

Business of Interior Design

FACS SUMMER CONFERENCE

JUNE 2014

WHAT IS THE BUSINESS OF INTERIOR DESIGN?

Why Interior Design?
Transitioning into a Career

BUSINESS PRACTICE

Organization
Time Management
Listening

COMMUNICATION

Communication = Success
Text
Phone
Email
 General
 Subject Line
 Follow-up
 Confirmation
 Attachments
 Reply-All
 Multiple- Recipients

GOAL SETTING

Choosing Goals
Short & Long Term Goals
Four Rules of Writing Goals Down
A Simple Process to Help Set Goals

CLASSROOM EXERCISES

Design Business
Business Practice Communication
Goals

EXAMPLES - WORKSHEETS

Specification Spreadsheet
Visual Spreadsheet
Timesheet



WHAT IS THE BUSINESS OF INTERIOR DESIGN

As with any business, a career in interior design is about making money. Let's be honest, we all have bills to pay. A career in interior design is combining the best of both worlds; doing something we love everyday and getting paid to do it.

WHY INTERIOR DESIGN?



Interior design is an art, just like painting, music, acting or writing (just to name a few). The great thing about interior design is that anyone can learn the elements of design. However, those who can “see” the space are the ones who's interest usually continue past the first introductory class.

With most schools offering programs in interior design, young people are provided an opportunity to understand why and how spaces and objects work together. Students are taught the elements (pieces) of design and how to incorporate them into an actual design scenario. Classes provide a wide variety of design knowledge; with subjects ranging from furnishing to materials to history to styles.

Most students enjoy the *imagination* of design (the act of forming ideas or images or concepts). But, Interior design isn't about a fantasy or imaginary project. In reality, the imagination is only the smallest part of the business

The skills and knowledge learned in the class room is just the beginning. Understanding the fundamentals of design is only *the first step* in creating a beautiful space. Additional skills to be learned would include organization, time management, listening, communication, scheduling and the all important budget.

All of these skills will be used to make the design vision into a design reality. And making the vision a reality is what Interior Design is all about!

TRANSITIONING INTO A CAREER

Interior design is more than just residential design. There are various and varied career paths available.

Medical (offices, hospitals, assisted living)
Restaurant / Bars / Nightclubs
Hotels / Resorts / Country Clubs
Boats / Airplanes
Sporting Complexes
Convention Centers
Furniture or Product Design
Lighting

Drafting / Rendering
Events / Displays
Movie / TV / Theater
Photography
Sales
Manufacturer Rep
Expeditor / Office Manager
Promotions / Marketing

BUSINESS PRACTICE

ORGANIZATION

Organization in the interior design field is an important aspects of this business. However, it is one of the least emphasized and developed skills. And, yes, organization can be learned!!



If designers are not properly organized, tasks pile up, paperwork gets lost and valuable time is spent on finding information.

A typical designer will have multiple projects going at the same time. What that means is the designer will need to be organized to keep track of each client's designs, coordinate the product search / choice / orders / deliveries, schedule workers and - most important - track and manage the budget.

Organization is the key to success.

TIME MANAGEMENT

As with organization, time management is vitally important to a designer. In fact, good time management skills are key to good organization.



Write it Down: Take some time at the end of each day to write down all things that happened and to prepare for the following day (create a To Do list). Record thoughts, schedules, conversations, etc.

Schedule Time: Schedule "x" amount of time to perform a task. Add in enough time for interruptions to this task. Also, when traveling to an appointment, allow extra time for any traffic issues

Single or Multi Tasking: You have to decide if you can multi task efficiently. Sometimes sitting down and completing one task at a time is more efficient.

LISTENING

If we don't listen, then we can't provide the client what they want for their space. But, a little known fact is that designers need to listen to what the client isn't saying to create an inspiring design plan.



Pay attention to the tone of voice and body language. Such clues can be very informative.

Actively engage the speaker and keep comfortable eye contact.

Ask questions for clarification. Follow-up questions will clarify the meaning of what your conversation partner is saying and shows respect.

