Attendance and participation

Other Category
0 - 10%

Representative Textbooks and Materials:

Professional Practices for Interior Designers. 5th ed. Piotrowski, Cristine. John Wiley & Sons. 2013 (classic)