

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

___X___ Transfer course ___X___ A.A. degree applicable course
 (check all that apply)

COURSE NUMBER AND TITLE: ID 110 Professional Practices of Interior Design

UNIT VALUE: 3.0

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS:

Appropriate language and computational skills

ENTRANCE REQUIREMENTS

PREREQUISITE: None

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Specific business and professional practices as they apply to residential and commercial interior design. Career opportunities, personal qualifications, and skills required for employment are also presented.

SPECIFIC COURSE OBJECTIVES:

Students will:

1. identify the various kinds of firms in the design and furnishings industry in which they may seek employment.
2. identify the various ways designers are paid in residential and commercial design assignments.
3. identify and explain the various fee structures charged by designers for residential or commercial commissions.
4. identify and explain the necessity for contractual agreements in the business of design.
5. identify and define vocabulary terms pertaining to interior design and the furnishings industry.
6. identify and successfully complete business forms necessary to complete an interior design project.
7. identify the significance of residential and commercial interior design in relation to local, national and international economics.
8. identify major business trends in various segments of the interior design industry.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. The essential role of business practices in the interior design profession.
 - A. Definition of a professional
 - B. Definition of an interior designer
 - C. Divisions of the profession
- II. Business formations
 - A. Individual form
 - B. Associate status

- C. Partnership
- D. Corporate form
- III. Advantages and disadvantages of types of business formations
 - A. Liability and its potential dangers
 - B. Income tax advantages and disadvantages
 - C. Issuance of stock for capital
 - D. Immortality of the corporate structure
 - E. Profit-sharing and pension benefits in the corporate structure
- IV. Location and nature of the business
 - A. The home office or studio
 - B. The business office
 - C. Retail establishments
 - D. Advantages and disadvantages of types of business and their location
- V. Securing essential legal and financial counsel and assistance
 - A. The role of the accountant
 - B. Legal advisors
 - C. Banking facilities and types of credit listings
 - D. Insurance coverage and types necessary for the furnishings industry
 - E. Technical advisors
- VI. The initial contact with the client
 - A. The client interview
 - B. The ability to sell products, ideas and the designer's image
 - C. The danger of overselling
 - D. Defining the scope of services
 - E. Defining the firm's financial methods of doing business
 - F. The new project check list
- VII. The scope of services
 - A. Definition of scope of services
 - B. Identification of scope of services for types of jobs and why it is essential in the business of design
 - C. The design concept
 - D. Service requirements by outside contractors or engineers
 - E. Fee and compensation base for services rendered
 - F. Terms and conditions of the contractual relationship
- VIII. The letter of agreement
 - A. Identification of all parties in proper documentation
 - B. Specific design services to be rendered
 - C. Specification and purchasing arrangements
 - D. Supervisory requirements
 - E. Compensation arrangements
 - F. Identification of "collateral" matters
- IX. Methods of determining fees and compensations
 - A. The business operation, overhead and income requirements
 - B. Scope of services for each particular job
 - C. Job cost records
 - D. Time records
- X. Fees and compensation systems and how to determine which to use
 - A. Retail basis
 - B. Cost plus percentage of mark-up
 - C. Percentage off retail
 - D. Flat fee

- E. Flat fee plus percentage of mark-up
- F. Hourly or per-diem fee
- G. Combination of fees
- XI. Other job cost factors in setting fees
 - A. The indecisive client
 - B. Conditions entailing high delivery charges
 - C. Job-site conditions necessitating custom work
 - D. Custom design for special items
 - E. Costs created by an unready or distant job site
 - F. Need for technical or professional collaborators
- XII. The client's budget
 - A. Effects of the budget on the fee basis
 - B. Allocation of budget
 - C. Observance of the client's budget
- XIII. Estimation and control of the budget
 - A. Preliminary plans and layouts
 - B. Forms used to help track budget estimates
- XIV. Purchase orders
 - A. Relationship of the designer to trade sources
 - B. The well-prepared purchase order
 - C. Internal office procedures and the control of purchasing
- XV. Client's inventory and billing control
 - A. Organizational procedures in recording inventory for billing purposes
 - B. Job control forms and how to use them
 - C. Commission control forms and their use
- XVI. Billing and collecting
 - A. Billing cycles and timing: advantages and disadvantages
 - B. Credit terms with clients
 - C. Return of merchandise
 - D. Allowance and adjustments
 - E. Legal action and California law
- XII. Sales Tax
 - A. Areas of taxability most often misunderstood
 - B. Tangible personal property
 - C. Capital improvements
 - D. Delivery and freight charges
 - E. Rendering and sketches
 - F. Deliveries made to clients in other taxing jurisdictions
- XVIII. The interior designer as product designer
 - A. Components of a product design program
 - B. Elements in the designer-manufacturer arrangement
 - C. Royalties
 - D. Proprietary rights: liability
 - E. Marketing
- XIX. Theory, objectives and methods of recording time
 - A. Why recording time on a design project is important
 - B. Valuation of time
 - C. Anticipated earning capacity of firm's principle
 - D. The charge for employee's time
 - E. Forms for recording time

