

**INDE 64 Course Outline as of Fall 2024****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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2007	Inactive:
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<b>UC Transfer:</b>		Effective:		Inactive:
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**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%
<b>Problem Solving:</b> Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.	
Procedural documents	Problem solving 15 - 30%
<b>Skill Demonstrations:</b> All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
Oral presentations	Skill Demonstrations 10 - 20%
<b>Exams:</b> 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.