I would like you to purchase a 3-ring binder to keep all of your work in. The binder should include tabs to organize your work, assignments and research that will be generated from this class.

Using the exercises found in Chapter 3 of your “Professional Practices for Interior Designer” by Piotrowski, I want you to write down your goals and your Mission Statement.

Both of these exercises should be typed and once graded, put back into your binder.

Using the exercises found in Chapter 4 of your “Professional Practices for Interior Designer” by Piotrowski, I want you to complete the business plan exercises to help you get prepared for the writing of your business plan. See your syllabus for specific exercises due.

These exercises should be typed and once graded, put back into your binder.

Objective: The student will create a document using his/her own words, which will be used to support their design business in the future. This document will utilize the concepts as introduced in class with reference to “Professional Practices for Interior Designer” by Piotrowski and other sources as noted below,

The mission statement should include, but is not limited to, the following:

- Description of business
- Description of customer
- Services & products offered
- Area that you want to work in

The business plan should include, but is not limited to, the following:

- Business Summary (Name, location, type of business)
- Market research (Trends, potential clients, competition)
- Marketing plan (what are you going after, how will you see your skills)
- Operational plan (structure of business, employees, consultants)
- Financial Information (capital and startup money, projections)
Assignment #6 - Letter of Agreement/Contract

Objective: The student will create a document **using his/her own words**, which will be a template for projects in their design future. This document will utilize the concepts as introduced in class with reference to *“Professional Practices for Interior Designer” by Piotrowski.*

The completed document shall include:

- Designer’s Identification
- Client Identification and location
- Detailed description of project areas
- Detailed scope of Service with estimated hours and fee
- Details of purchasing Arrangements
- Method of Compensation – AKA Fee structure
- Hourly fee
- Reimbursement for Expenses
- Charges for additional services
- Disclaimers
- Third party Waivers & responsibility
- Photographic & Publishing Rights
- Responsibilities of owners
- Time Frame of Contract
- Ownership of Documents
- Arbitration Matters
- Termination of Contract
- Retainer conditions
- Signatures

Format: The document shall be typed and on 8 1/2 x 11 paper. It should be approximately 2-3 pages in length.

Other: In order to have a realistic document, student shall use a fictitious client and project.

30 possible points

Assignment #7 – Marketing Example Research/Show&Tell

Objective: To find examples of **good** marketing tools. These examples can be from any source but should show what you think is clever or smart marketing. Look for interesting formatting along with original presentation styles.
Format: Put examples into plastic sleeves (must turn these in for grading) and also be prepared to talk (show & tell) about them with the rest of the class.

Other: Minimum of 10 examples

**Assignment #8 – Business Card**

Objective: To create a valuable marketing tool that you can begin using as soon as it gets in your hands. Always carry it with you and learn to give it out whenever you can.

Format: Up to you – design away!

**Assignment #9 – Industry Sources**

Objective: To introduce you to the industry sources in your neighborhood – get your network started now before you need it.

Collect business cards from as many future team members you can. Examples of team members would be:

- Contractors
- Painters
- Electricians
- Interior Designers
- Furniture vendors
- Architects
- City Planners
- Artists.

List goes on and on……

Format: 8.5” x 11” multiple (plastic) business card holder or another format that you find helpful.

**Assignment #10 – Interview of Design Professional**

Objective: To introduce you to people in our industry and to start your networking social skills. Interviews must be done in person (no phone interviews) and should only last about 20 minutes. Have questions prepared before you go and be sure to send a thank-you note afterwards.

Format: The document shall be typed and on 8 1/2 x 11 paper. It should be 1 page in length or longer.

Other: This is a great opportunity to get your “foot in the door” – I would use this assignment on multiple people that you want to meet.