

Department of Art Syllabus

I. ART 473 *Business Principles for Interior Design*, 3 Credit Hours, Online

This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.

II. PRE-REQUISITES: ART 371

III. TEXTBOOK:

Piotrowski, Christine (2008). *Professional Practice for Interior Designers*. Hoboken, NJ: John Wiley & Sons, Inc. Most Recent Edition.

IV. COURSE DESCRIPTION

A lecture course focusing on the business and practice of interior design. In-depth study includes business formations, designer-client relationships, contract documents, specification writing, and other principles unique to the profession.

V. RATIONALE

The interior design student must gain an awareness of business practices and principles in the interior design field in addition to the ability to apply the elements of design with proficiency in the workplace. This course will lay the foundation for the pre-professional to gain an understanding of the principles, procedures, processes, and policies used to establish and maintain a successful business in interior design.

VI. LEARNING OBJECTIVES AND OUTCOMES

- A. Have the ability to apply functional principles of design in accordance with accepted business practices in a variety of settings, achieving a broad awareness of business practices expected in the profession.
- B. Gain a functional understanding of what is involved in the establishment and maintenance of a business.
- C. Gain an understanding of procedural forms used in business and specialized forms for use in the interior design setting.
- D. Be able to describe different types of business formations
- E. Understand and develop the components of a contract document
- F. Develop a business plan

VII. COURSE TOPICS

- A. The profession of Interior Design
- B. Establishing an Interior Design Practice
- C. Growing the Interior Design Practice
- D. Marketing and Business Development

- E. Project Compensation and Agreements
- F. Project Management

VI. EVALUATION

See Department of Art Syllabus Addendum for Grading Scale

VII. REFERENCES

- Abercrombie, S. (1990). *A philosophy of interior design*. New York: Harper and Row.
- Assay, Nancy & Patton, Marciann. (2010) *Careers in Interior Design*. New York: Fairchild Books.
- Ballast, David Kent. (2010). *Interior Design Reference Manual*. Belmont, CA: Professional Publications, Inc.
- Ching & Bingelli. (2005). *Interior Design Illustrated*. Hoboken, NJ. John Wiley and Sons. (Second Edition)
- Guthrie, Pat. (1999). *Interior Designer's Portable Handbook*. New York: McGraw-Hill.
- Loebelson, A. (1983). *How to profit in contract design*. New York: Van Nostrand Reinhold.
- Jones, Lynn M. and Allen, Phyllis S. (2009). *Beginnings of Interior Environments*. (10th Edition). Pearson Prentice Hall.
- Mitton. (2012). *Interior design visual presentation: a guide to graphics, models, and presentation techniques*. (Fourth Edition). John Wiley & Sons, Inc.
- Pegler, M.M. (1983). *The dictionary of Interior Design*. New York: Fairchild books.
- Ramsey, L. (1994). *Start your own interior design business and keep it growing: Your guide to business success*. Oceanside, CA. Touch of Design.
- Reznikoff, S. (1979). *Specifications for commercial interiors: professional liabilities, regulations, and performance criteria*. New York: Whitney Library of Design.