- XX. Insurance
 - A. Property insurance
 - B. Liability insurance
 - C. Personal injury protection
 - D. Professional liability insurance
 - E. Automobile insurance
 - F. Umbrella insurance
 - G. Workmen's compensation insurance
 - H. Processor's floaters
 - I. Valuable papers insurance
 - J. Open stock burglary
 - K. Accounts receivable insurance
 - L. Cargo insurance
 - M. Ocean marine insurance
 - N. Flood insurance
 - O. Crime coverage
 - P. Bonds
 - Q. Group insurance
 - R. Business interruption insurance
 - S. Keogh and IRA plans for the small business owner
- XXI. Professional organizations in interior design and qualification requirements
 - A. Foundation for Interior Design Education Research: FIDER
 - B. National Council for Interior Design Qualification: NCIDQ
 - C. American Society of Interior Designers: ASID
 - D. Institute of Business Designers: IBD
 - E. Interior Designer's Council: IDC
 - F. Interior Designer Educators Council: IDEC
- XXII. Legislation on licensing interior designers
 - A. California law and the legislation process for licensing
 - B. Educational requirements

REQUIRED READING:

Piotrowski, Christine. Professional Practice for Interior Designers. Third Edition. New York: John Wiley & Sons, Inc., 2002.

SUGGESTED READING:

Knackstedt, Mary. The Interior Design Business Handbook, A Complete Guide to Profitability. Third Edition. New York: John Wiley & Sons, Inc., 2002.

Los Angeles Times Real Estate.

San Diego Daily Transcript.

San Diego Union Annual Survey of Marketing Trends.

Siegel, Harry. Business Guide for Interior Design. New York: Watson-Guption Publications, 1979.

Thompson, Jo Ann Asher. ASID Professional Practice Manual. New York: Watson-Guption Publications, 1979.

Wall Street Journal.

REQUIRED WRITING:

1. Students are required to write and submit a resume and cover letter for an advertised employment offering. (2 to 3 pages)
2. Students are required to submit a complete Client Job File (approximately 60 pages). A contract or letter of agreement for a residential design project is required in the Client Job File. In addition, the following documents are required:
 - A. Written interview with client
 - B. Written design concept
 - C. Time log and evaluation of how time could be utilized more effectively
 - D. Estimate of costs
 - E. Budget breakdown for client
 - F. Proposal of scope of services to be rendered
 - G. Purchase orders - minimum of three
 - H. Confirmation of purchases - minimum of three
 - I. Charge order to client of contractor
 - J. Invoices - minimum of two
3. Three examinations are given during the semester that include essay questions of at least two paragraphs in length.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Students will read text, prepare for exams and complete projects.

1. Prepare a resume and portfolio that would be used in applying for employment in a residential or commercial design firm.
2. Estimate costs, outline budgets and control of purchasing for residential and commercial design projects.
3. Write a valid contract or letter of agreement for an assigned design project.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes X No _____

If yes, check all that apply.

- _____ Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- X Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- _____ Two-Way Video Conferencing (Two-way interactive video and audio)
- _____ One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- _____ Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Exams are multiple choice questions
and short essay questions from Client Job File 20%

Assignments, projects, case studies and participation 80%

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
59	---	below	=	F

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No X Number of times course may be taken for credit: ___

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Lori Graham, ext: 2210

SIGNATURES:

By signing this form, I certify that this course outline of record meets all the minimum requirements for associate degree credit courses as specified in Title 5 Section 55002.

SIGNATURES ON FILE:
