

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for INTD 47

PROFESSIONAL PRACTICES

Effective: Fall 2018

I. CATALOG DESCRIPTION:

INTD 47 — PROFESSIONAL PRACTICES — 3.00 units

Interior design practices including business and marketing aspects, wholesale resource development, design presentation and career preparation, contractual obligations.

3.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

- Interior Design

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Define the basic business skills required of an interior designer, including accounting, billing fees and compensation;
- B. Analyze and develop contracts and legal responsibilities;
- C. Develop the concept of a total design project and the designer's responsibilities to their client;
- D. Calculate and compare the varying compensation methods;
- E. Develop communication skills that emphasize importance of public relations and publicity as ways for building a clientele;
- F. Discover networking opportunities and ways to market the designer's sales skills and business;
- G. Create furniture layouts and present their ideas to a client;
- H. Explain estimating and costing of small jobs as well as large jobs.

V. CONTENT:

- A. Interior Design as a Profession
- B. Professional Advancement
- C. Ethics and Professional conduct
- D. Legal responsibilities
- E. Interior Designers Work Space
- F. Project Compensation and Design Fees
- G. Preparing Design Contracts and Documents
- H. Product Pricing
 - I. Selling of goods and services
- J. Project Management and administration
- K. Interior Design Practices and Business Plans
- L. Business formations and Employee Management
- M. Marketing, Advertising and Presentations
- N. Money Management
- O. Careers and Goals

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Guest Lecturers** -
- C. **Field Trips** -
- D. **Discussion** -

VII. TYPICAL ASSIGNMENTS:

- A. Interview of a design professional and a 3 page write up on the questions and answers along with an analysis of their design business.
- B. Business plan including type, name and marketing material about their business.
- C. Completion of business forms including a contract and service fee sheet as well as all correspondence forms.
- D. Final project includes a design board of their business complete with marketing plan, logo and company location and building design.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Papers
5. Oral Presentation
6. Projects
7. Field Trips
8. Class Participation
9. Class Work
10. Home Work

B. **Frequency**

1. Exam is held once during the final examination week.
2. Quizzes are given every 3 chapters.
3. Research project is given once during the semester.
4. Papers are assigned once during the course.
5. Oral presentation is given once during the course.
6. Projects are assigned 3 - 4 times during the course.
7. Field trips are scheduled 1 - 2 times during the semester.
8. Class participation is expected during each class meeting.
9. Home work is given weekly.

IX. TYPICAL TEXTS:

1. Piotrowski, Christine. *Professional Practices for Interior Designers*. 5th ed., Wiley, 2015.
2. Kendall, Gordan, and Heidi Painchaud. *Designing Your Business: Professional Practices for Interior Designers*. 2nd ed., Ringgold, 2016.
3. Clemons, Stephanie. *Interior Design*. 1st ed., Goodheart-Wilcox, 2017.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Use of a computer