




Certified Interior Design Professional

SESSION #1
Designer Fundamentals



Session #1:

Find out what qualities and skills an interior designer needs to make it in this competitive profession?



When you learn how important your role as a designer is to your clients' lives, you'll have more confidence and pride in your profession.

**“The space within becomes
the reality of the building.”**

-Frank Lloyd Wright, American Architect and Designer



Interiors give life to a building and set the stage for the players, or users, to enter and carry out their performance.



As a designer, you have the privilege of creating a stage for your clients to live their life.

That is an honor and a responsibility that you should take seriously.

The interior designer is an artist, a problem solver and a form-maker.



As a creative professional, you can use your gift to create your clients dream environment.

You aren't just creating a pretty room to look at.

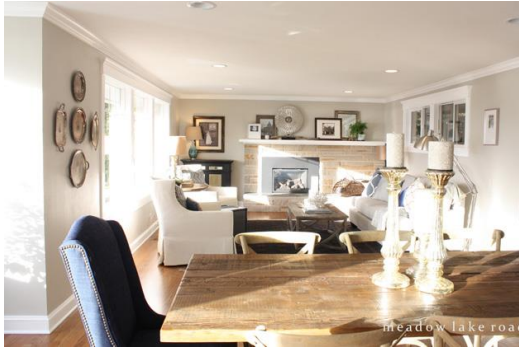
A designer needs to listen to their clients' needs and wants, then helps them to achieve that goal.

Interactive experience of the structures, objects, surfaces, space and light felt by the people who move through that building.

- Space plan
- Traffic patterns
- Lighting plan
- Materials selection

Solve a number of problems and meet expectations;

- privacy
- functions
- sound
- view
- mood
- color



The solutions are layered and intertwined creating specific effects.



When you're creating a design for your client, you have to constantly remember the clients' needs and desires.

If you can thoughtfully combine each design solution into a beautiful space, you're clients will LOVE you!

Above all, the most important quality you need as an Interior Designer is a Creative Spirit!

An urge to look at things differently and to experiment; a desire to create something unique that meets the functional and aesthetic requirements of your client, and a flair for doing so.



It's ok to stretch your creative skills with each of your clients. They've hired you because the usual solutions to their design dilemmas won't work.

You just need to practice some restraint, and be empathetic to your clients wants.

You'll know when to use the power of persuasion to get your way, and when you need to compromise in order to make your client happy.

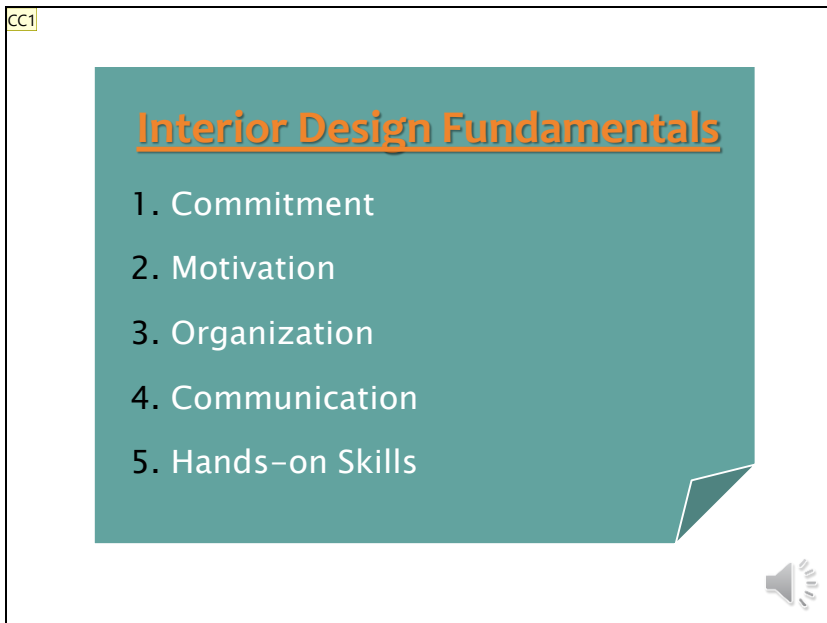


Interior Design Fundamentals

Build on Your Strengths and **Compensate** for Your Weaknesses




A smart business person knows how to capitalize on their strengths, and when to ask for help.



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Interior Design Fundamentals

1. Commitment
2. Motivation
3. Organization
4. Communication
5. Hands-on Skills



Commitment:

- To have the management skills to supervise all disciplines and aspects involved in a project.
- To have the vision to **see through** creative ideas to their **end results**.
- Understand that **Patience is Fundamental!**



If you want to succeed as a designer, you have to want it!

