

# **Interior Design**

## ***Introduction***

Interior design is a multi-faceted industry in which innovative and technical design concepts finish or modify an interior environment to the specifications of the clients. The interior design industry includes firms that primarily deal with the planning, designing, and management of projects within a variety of interior spaces.

Interior design companies and design consultants must consider the required building codes and health and safety regulations for all projects. Designers must also take into account any electrical and mechanical needs, interior fittings, furniture, traffic patterns, and floor planning. Profitability of interior design companies depends upon the volume of the projects they take on, as well as the accuracy of bidding, and timely delivery and completion of projects.

Reports in this section include, but are not limited to, different components of the market, such as decorating and decoration products merchants, design in furnishings, office and industrial interior design, painting and remodeling, industry analysis for different countries, and transportation of materials used by interior designer.

Many young designers are also choosing to work in an inhouse department due to benefits, predictable hours, career paths, opportunity for structure & greater collaborations. Exposure to major international projects is also one of the attractions as these design departments not only do work for Indian operations but also for their parent companies.

## ***Interior Design Education***

Smaller projects may not necessitate every step in the design process to the same extent as larger, more complex ventures, but even the simplest projects will benefit from a systematic progression through a series of steps in logical sequence to solve the design problem.

The main phases in the design process are:

1. Programming
2. Concept Development
3. Presentation
4. Design and Documentation
5. Execution

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## 6. Evaluation

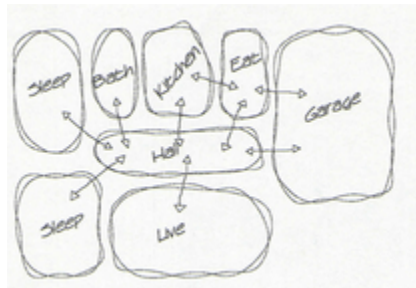
### **1. 1. Programming**

The Programming phase can be broken down into four distinct stages:

1. Problem statement
2. Research
3. Programme document
4. Client review and approval

The initial Problem Statement or (or 'Design Statement') defines the project in very general terms. It identifies the client(s); the nature of the project (primary residence, holiday home, office, etc.); the location of the project; the purpose of the space and the extent of the design work.

The research process begins with identification of each of the users – from principal occupants to guests and friends. In a residential design, a profile may be developed for each of the principal residents, including such information as their age and sex, hobbies, habits, need for privacy, style and colour preferences, and an inventory of possessions and furnishings that need to be accommodated in the redesigned space. This stage involves interviews with the client and other end-users, surveys, inventories and wider research.



It is important to ascertain the objectives, requirements, feasibility, extent and constraints (regulatory or financial) associated with the project. Space adjacencies, circulation patterns ('traffic flow') and spatial and activity relationships may be sketched in the form of 'bubble diagrams'.

The programme data is analysed and the results are compiled in a Programme Document that articulates the design problem and outlines a solution. The programme document is reviewed and approved by the client.

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## **2. 2. Concept Development**

Once the design programme is approved, the concept development phase begins. This phase may be broken down into 2 stages:

Ideation stage

Concept Statement with Schematics

Once the Design Programme Document is approved, the concept development phase begins. The initial 'ideation' stage involves brainstorming design solutions (verbal, sketched or written) before filtering out unworkable ideas and refining the workable ones until one or more main design concepts emerge.

The main design concept is articulated in the form of a written Concept Statement expressing the principal ideas and approach behind the proposed design solution. The Concept Statement is accompanied by Schematic Drawings – quick sketches and graphic visualizations of these main ideas – portraying the siting, orientation, space allocations, circulation patterns, spatial and activity relationships from a variety of perspectives, colour schemes and other important details of the proposed design. Bubble diagrams are refined by the addition of proportion and character.

## **3. 3. Presentation**

One or more design concepts is presented to the client in the form of a proposal, for review, feedback and approval. The proposal may consist of

The Design Concept Statement and supporting conceptual drawings, including scaled floor plans showing furniture placement; mood boards showing colour, materials and finishes.

Depending on the scale of the project, the proposal may include additional sketches, perspective drawings, full colour renderings, 3-D models or computer simulations.

Cost estimates for the project, including materials, labour and a fee for design services. At this stage, project costs can only be estimated as precise costs can only be obtained once final working drawings are submitted to contractors, suppliers and installers for their bids.

Time frame showing events in sequence and a proposed completion date.

