

## **Course Description**

This course is designed to familiarize the student with the skills and responsibilities necessary to operate a professional interior design business. The student will have a clear understanding of the current practices, risks, and liabilities of the profession. Course content will allow the student to become familiar with resources and service personnel that are available within the industry. Content will also stress importance of maintaining professional integrity and behaviors in all transactions and with all individuals, both client and support industry.

## **Course Goals**

Students successfully completing Professional Practices + Principles will:

Develop an independent business strategy to include:

- Business Plan including organization type
- Legal issues and Licenses
- Qualifications
- Costs of doing business
- Business success and profitability
- Marketing strategies including graphic identity, promotion and public relations

Develop project management guidelines for professional practice including procedures for:

- Definition of scope of services and charges for services
- Contracts and agreements
- Effective project management: time, budget, materials, and personnel
- Purchasing procedures
- Client presentations

Develop guidelines for working with resources in the industry and begin to develop a network of professional resources, including:

- Drawings and specifications
- Trades
- Showrooms
- Allied professional: architects, engineers, and contractors

## **Required Reading/Research**

1. *Professional Practices for Interior Designers*, Christine Piotrowski, **4<sup>th</sup> Edition**, John Wiley & Sons, ISBN 978-0-471-76086-3

**Grading:**

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Assign. 1(a)	Organ. Binder	10 points
Assign. 2	Table 5-1 Personal Goals (#1 – 12)	25 points
	Table 5-2 Professional Goals (#1 – 12)	25 points
Assign. 3	Table 7-1 Per. Motv. For New Bus. (#1-24)	25 points
Assign. 4	Fig. 11- 1 Mission Statement	10 points
Assign. 5	Business Plan Table 11-2 & 11-3	75 points
Assign. 6	Letter of Agreement Fig 24-4	100 points
Quiz 1		25 points
Assign. 7	Marketing Examples	20 points
Assign. 8	Business card	20 points
Assign. 9	Industry Sources	20 points
Quiz 2		25 points
Assign. 10	Interview Design Professional	25 points
Assign. 1(b)	Organ. Binder	20 points
Final		<u>50</u> points
		475 total pts.

**Numeric Grade Scale:**

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100 - 94 = A
93 - 90 = A-
89 - 87 = B+ 86 - 83 = B
82 - 80 = B-
79 - 77 = C+
76 - 73 = C
72 - 70 = C-
69 - 60 = D
< 59 = F

**Class Requirements**

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1. 100% attendance. Miss a class or arrive consistently late and you will be dropped one grade from what you have earned for your final overall grade.
2. No late or incomplete work will be accepted, commented on, or graded.

3. Grade discussions need to be scheduled for office hours and will not be addressed during class time.
6. NO INCOMPLETE GRADES WILL BE GIVEN AT THE END OF THE TERM.
7. Please read Student Procedures and Expectations:  
<http://bellevuecollege.edu/artshum/policy.html>
8. Please be aware of and review all other requirements for both the Arts and Humanities Division and Bellevue College found online at:  
<http://bellevuecollege.edu/artshum/AHGdlns-StdntGrwth.htm>

### **Student Work Collection for CIDA**

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Bellevue College Interior Design Department reserves the right to collect and keep student work as a part of our ongoing program development and accreditation requirements. Effective fall quarter 2010, faculty will retain selected student work in all courses within the Interior Design curriculum in order to prepare for our next CIDA site visit.

We thank you for cooperating with the faculty, and hope you understand it is an honor to have your work held to represent our program.

Please note: Student work includes all process work, notebooks, digital images, and all finished projects from the beginning of the quarter through final projects. Students may make arrangements with their instructors to photograph or scan their projects but the college will keep the original work. After the completion of the CIDA site visit in fall of 2012 work will be returned upon request.

### **Academic Honesty & Accommodations**

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The principle of academic honesty underlies all that we do and applies to all courses at Bellevue College. One kind of academic dishonesty is plagiarism, which may take many forms, including, but not limited to, using a paper written by someone else, using printed sources word-for-word without proper documentation, and paraphrasing or summarizing the ideas of others without acknowledging the source as well as submitting work from a prior class. Plagiarism can also occur when non-written ideas are taken without documentation--using someone else's design or performance idea, for example. In short, plagiarism amounts to intellectual theft--whether or not it was your intention to steal. Participating in academic dishonesty in any way, will result in severe penalties.

## Academic Honesty & Accommodations

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Dishonestly produced papers and documents automatically receive a grade of “F” without the possibility of make-up. The Dean of Student Services will also be notified of such conduct.

Individual instructors will clarify documentation requirements for specific assignments. If you have any doubts as to whether you are documenting properly, do not hesitate to consult your instructor.

“Students with disabilities who have accommodation needs are required to meet with the Director of Disability Resource Center, room B132 (telephone 425.564.2498 or TTY 425.564.4110), to establish their eligibility for accommodation. In addition, students who require accommodation in classes must review those requirements with each instructor during the first week of the quarter.”

If you require accommodation on a documented disability, emergency medical information to share, or need special arrangements in case of emergency evacuation, please make an appointment with DRC (Disability Resource Center) as soon as possible.

If you would like to inquire about becoming a DRC student you may call 425.564.2498 or go in person to the DRC reception area in the Student Services Building.

## **Assignments 1- 10**

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**Note:** Due dates are your responsibility – please see your calendar if you have questions  
All assignments must have:

- Your name
- Project/Assignment Name and/or number
- Unless noted otherwise – all work is to be:

**8.5 x 11 / stapled / no folders or binders**

### **1. Organizational Binder**

Please obtain/purchase a 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. Please have a tab for Assignments 1 – 10, notes and quizzes. It will be graded at 2 different times during this class.

