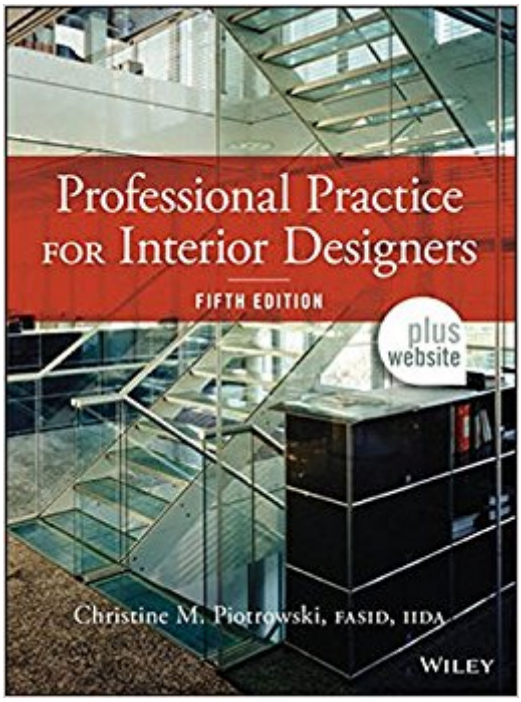
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Professional Practice For Interior Designers



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Synopsis

This updated edition of the most comprehensive business guide for designers covers the interior design profession in a clear and well-organized style. From establishing a practice to managing a project, the reader progresses through all aspects of the business, whether in a small or large firm. The new edition includes additional information on ethics, as well as a companion website containing sample forms and other resources. This book is recommended by the NCIDQ as preparation for their professional registration examination.

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Customer Reviews

Five Important Success Points for a Successful Interior Design Practice 1. Remember that profit and revenue are not the same thing. Even the sole practitioner working from home has operating expenses, and these expenses must be considered before realizing a profit. Profit occurs after business expenses for operations, such as salaries, rent, and travel are deducted from charges to the client. These operating expenses reduce profitability, just as not charging for shipment and delivery charges on any goods sold to clients. Thus, revenue is the amount of funds brought in via fees and sales of goods. That revenue by itself is NOT profit. 2. Never begin design work without a contract signed by the client. More than ever, clients today are looking for free advice. Offering design ideas before a contract has been executed can mean doing design for a client that goes to someone else for the completion of a project. Talk to the client about their needs, as it is the only way you can determine what the project is all about and how much to charge. Refrain from offering

substantive design ideas until after a contract has been signed. If the client is reluctant to sign an agreement, they might also be reluctant to go forward with any design work. 3. Use a clear scope of services. The scope of services defines what you will do for the client. It determines how much you will chargeÃ¢â ¬â •and even how you might charge. It also creates the limits as to what will not be done, although these extra services can be includedÃ¢â ¬â •for an extra charge. The scope of services should be detailed in the order in which you will perform the work. This helps the client understand how the project will be done. Of course, you must be prepared to perform all the services you include in the scope discussion, or hire someone who canÃ¢â ¬â •perhaps as a consultant. 4. Prepare an Annual Plan. An annual plan helps a design firm see clearly where it wants to go and what it wants to achieve during the coming year. Having direction helps the business owner make decisions on items such as: what jobs to take and which to pass up; appropriate fees for each job; marketing expenses and approaches; and to help make hiring decisions. 5. Keep accurate time records. Even if you donÃ¢â ¬â„¢t charge by the hour, keep accurate time records. Recording time helps determine how long each type of project takes. This will help determine fees and other charges for similar projects. Time recording can also assist in determining if there are certain kinds of projects that take too much time for the amount of revenue earned. Many clients, especially those charged by the hour, will want to see time records when billed. Commit to record work for non-billable time as well, which will help you clearly see if you are wasting time on tasks that could be better accomplished by an assistant.

The Fifth Edition of the premier guide to interior design business practices—now with a companion website For more than twenty years, Professional Practice for Interior Designers has remained the leading choice for educators teaching interior design business practice as well as for professionals seeking to advance in their own practices. This ASID/Polsky Prize winner covers the full range of legal, financial, management, marketing, administrative, and ethical issues faced by interior designers today and is recommended by the NCIDQ for exam preparation. Written in a clear, down-to-earth style, it covers the topics and tools essential for planning, building, and maintaining a thriving commercial or residential interior design business. This Fifth Edition is fully current with the latest business practices and offers a range of new features: User-friendly, revised chapter organization that makes information even easier to find and follow—with material arranged by general business practices, organizing and managing a practice, and job search and career options New or updated coverage of professional responsibility, social media marketing, sustainable design practice, job strategies, and other key subjects Additional "What Would You

Do?" case studies that challenge you to respond to issues faced by interior designers today Extra pedagogical tools, including chapter objectives and "NCIDQ Component" boxes throughout the book that flag material relevant for the exam Companion website containing sample forms and other resources Companion Website: wiley.com/go/ppid

Its a good book, but there are some things I think need to be reworked.There are real-world examples that are kinda hokey.There are lots of ethical "what would you do" examples with no follow up about whether or not such an example is an ethics violation or not. With relating the examples to codes of ethics, these examples are pointless.There seem to be some factual errors too. For example, the author states that if a designer witnesses work on a job site that is not in conformance with drawings they should intervene and stop work. HELLO! Contract law clearly states a designer should NEVER intervene. They should instead inform the contractor and the client of such inconsistencies and NOT recommend a remedy. It is up to the contractor to decide the appropriate remedy and the client to determine the appropriate contract action to take.And some things seem outdated. In the chapter on preparing marketing presentations, the author states that women "MAY" be permitted to wear trousers to a presentation depending on the firm they work for. Is this 1960? Forcing women to wear skirts violates employment law and the author should know this.Overall its a useful book, but I wouldn’t call it great.

Hi Stubborn Rock,This book states is a professional practice book for designers and interior design students. The contents cover what a designer needs to know to open and run a design business. It covers contracts, fuduciary relationships, pricing, billing, various stages of the design process and more. It is not a book on designing spaces.The information is organized in a logical sequence and includes examples of forms and other documents to use in an interior design business. I have found this book extremely useful in my interior design studies.

Really wish the kindle version of this textbook had page numbers. Works based off locations, which I still don’t understand. My teacher gives us page numbers to read not the whole chapter and I have no idea where to begin or stop reading. If I didn’t also purchase the physical copy I’d be so lost and having to read the whole chapter.. I’m not sure if b&n’s nook version works the same or not.

This was a very in-depth book and teaches everything one needs to know about the business of being a professional interior designer. This business knowledge was invaluable for starting your

business properly. A very good book, but also a very academic book. Not for a bit of light reading on a sunday afternoon.PS. It was recommended by a Professor of Interior Design at the university I go to, so that should tell you the level of knowledge it goes into.

great book

I purchased this book for my professional practice for interior design class at college. It is pretty detailed and with nice examples.

This book is a gift from the heavens of design! I will keep this as a forever read and reference!

It had a hole on the side of the book, and its highlighted but other than that it does what it needs to! and it was an affordable price.

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