



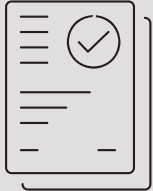
BIID ESSENTIAL PROFESSIONAL PRACTICE FOR INTERIOR DESIGNERS

- > This course will provide delegates with the knowledge and skills required of an interior designer to run a design project, professionally.



INTRODUCTION

Are you an interior designer wishing to increase your profitability and professional service to clients? Are you interested in learning how to avoid pitfalls, understand rules and regulations, and what it takes to make your client's vision a reality? Join the BIID for a 5-day intensive course that will introduce you to the basics, subtleties, and rewards of managing a successful and profitable interior design practice.



WHAT TO EXPECT FROM THIS COURSE

- › How to set up and manage a professional interior design project
- › How to manage fees and finances throughout a project to maximise value for both clients and designers
- › How to develop your knowledge of contracts, insurances and regulations, to avoid expensive mistakes
- › How to present technical information
- › How to develop leadership skills
- › How to gain transferable skills that can be applied to any specialist area of design
- › How to negotiate with clients and suppliers



WHAT YOU WILL LEAVE WITH

- › An understanding of the interior design process for practicing interior designers
- › An overview of the key regulatory, ethical, and contractual obligations
- › The tools to nurture strong working relationships with your clients
- › The tools to negotiate with other professionals
- › A copy of the 2022 Interior Design Job Book



WHO SHOULD ATTEND

Anyone seeking more knowledge of the processes and systems used by a successful designer. Whether you are employed, freelance, or part of a team, designers from all sectors are welcome. This includes recent graduates, those running their emerging businesses, architects, and those involved in the interior design industry.

Please note: there is no instruction in this course on how to design, it is for people who wish to advance their knowledge of the professional practice skills required to complete an interior design project successfully.



PROGRAMME

This course is an in-person event which will be held at a central London venue. Delegates must be available to attend the entire course which is held over 5 consecutive days.

DAY 1

Day 1 sets the scene for the design process with how to pitch for work and commission a design, before taking a comprehensive client brief. This leads on to how to develop a project plan and how to determine the schedule of services you offer. The day concludes with the all-important topic of how to set fees and get paid for the work you do.

DAY 2

Day 2 starts with an essential look at the approvals and certifications required to assess the feasibility of a project. The course then moves on to concept development and the variety of presentation skills that could be used to sell your design to the client.

DAY 3

Having presented your design ideas to your client, day 3 looks at how to produce and distribute the range of detailed drawings you may need to communicate the design vision. You will then explore how to develop complementary schedules and scopes of work.

DAY 4

Day 4 considers the legal and financial aspects of running a project starting with using a contract and how to develop and action tenders for a project. You will look at the application of the CDM Regulations 2015 followed by a comprehensive session on the profitability of product supply (FF & E).

DAY 5

The final day of the workshop summarises the information covered so far. It mainly focuses on project coordination, the importance of keeping accurate records and administering the project, culminating in the practicalities of installation and completion.

A certificate of completion will be presented to all attendees
Attendees can record 35 hours of structured CPD towards their annual requirement.

PRICE

£950 +VAT for MEMBERS

£1300 + VAT for NON MEMBERS



COURSE TUTORS



Paul Goodchild is an accomplished professional interior design consultant and lecturer with 40 years of experience in both the arts and the construction industries.

After attending St Martins School of Art in the 1970s, he moved to Bristol to design and market his own clothing range. Further to this, he qualified as a carpenter and joiner to work on residential building sites followed by joinery, cabinet making, and antique restoration. Being a creative with a problem-solving approach, builders and craftsmen asked him to specify interior design and furniture for their clients.

To gain professional design experience, Paul freelanced as a commercial interior designer to design offices, retail, and public buildings. He then founded Warner Associates; a commercial interior design company with 12 staff, working for blue-chip clients in UK and Europe.

Preferring the creativity of residential projects, Paul founded Goodchild Interiors, joined the BIID, became an associate of the RIBA, and won a D&AD award leading to projects within the UK and abroad. His lectures are based on this professional experience.



Based on extensive experience, professional knowledge, an innate understanding of design practice, and a passion for motivating people, Diana was understandably drawn to the teaching profession.

She began her interior design career in partnership with a well-established interior designer where her business, procurement and management skills developed significantly whilst working on residential and commercial projects. Her particular areas of interest evolved into those of psychology and wellbeing, which, in her view, are fundamental to good design, therefore potentially enhancing the lives of those who live or work in interior spaces.

On return from living abroad for several years, Diana attended a specialist workshop which unleashed a desire to teach, for which she trained, whilst simultaneously conducting short courses. She then accepted a teaching role at KLC School of Design, London where her career broadened further. After heading up courses, which also involved some teaching in Russia and Japan, Diana was appointed Director of Studies at KLC where she took responsibility for leading the entire teaching team and concomitant quality of students' design education for the following 17 years.

A BIID member, she also served on the Education Committee.



Helen Keighley is an enthusiastic educator having worked in schools, colleges, and private industry. During her time at Leicester College, she managed the School of Leisure, Travel, and Tourism before running a fitness training company. She also worked for London Central YMCA, developing a range of instructor training courses at the height of the fitness boom.

Passionate about quality, she worked freelance for several awarding bodies and exam boards, externally verifying courses throughout the country. Moving from lecturing, she took control of the college's commercial work before moving to the National Design Academy as Director of Quality & Business, where she was responsible for gaining university approval for their new online interior design degrees in Heritage, Retail, and Design for Outdoor Living. That led to links with the BIID, where she chaired the Education Committee and is involved in the quality assurance of the Registered Interior Designer assessment and course development.

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