### **2. Personal & Professional Goals**

Using your text book *“Professional Practices for Interior Designer” by Piotrowski* - please complete Table 5-1 (1-12) & Table 5-2 (1-12). Please note - **both the questions and the answers must be typed and turned in**. Also – adjust the ages to fit you!

### **3. Business Plan Exercises**

Using the exercises found in Chapter 7 of your *“Professional Practices for Interior Designer” by Piotrowski* - complete Table 7-1 (1-24) to help you prepare for the writing of your business plan. Please note - **both the questions and the answers must be typed and turned in**.

### **4. Mission Statement for your Business**

Using your text book *“Professional Practices for Interior Designer” by Piotrowski* - please complete your Mission Statement. See Chap 11. pg 174, figure 11-1

### **5. Business Plan**

**Objective:** The student will create a Business Plan that 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* - Chapter 11 - and other sources as seen fit. Please complete both Figure 11-2 (questions 1-14), Table 11-3 (items I – V), Table 11-4 (12 questions) and both table 11-5 and 11-6.

The business plan 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
- Business Summary (Name, location, type of business)
- Market research (Trends, potential clients, competition)
- Marketing plan (what are you going after, how will they use your skills)
- Operational plan (structure of business, employees, consultants)
- Financial Information (capital and startup money, projections)

Format: The document shall be typed and on 8 1/2 x 11 paper. It should be approximately 5-10 pages in length.

**6. Letter of Agreement/Contract**

Objective: The student will create a document 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*. Please use Figure 24-4 as your template. Please note, you will listing Programming and Schematic Design as two phases, not one as the example shows. That will give you a total of five phases to estimate your scope of work and also your hours for.

Please review table 24-2 for items that should be included in your LOA. Examples are, but are not limited to, listed below.

- Designer's Identification
- Client Identification and location
- Detailed description of project areas
- Detailed scope of Service with estimated hours/ fee per each design phase**
- 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 3-5 pages in length.

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

**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. Examples can come from any venue.

Format: Be prepared to talk (show & tell) about them with the rest of the class.

Other: Minimum of 3 examples per student

**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.

**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. You must have at least 10 cards.

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.

**10.**

**Interview of Design Professional**

**Objective:** To introduce you to people in our industry and to start you own networking and 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 and must include: questions asked, answers given, your overall impression and the business card of the person that you interviewed.

**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. Please do not use this opportunity to interview someone that you already know!

# Interior Design 480/Professional Practices + Principles

Summer 2011

Mon/Tue/Wed 9:00 – 11:20 Room B104

Sandra Doyle Wilson

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INDES 480 Professional Practices + Principles, Sandra Wilson (doyledesign@msn.com)				
Tentative Course Calendar				
Summer 2011, Room L121				
WEEK	DATE	DUE DATES	CLASSROOM ACTIVITIES	ASSIGNMENTS
<b>1</b>	Mon June 27		Class introduction & Goals Interior Design as a Profession (Chap 1) Professional Preparation (Chap 2)	Assignment #1 Organizational Binder
	Tue June 28		Ethics & Professional Responsibility (Chap 3) Legal Responsibility (Chap 4)	
	Wed June 29		Personal Goals (Chap 5) Professional Options (Chap 6)	Assignment # 2 Personal & Professional Goals
<b>2</b>	Mon July 4		HOLIDAY- no class today	
	Tue July 5	Assignment #1 Organizational Binder	Creating a new Interior Design Business (Chap 7) Advice & Counsel (Chap 8)	Assignment # 3 Business Plan Exercises Assignment # 9
	Wed July 6		Business Formations (Chap 9)	
<b>3</b>	Mon July 11		Business Legal filings & Licenses (Chap 10) Business Plan (Chap 11)	Assignment # 8, 5 & 4
	Tue July 12	Assignment # 2 Personal & Professional Goals	Project Compensation (Chap 23) Marketing Interior Design Services (Chap 18)	Assignment # 7 Marketing Examples
	Wed July 13	Assignment # 7 Marketing Examples	<b>Quiz #1</b>	
<b>4</b>	Mon July 18	Assignment # 3 Business Plan Exercises	Promoting an Interior Design Practice (Chap 19)	Assignment # 10
	Tue July 19	Assignment # 8 Business Card	Preparing Design Contracts (Chap 24)	Assignment # 6
	Wed July 20		Product Pricing (Chap 25) Sale of Goods & UCC (Chap 26)	
<b>5</b>	Mon July 25	Assignment #9 Industry Sources Assignment # 6 LOA	Contract Documents +Specifications (Chap 30)	
	Tue		Contract Administration	



**Interior Design 480/Professional Practices + Principles**

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Summer 2011

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Mon/Tue/Wed 9:00 – 11:20 Room B104

	July 26		(Chap 31)	
	Wed July 27	Assignment #10 Interview of Design Professional	<b>Quiz #2</b> (30 minutes)	
<b>6</b>	Mon Aug 1		Project Management (Chap 28)	
	Tue Aug 2		Project Closeout (Chap 32)	
	Wed Aug 3	Assignment #1 Organ. Binder Assignment #4 Mission Statement Assignment # 5 Business Plan	TBD	
<b>7</b>	Mon Aug 8		Getting the next, or first, job (Chap 33 & 34) Cultural Diversity + Global Perspective	
	Tue Aug 9		TBD	
	Wed Aug 10		<b>Final Exam</b>	