You're going to take yourself and your business seriously, and be a strong leader.

When a client asks for help, you owe it to them to see it through to the end. They didn't call you to hear you spit out design ideas, they hired you to help them create a beautiful home.

You're going to have to learn patience if you want to succeed.

Motivation:

- To be driven to change, improve or restore an interior environment.
- Connect with your profession, and all of the people that make you a success.
- To have belief and **confidence** in self expression.



Do what you need to do to keep up your motivation.

Have pride in the fact that you have a skill that can change someone's life for the better.

Your design talent is a gift!

Organization:

- Handle a large range of materials, products, suppliers and services.
- Resourceful and efficient at finding solutions.
- Disciplined in creating an easily accessed library of information, reference material and resources.
- Be able to plan a schedule of work and meet deadlines.



Whether you're currently an organized person or not, you'll need to work on the skill if you want to succeed.

Know your stuff, or take the time to learn.

Then make sure you have an organization system for your resources and product catalogs. It will save you tons of time and headache when you need to find something for your project.

Have an EASY to use, all at one glance, calendar to keep your projects on track. You'll need to see your project timeline laid out in order to prevent loose ends.

Communication:

- To be perceptive of people's personalities, needs and aversions and to be sensitive in investigating these.
- To foresee possible issues and problems and to ask the right questions to find solutions.
- To have good verbal and written communication skills and to be clear in outlining plans and intentions.



Always take a client's personality into consideration when you're communicating with them.

It's an easy tip to prevent an awkward working relationship.

When you communicate efficiently with your clients, you'll have fewer problems down the road. That means you'll have a better chance at great client referrals.

Hands-on Skills:

- To be comfortable in working with three dimensional form, color, texture and space.
- To have a natural skill for knowing how materials sit in close proximity.
- To be skilled at producing hand sketches or CAD drawings. (Computer aided design.)
- To have good analytical and problem solving skills.



Be prepared to get involved. Interior design is a multi-sense art. You'll need to think in a 3 dimensional way in order to have a successful design.

If you can't draw, learn a little CAD. If you're horrible at computers, practice drawing. Simple!

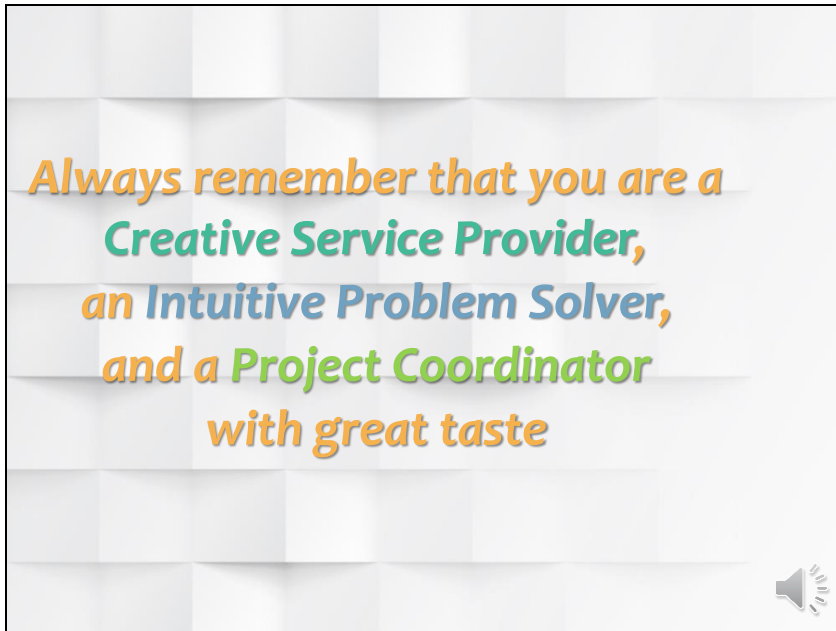
+ Strengths, - Weaknesses, = Success!

- If accessorizing is your specialty, then focus on "bringing a room to life".
- If you're great at visualizing space, then reimagining rooms or uncovering the "diamond in the rough" should be a focus.
- If you aren't familiar with structural matters, then work with a great contractor.



You can use your strengths to create a niche business, advertise your services, and highlight your talents.

The perfect designer!





- ✓ Make a list of your skills and strengths
- ✓ Brainstorm an HONEST list of your weaknesses, areas you'll need help with
- ✓ Print out your Motivational Poster and get excited to Design for a Living!

Homework for
Session #1