Repeat what the speaker had to say. Called "Reflective Listening": this is summarizing the idea back to the speaker, to confirm the idea has been understood correctly.

COMMUNICATION

COMMUNICATION = SUCCESS = MONEY

Interior design is all about communication. In fact, *communication is the most important element in interior design*. More important even than the creation/design process!

Designers constantly communicate with clients, vendors, contractors, etc. Poor communication results in errors such as:

- The designer doesn't listen to the client. The result is the client isn't happy with the design and the designer doesn't get paid.
- The designer doesn't communicate the design plan with the contractor. The contractors doesn't implement the design correctly and the designer doesn't get paid.

So, good communication equals success and success equals money. But, efficient communication also plays a role in success. Efficient communication (maximum productivity with minimum wasted effort or expense) saves time...and time is also money.

Today's technology, makes it easier to convey information,. However, inefficient communication slows everything down and takes two or three times as long to convey that information. Some quick (and easy) business media etiquette techniques will make communication both effective and efficient.



TEXTS



- Abbreviations (text slang) and emoticons are generally not accepted in the business world
- Try to write in complete sentences
- Texting is for brief, short messages
- Double check the message before sending
- Don't impart important information or bad news in a text. Talk with the person!
- Be aware of when, and where, you are texting

PHONE



When calling someone:

- Begin by stating your name and asking to speak to whomever you are calling

When leaving a message:

- Keep the message short and to the point
- Always leave your name and number...even if you think the person you are calling has it
- State your name & number distinctly and slowly - repeat - (so the person writing it down can double-check it)



GENERAL

Upon receiving an email, open within 24-48 hours. You should read the email *in its entirety* to confirm you have received, and understood, all the information contained there in.

Before replying to an email, confirm you have responded to any and all information as needed. If answering questions, make sure you restate the question in the first sentence of your response.

SUBJECT LINE

The subject line is critical to help prioritize, search and organize messages. It should identify what the email is about and match the content of the email. Make it simple and descriptive. If the content of the email needs to change, create a new subject line.

FOLLOW-UP

If you are told to expect an email by a certain date/time and that email is not received, you should follow up with the sender within 24 hours after the promised date/time. Meaning - you should let the sender know that you did not receive the promised email.

CONFIRMATION

RECEIVING: It is important to let the sender know you received their email and any attachments! This is especially true if you have received a reply to any of your requested information.

SENDING: You can request in your emails the recipient to send a “confirmation of receipt” reply. Then you’ll know they received the information and it didn’t get lost in the ether.

ATTACHMENTS

RECEIVING: Upon receiving an email, open within 24-48 hours. Confirm any and all attachments have actually been attached. Open the attachments and confirm the files contain the correct information.

SENDING: When sending attachments, reference attachment(s) in the content of the email.

REPLY-ALL

Reply all should only be used when you have something valuable to add to the conversation or when you disagree with whatever is being proposed.

You don’t Reply to All if you do not know “all.” Reply to the Sender only. And, please use your discretion as to what you feel everyone needs or wants to know. If you are not sure, reply only to the sender.

MULTIPLE-RECIPIENTS

Who wants to scroll through that long list of “TO” or “CC” addresses to get to the body of the email? Protect the security of your email address list by using “BCC” instead or check “undisclosed recipients”.

When forwarding an email from someone who used CC, just delete those addresses. Your recipients will thank you.

GOAL SETTING

Goal setting builds self-confidence! It provides a sense of accomplishment when you put a goal on the table and meet it.



CHOOSING GOALS

- What is important to you?
- Is this something you can really want to do?
- What is the benefit of this goal?
- Do you see how you are going to go about achieving this goal?

SHORT AND LONG TERM GOALS

Long-term goals help you see where you want to be, while the short-term ones can give you a sense of achievement along the way. That does not mean that your long-range goals are set in stone. You should revisit them at regular intervals because they may change with new information, knowledge or circumstances in your life.

FOUR RULES OF WRITING GOALS DOWN

1. Write your goal in the positive
2. Write your goals out in complete detail, giving the subconscious mind a detailed set of instructions
3. Write in present tense, first person, as if they are currently true
4. Re-write your goals - keep on fine-tuning them

A SIMPLE PROCESS TO HELP SET GOALS



1. Identify your goal by writing it down
2. Set a time frame for accomplishing it
3. Decide why you want this goal
4. List what you need to do to achieve the goal
5. List the skills and knowledge required to reach your goal
6. Identify who and/or what you will need to work with to reach your goal
7. List the skills and knowledge required to reach

CLASSROOM EXERCISES



#1 **An easy way to incorporate business elements into the design classroom would involve keeping track of project product costs (specifying) and keeping track of time (time sheet).**

Example Project: Remodel Personal Bedroom

Measure and photograph the space

Create Floor Plans: (2)

 I with dimensions

 I with furniture arrangement

Set a budget (\$1000-\$1500)

Specify all Product:

 paint color, furniture, linens, storage, lighting, window treatments, etc

Keep track of time - times sheets

Specifying:

Specifying simply means the recording (or keeping track of) of all of the information / data / cost of a particular design element.. On the last three pages of this packet are examples of a specification list and it's corresponding visuals. (The image of the product is an important element as it keeps a visual record and helps the client visualize the item.)

Time-sheets:

As with any job, it's important to keep track of how long you spend doing it. The time record is important for time management and billing. See the example for a weekly time record and have your students use it to record their daily time and tasks for the project each week.

#2 **Incorporate business practices into your communication with:**

Students

Coworkers

Parents

CLASSROOM EXERCISES



#3 Have your students set outcome goals for your class

GOAL – What is the goal?

DEADLINE – When (date) will the goal be achieved?

BENEFIT – Why achieve this goal?

OBJECTIVE 1 - How (steps) will the goal be achieved?

OBJECTIVE 2 - What skills or knowledge will be needed to reach the goal?

OBJECTIVE 3 - Who, or what, will be needed to help achieve the goal?

OPTION - At the end of the semester, have the students re-evaluate their goals.

Did they achieve their goals?

Why or why not?

Guide your student's class goals to encompass the knowledge, skills, experience, attitudes and behaviors that you expect them to have developed upon completing your course.

Objectives should be what - specifically - the students will know, or be able to do, as a result of completing the class. These objectives are the specific measures (instructions) used to determine whether the goal was/will be successfully achieved.

SPECIFICATION: BATHROOM_MAIN-PRELIMINARY DESIGN

KEY	ROOM	AREA	INFO 1	INFO 2	SOURCE	BRAND	STYLE	MODEL #
1	Bathroom	Cabinet		Price & Install	Chris & Dicks	Kingston	Alder	cont
2	Bathroom	Countertop	Granite	Price & Fab & Install	Dal Tile			see below
3	Bathroom	Floor	Tile		AZ Tile	Nu Travertine	Matt Finish	
4	Bathroom	Hardware	Cabinet		Louis & Co	Amerock	Mulholland	
5	Bathroom	Hardware	Wall	Paper Holder	Louis & Co	Amerock	Clarendon	
6	Bathroom	Hardware	Wall	Towel Bar	Louis & Co	Amerock	Clarendon	
7	Bathroom	Hardware	Wall	Towel Ring	Louis & Co	Amerock	Clarendon	
8	Bathroom	Lighting	Wall		Lighting Design	Minka Lavery	Agilis	
9	Bathroom	Plumbing	Sink	Faucet	Standard	Moen	Eva	
10	Bathroom	Plumbing	Sink	Sink	Standard	Am Standard	Ovalyn	
11	Bathroom	Plumbing	Toilet	Lid	Standard	Toto	Soft Close	
12	Bathroom	Plumbing	Toilet	Base & Tank	Standard	Toto	Drake I - tall	
-	Bathroom	Plumbing	Tub	Waste	Standard	Waste		
-	Bathroom	Plumbing	Tub	Extension Arm	Home Depot	Extension Arm		
13	Bathroom	Plumbing	Tub	Trim Only	Standard	Moen	Eva	
14	Bathroom	Plumbing	Tub	Tub	Standard	Am Standard	Princeton	
15	Bathroom	Wall	Tile	Pencil	AZ Tile	Torreón Stone		
16	Bathroom	Wall	Tile	Bullnose	AZ Tile	Nu Travertine	Matt Finish	
17	Bathroom	Wall	Tile	Field	AZ Tile	Nu Travertine	Matt Finish	

KEY (cont)	MODEL #	COLOR	SIZE	PRICE	UNITS	TOTAL
1		Auburn	42"w x 36"h x 21" d	\$1,150.00	1	\$1,150.00
2		Venetian gold	1-5/8" mitered edge	\$500.00	1	\$500.00
3		Walnut	18 x 18	\$3.83	32	\$122.56
4	BP53529G10	Satin Nickel	5-6/7" or 149 mm	\$5.65	5	\$28.25
5	BH26500G10	Satin Nickel		\$22.25	1	\$22.25
6	BH26504G10	Satin Nickel	24"	\$35.00	1	\$35.00
7	BH26501G10	Satin Nickel		\$20.50	2	\$41.00
8	6813-84	Satin Nickel	32"w x 8.25"h x 8.75"e	\$105.78	1	\$105.78
9	6400 BN	Brushed Nickel		\$181.09	1	\$181.09
10	0496.221.020	White	19 x 16	\$49.69	1	\$49.69
11	SS11401		Elongated	\$41.12	1	\$41.12
12	ST743E01 / C744E01		Elongated	\$209.21	1	\$209.21
-	901LTABSBN	Brushed Nickel		\$50.09	1	\$50.09
-		Brushed Nickel	8"	\$28.51	1	\$28.51
13	T2133EPBN	Brushed Nickel		\$121.99	1	\$121.99
14	2391.202.020 Right	White		\$232.89	1	\$232.89
15	Dome Liner		3/4" x 12	\$5.25	28	\$147.00
16		Walnut	3 x 12	\$3.78	28	\$105.84
17		Walnut	12 x 12	\$3.32	63	\$209.16

prices do not include tax

\$3,381.43

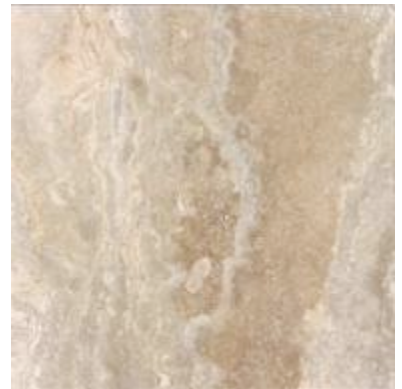
SPECIFICATION: BATHROOM_MAIN-PRELIMINARY DESIGN



#1
Cabinet
Kemper - Kingston - Alder -
Auburn



#2
Countertop - 1-5/8" Mitered
Edge
Venetian Gold



#3 (#16, #17)
Tile - Floor, Field, Bullnose
AZ Tile - Nu Travertine -
Walnut



#4
Hardware - Cabinet
Amerock - Mulholland - Brushed
Nickel



#6 (#5, #7)
Hardware -Bar, Ring and Paper
Amerock - Clarendon -
Brushed Nickel



#8
Lighting
Minka Lavery - Agilis - Brushed
Nickel



#9
Faucet - Sink
Moen - Eva - Brushed Nickel



#10
Sink
American Standard - Ovalyn -
White



#11, #12
Toto - Toilet (base, tank & lid) -
White

SPECIFICATION: BATHROOM_MAIN-PRELIMINARY DESIGN



#13
Shower - Trim
Moen - Eva - Brushed Nickel



#14
Tub
American Standard - Princeton
- Right - White



#15
Tile - Pencil
AZ Tile - Torreon Stone

