

Daley Designs
“Designs for Daily Living”
School of Interiors

Lowell, MA

Lowell/Direct 978-697-0288

Boston 857-239-8356

www.daleydesigns.com

Email: ddaley@daleydesigns.com

Cost: \$2,300

Earning professional credentials to join
ADE (Association of Design Education)

INTERIOR REDESIGN COURSE OUTLINE

What is Redesign?

Philosophy of Redesign
The Five Steps to an Interior Redesign
Your Guide to a Fabulous Redesign

Design Topics & Elements

Shooting Your Redesign – picture taking
Room Shapes
Basic Design Concepts
Balance
Function
Harmony
Rhythm
Emphasis
Scale
Furniture Placement
Lighting
Artwork
Accessories
Mantels
Bookshelves
Rugs & Window Treatments
Color

Redesign Beginning to End

- Getting the Appointment
- Initial Consultation
- What to Wear
- Showing Your Work (portfolio)
- What to Bring (tools & supplies)
- Find Your Staging Area
- Shopping the Home
- Addressing Focal Points
- The Reveal

Green Redesign

- Recycling What You Already Have
- Creating Your Own Accessories for Client Sale

Additional Services to Offer

- Decorating Consultations
- Shopping Services
- Home Staging
- Holiday Decorating
- Event Decorating

Starting Your Business

- Determine Your Budget
- Record Keeping
- Start-Up Costs
- Monthly Costs

Marketing

- Develop a Marketing Plan
- Advertising
- Press Releases
- Presentations
- Newsletter

Resources