ID 40 Residential Design

Project Phases Programming
Interior Design: A Systematic Approach

- Interior Design examines and enhances the interior environment of each client.
- The end result of engaging a professional designer should:
  - Improve quality of life for the client.
  - Increase the client’s productivity.
  - Protect the health, safety and welfare of the client.
Scope of Services:

- The design process involves many steps until completion.
- A designer may be employed through all of the phases of the process, or only a few.
- Selecting which phases of the design process will be performed is called the “Scope of Services”.
- The design proposal and contract is based on this information.
Project Phases:

- During this course, we study 10 common phases of the design process:
  - Pre-Contract (Initial client contact)
  - Proposal and contract
  - Project organization/ record keeping
  - Project programming
  - Schematic design
  - Design development
  - Design documentation
  - Collection/ review of contract bids
  - Project administration
  - Review/ re-evaluation throughout the construction process
Project A

Project Phases:

- In Project A you will be asked to space plan furniture into an existing interior.
- We will focus on the initial 5 phases of the design process:
  - Pre-Contract
  - Proposal and Contract
  - Project organization
  - Programming
  - Schematic Design
Phase One:
Initial Client Contact

● Pre-interview homework:
  ▼ Have the client gather magazine photos of spaces they like, and spaces they hate.
  ▼ Have the client compile a list of goals and objectives for the design process.

● Interview the prospective client:
  ▼ Develop an understanding of the client’s needs and goals.
  ▼ Discuss scope of services.
  ▼ Educate the client in ways you can help them save money.
  ▼ Discuss your fee schedule, methods of payment, etc.

● Schedule the next meeting...
Research Analysis:

- Evaluate age and gender of client/s:
  - Examine family life, number of pets, special needs.

- Evaluate lifestyle:
  - Formal vs. informal

- Consider income, level of education:
  - Level of sophistication

- Why has this client called you?
  - Examine client’s goals and expectations for the project.
  - Does s/he understand what a “designer” is and can do?
  - Identify the client’s wishlist vs. actual needs.
Other Considerations:

- Will resale considerations factor into the design approach?

- What is the “bottom line” budget for this project?

- How will the budget be allocated? Which areas of the home should take precedence?
Phase Two: Proposal / Contract

- Review your understanding of the client’s requests and needs.
- Define the scope of services for the project.
- Establish project management issues:
  - Discuss sub-contractor negotiations.
  - Define construction coordination issues.
  - Be realistic about cost overruns, and how to handle unexpected problems.
  - Educate the client that every revision costs money!
Phase Two: Proposal / Contract

- Prioritize client’s needs, wants, desires:
  - Consider long-range purchase plans.
  - Compile a phased, long-term approach to the project.

- Assign levels of importance to client’s goals:
  - Assess feasibility of the project.
  - Create design compromises when necessary.
  - Offer varied price points for all aspects of the design.
  - Offer guidance on the best approach to allocating the design budget.
Phase Three: Project Organization

- Keep comprehensive records.
  - Create a binder system for all furniture and finish specs.
  - Use portable filing containers with a separate file for each room.
  - Create a method of organization so that you can easily find things you need throughout the project.

- Record all communication.
  - Use a binder format to store all formal and informal communications.
  - Record and date all phone conversations and messages, faxes, e-mails, etc.
  - Any and all correspondence has importance in a lawsuit!
Phase Three: Project Organization

- Track all design time spent on the project.
  - Design Estimating Worksheet:
    Estimated Hours help establish the proposal bid.
    Actual Hours are the basis for billing.
    Due Date is the date the actual services were performed.
  - Time Log:
    Records each task performed, the date and time spent.
    Forms the basis for the project billing report.

- Always include telephone time and running client errands:
  - Design time is commonly billed in 15 minute increments.
Phase Four: Project Programming

- Assess cost, availability, and maintenance issues vs. client lifestyle and budget.

- Maintain design objectivity.
  ▼ The client always has the final “say”...

- Encourage client input and participation.
  ▼ Maintain open lines of communication.
  ▼ Foster trust.
Phase Five: Beginning the Design

- Establish a Design Concept:
  - You have researched your client’s lifestyle and needs.
  - Now establish the design direction and approach that feels “right” for this project.
  - Remember to factor in budget and resale considerations.
  - All space planning, finish materials, color selections, and furnishings must be based on the design concept.
  - If something doesn’t quite “fit” into the overall scheme of what you’re creating…toss it out!
Why a Design Concept?

- There are so many choices that a designer can keep re-designing a project into infinity. How to stop the madness?
- Developing an overriding concept helps control the decision making process.
  - A design choice must conform to the concept or have a direct relationship to the client.
- Clients will always ask you WHY you made particular selections and design decisions.
  - You must be able to articulate your selection in a professional manner, using design vocabulary.
Beginning the Design:

- **Research design resources:**
  - Establish working relationships with product reps., contractors, and trades people. Foster communication.
  - Ask questions about anything you don’t understand.
  - Factor in pricing, quality, durability, and appropriateness of your selections to the client’s lifestyle.
  - Acquire pricing information, and collect tear sheets or catalog photos. Create a filing system for these items.
Schematic Decisions:

- **Always design in 3 Dimensions:**
  - Physically place yourself within the spaces you create.
  - Consider spatial issues, circulation, ceiling heights.
  - Consider lighting levels, ambience and function.
  - Provide drawings, renderings and models as needed. Do these to help yourself **visualize** (as much as for your client)!
Schematic Decisions:

- You’ve established your concept and approach.
- You’ve investigated some preliminary furniture selections and color schemes.
- Now begin creating quick “bubble diagrams” for spatial planning and furniture groupings.
- We’ll discuss this approach in detail next class session.
Project A: Furniture Planning

• For your first assignment, you will:
  ▼ Establish a Client Profile and create his/her Project Program.
  ▼ Create and develop a Design concept.

• Using an existing floorplan, you will:
  ▼ Space plan furniture based on specific project criteria.
  ▼ Discuss your design solutions in an oral presentation.

All drawing will be free-hand sketched using thick/thin felt tip pens.
Things to Consider:

- Ask the client what specific activities happen within each room of their home.
- Tailor the space plan to accommodate the client’s specific lifestyle and needs.
- Allocate square footage where it’s needed most.
- Don’t assume that every house has to include the same “expected” set of rooms.
A Quick Exercise:

- Consider your existing home.
- Make a list of all the rooms and approximate the square footage of each.
- Under each room name, list the activities that happen there.
- List the frequency of each activity and who does it.
- Reorganize the list of rooms in order of most used to least used.
- Compare the allocation of square footage to the frequency of use per room.
What’s next...

- Project A is due in 3 class sessions.
- During the next several sessions we will discuss:
  - Furniture layout techniques
  - Space planning
  - Presentation criteria
  - Design concept development