## **4. 4. Final Design Development and**

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## Documentation

Final Working Drawings (also called 'Construction Drawings') are produced. These may include perspective drawings, site plans, floor plans, reflected ceiling plans (showing lighting and ceiling fixtures), sections, elevations and detailed drawing of architectural elements (e.g. doors and windows) and design elements (e.g. paint, trim, wall coverings and window treatments), along with all drawing notes necessary for the construction and installation of the design.

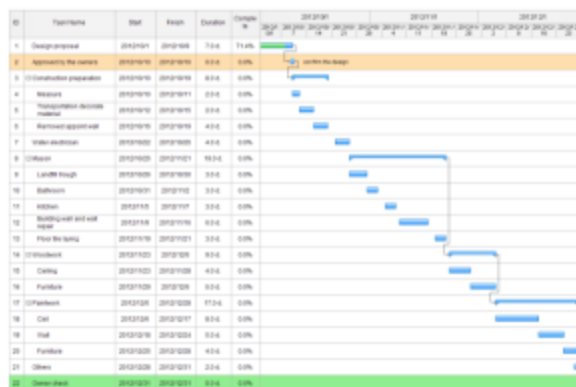
Written Specifications list and describe in detail all furnishings and materials to be acquired, and Schedules list the type, finishes and placement of architectural and design elements.

A critical path timeframe maps the duration of each activity in consecutive, overlapping order.

The final design documentation, including drawings, specifications, schedules and timeframe become part of the designer's contract with client.

## 5. 5. Execution

Once the final design is approved, the execution or implementation phase marks the realisation of the design. Contractors' bids are sought and the designer prepares a detailed schedule of works, choreographing construction, installations and finishing in their proper sequence, which may be in the form of a Gantt Chart.



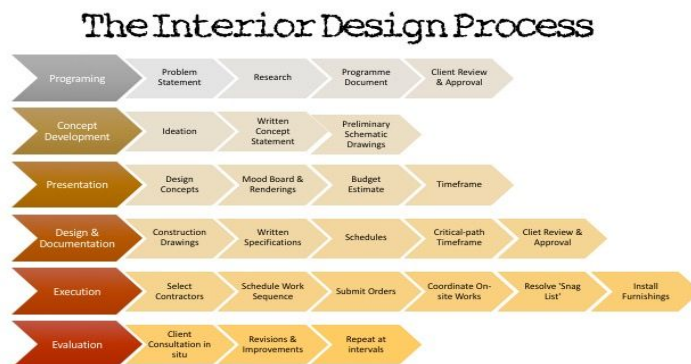
interior-decoration-gantt-chartAll materials, furnishings and accessories are ordered. Delivered goods are inspected and damaged items are repaired, returned or re-ordered, and marked according to project and placement.

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The designer will make regular site visits to co-ordinate progress, inspect the quality of workmanship and resolve any on-site issues. Once construction and installation works are complete, the designer will draw up a 'Snag List' (also called a 'Punch List') of defects to be resolved before movable furnishings, materials and accessories are installed.

### **6. 6. Evaluation**

The Post-Occupancy Evaluation (POE) is an important final step in the design process. The designer follows up after completion of the project to measure the success of the design solution. This may involve a questionnaire, interview or walk-through inspection with the client. The designer may make adjustments and revisions to improve the result. Evaluation may also be invited from peers. Project evaluation should be repeated at intervals to measure user-satisfaction and to increase professional knowledge for future projects.



### ***Designing in software industry***

Interior design software enables interior designers to create floor plans and design spaces quickly, easily, and efficiently. It can have various combinations of features, like 2D space planning and floor plan creation, 3D designing and modeling, and high quality rendering. Interior decoration and designing in India are getting popular with a lot of people opting for the services of trained interior designers for their houses / offices, etc. Reason can also be attributed to the changing definitions of homes and modern residential houses, which now symbolize more with the personalities of their owners. Interior design is also gaining popularity among workplaces and is being considered as a science helping to reduce stress and fatigue thereby increasing productivity. The

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services provided by interior decorators and designer cover a wide range of areas and include Interior decoration services, furniture and furnishings, facilities design, mechanical designing, residential interior architecture, etc. Keeping in mind the demand & separate need from architecture courses, various Institutions like University of Pune and Anna University (Chennai) have announced specialized courses in Interior design as designer.

