

MASTER SYLLABUS

COURSE NO., HOURS, AND TITLE: ID 471 - 3
Professional Practice I: Office Practice

CATALOG DESCRIPTION:

Introduction to the organization, management, and practice of architecture and interior design as a business and profession. Emphasis is placed on the range of services provided, professional ethics, business management, marketing, contracts and negotiations, design cost analysis/control, and other aspects of professional practice. Not for graduate credit. Prerequisites: 272, 274, 392, and major in interior design or consent of school director.

PREREQUISITE TO: None

COURSE OBJECTIVES:

Through assigned readings, in-class discussions, lectures, individual research, and group research, each student will:

1. Develop an understanding of options for profession design practices by forming and “role playing” as sole proprietorships, and multi-discipline (architecture and interior design) partnerships, professional corporations, and general corporations. Each firm will be responsible for analyzing and presenting what it takes to start and run a professional design office, including preparation of marketing items, business forms, project scheduling, fee negotiations, contracts with owners, consultants, and contractors.
2. Develop an understanding of the design professional’s legal responsibilities with respect to public health, safety, and welfare, and an awareness of the evolving legal and ethical context within which architects and interior designers practice, and of the laws pertaining to professional registration, professional service contracts, and the formation of design firms and related legal entities.
3. Develop an understanding that protection of the public health, safety, and welfare is central to the issue of sustainable design and that the ethics of today’s professional practice and the relationship to global well being are at the heart of professional conduct.
4. Become familiar with the basic principles of office organization, business planning, marketing, negotiations, financial management, billing methods, and leadership, as they apply to the practice of architecture and/or interior design.
5. Review and analyze various marketing strategies, perform a case study analysis, and participate in group discussions.
6. Develop an awareness of the ethical issues involved in the formation of professional judgements in architecture and interior design practice.

TOPICAL OUTLINE:

Topics	Percentages of Time
I. Defining a Professional and Types of Professional Offices	10%
A. Traditional and non-traditional design offices	
B. Licensing and intern-development requirements	
C. Ethics, community responsibilities	
II. Marketing the Individual	15%
A. Resumes, portfolios, internet, interviews, other	
B. Resume writing workshop and practice interviews	
III. Starting And Running an Office – What Does It Take?	40%
A. Business organization types – sole proprietorships, partnerships, professional corporations, general corporations	
B. Types and scale of projects – fees & negotiations, contracts, project management	
C. Review and use of AIA and ASID contract documents	
D. Salaries - staffing & organization; direct and indirect costs	
E. Financial statements – income statement, balance sheet, cash flow	
F. Space – place – layout – furniture – equipment / costs – budget	
G. Student “firms” prepare typical office materials: stationary, forms, project information	
H. Professional office visits	
IV. Marketing / Promotional Materials: Create Student “Firms”	25%
A. Sample presentation boards &/or digital presentations using example projects	
B. Firm logo, business cards, mailers, brochures, yellow pages listing	
C. Research and develop web page	
D. Proposals, interviews, competitions, and general public relations strategies	
V. Individual And “Firm” Presentations	10%

TEXTBOOKS:

Required:

Linton, H. (2002). *Portfolio design*, 2nd ed. New York: W. W. Norton.

Piotowski, C. (2002). *Professional practice for interior designers*. New York: Wiley and Sons.

Recommended:

Haviland, D. (1994). *The architects' handbook of professional practice – Student edition*. 13th ed. (2002). Washington, D. C.: American Institute of Architects.