### ***Urban Design and Landscape Design***

- Landscape architects consider how a place to be used and understand what kind of natural ingredients from grass to stone to falling water will serve best.
- The scope of the profession includes site planning, housing estate development, environmental restoration, town or urban planning, urban design, parks, landscape urbanism and recreation planning.
- The work also includes conducting Environmental Impact Assessment (EIA) studies for a region (analyzing impact of development on natural resources in a region and taking steps to mitigate damage) and also assessing urban growth, need for open spaces, and developing suitable strategies to enhance the green cover of cities.
- The Industry is at a nascent stage in India, but with each year there seem to be new opportunities pouring in.
- To become a landscape architect, one needs to do an undergraduate course in architecture, followed by a two-year master's program in landscape architecture.
- Application-oriented knowledge of plant systems and processes, plants and design, landscape engineering, eco-system analysis and field ecology is imperative as is knowledge of design history and culture.
- The demand for landscape architects is not just limited to architectural firms. One can find job with builders, government authorities like DDA, NDMC, and CPWD apart from working with architects.

### ***Furniture Design***

- Furniture designers create the designs that people use as furnishings in residential and commercial properties throughout the world.
- Furniture design is a blend of multiple disciplines & is much like fashion design, as the materials, textiles, metals, etc. used to make a piece of furniture

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can be comparable to materials used to make a piece of clothing. Furniture design also is much like architecture in that the furniture must prove stable and safe.

- Furniture designers either work for large manufacturing industries or in batch production companies. Many set up their own design and batch production studios, undertaking custom- designed furniture. Others contribute to interior design teams, working on projects for the service sector, besides corporate organizations.
- Furniture design programs teaches an integrated approach to furniture as a part of living, work spaces and habitat and challenges and defines the boundaries of such objects in systems context.
- The Furniture design programs provide students an opportunity to challenge and redefine the boundaries of furniture, as much as to develop its traditions. The programs ensure that students are able to perform at all levels of production of furniture in various materials, mass production industries, to the small scale and craft sectors.

### ***Advantages***

There are always ups & downs to every career. Here are the advantages of mine.

**Creativity**

Being an interior designer means you get to be creative in many ways. From the colors you get to use, to the furniture you get to add.

**Work Schedule**

Unless you work in a store, you can pretty much set your own hours. So fitting family time in isn't a problem. Nor is the grocery shopping, the gym, and the play dates.

### ***Disadvantages***

**Income**

Most interior designers are \*freelancers and don't get a steady income. But when they do get paid, they get paid a lot. So if you become a well known interior designer, you shouldn't have a problem

**Tough Clients**

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You may come across many different clients that have very different opinions about your design than you might have. Be aware of that and know how to fix the problem.

### **Limited Materials**

Depending on the project's location and client's budget, you may find yourself limited on materials. You have to know how to spend wisely and find good deals on things, as well as be able to turn something cheap looking, into something extraordinary.

### **Conclusion**

Design is now branching out of its core roots to newer applications and utilities. Areas such as interaction design, service design, transformation design, instruction design are establishing new paradigms. New tools and methodologies are being developed. From being an intuitive discipline design is growing into becoming a discipline replete with tools and frameworks. There is a growing focus on systematic and methodical incorporation of user experience in design, which entails the involvement of competencies in marketing research, consumer behavior, technology, anthropology and psychology in the design processes. It is important for Indian design industry to embrace these new developments and add the new design branches in the range of services being offered by them. Also it is important for the industry to develop, India specific frameworks for understanding the Indian consumer in a better way. Growth within design industry is vital as it would not only create new jobs within the design industry, it will then be able to serve Indian businesses in a better way. Design industry today suffers from unavailability of quality and qualified designers. The number of designers coming out of academic institutions is growing steadily. At the same time the demand for design services is also rising.

There is certainly a language problem between design industry and business. It is imperative for design industry to speak in the language that business understands. There is a certain lack of design management skills within design industry. It creates roadblocks for smaller companies to grow further. Design industry also is short of management side thinking. Efforts are needed to provide design management and management side thinking to design companies for them to grow further and also to better align with business world.



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Indian designers must start focusing on designing for India. They need to display sensitivity to real needs of people and also sensitize clients accordingly. They need to walk the talk. Focus on real needs of Indian people will also bring in opportunities for design not only from Indian businesses but also from multinational corporations keen on doing business in India. They need to work with MSMEs to a greater extent and help them become more competitive.