# Instructional Framework

Interior Design and Merchandising – 52.1900.30

## Domain 1: Elements & Principles

## 35% Instructional Time

| STANDARD 5.0 Analyze the principles and elements of design | |
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| 5.1 Identify key elements and principles of design | ● Elements and principles |
| 5.2 Demonstrate the use of basic design elements and principles | ● In residential and commercial spaces |
| 5.3 Demonstrate an understanding of color principles | ● Color wheel<br>● Color schemes |
| 5.4 Differentiate between hue, value, and intensity | ● Scales |
| 5.5 Explain how color impacts design | ● Color psychology |
| 5.6 Evaluate the elements and principles of design used in products | ● Used in residential and commercial spaces |
| **STANDARD 15.0 Explain the Basic Elements and Principles of Interior Design** | |
| 15.1 Describe the influence of design elements and principles in interior design | ● Design theory into practice |
| 15.2 Illustrate the application of design principles in interior design | ● Used in residential and commercial spaces |
| 15.3 Identify art principles as applied to housing and interiors | ● Principles and elements of design |

## Domain 2: Design Choices

## 30% Instructional Time

| STANDARD 1.0 - Analyze factors that influence human behavior in a design and merchandising environment. | |
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| 1.1 Describe how personal values influence choices and goals. | ● Culture and lifestyle |
| 1.2 Explain how culture influences behavior. | ● Culture and its influence on behavior |
| 1.3 Develop social awareness related to diversity. | ● Recognize diversity |
| 1.4 Identify anthropometrics and how they affect designs. | ● Egonomics |
| 1.5 Explain the influence of physical attributes (including disabilities) on clothing designs and human environments. | ● Universal design |

| STANDARD 6.0 - Evaluate Textiles, Fibers, and Fabrics | |
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| 6.1 Explain the history of fibers and fabrics | ● Evolution of fibers and fabrics<br>  ○ Nature<br>  ○ Animal<br>  ○ Chemical |
| 6.2 Identify the characteristics of natural and manufactured fibers | ● Characteristics of natural and manufactured fibers |
| 6.3 Identify the characteristics of fabrics with various yarn construction | ● Characteristics of fabrics with various yarn construction |
| 6.4 Compare woven, knit, and other methods of fabric construction | ● Difference between woven, knit and other methods of fabric construction |
| 6.5 Explain fabric finishes and color application methods | ● Fabric finishes and color application methods |
| 6.6 Evaluate fibers and fabrics for specific end uses | ● As applied to residential and commercial spaces |
| 6.7 Apply labeling information to care for fabrics | ● Understand labels for materials |
| STANDARD 10.4 - Analyze Art Periods and Design Styles | |
| 10.1 Compare art periods and design styles | ● Art periods<br>  ○ Colonial<br>  ○ Postcolonial<br>  ○ Victorian<br>  ○ Modern<br>● Design styles<br>  ○ Queen Anne Style<br>  ○ Chippendale style<br>  ○ Federal style<br>  ○ Shaker style |
| 10.2 Discuss the influences of art on interior design | ● History of art and influence on design |
| 10.3 Explain how architecture, furniture, and furnishings have been influenced by technology, mass production, and prosperity cycles throughout history. | ● Link industrial revolution to design changes in furnishings<br>● Prosperity has affected change in architecture |
| 10.4 Describe characteristics of different styles of architecture, interiors, furniture, and furnishings | ● History of design styles |
| STANDARD Standard 11.0 - Analyze the Interior Design and Housing Industry | |
| 11.1 Describe factors influencing the interior design industry | ● Economic changes<br>● New styles<br>● Technological advancements<br>● Media |
| 11.2 Examine trends in housing | ● Economic changes<br>● New styles<br>● Technological advancements |

| | ● Media |
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| 11.3 Identify factors that influence design and development in housing and interiors | ● Function and users |
| 11.4 Describe the impact of technology on housing and interior design | ● Security systems<br>● Smart homes |
| 11.5 Evaluate an existing plan using the 7 principles of Universal Design | ● 7 principles of Universal design |
| **STANDARD   Standard 12.0 - Determine Issues in Housing** | |
| 12.1 Identify individual and family needs (standards, goals, financial resources, human resources, and community preferences) in planning housing interiors | ● Client interview<br>● Client profile |
| 12.2 Relate how geographic locations, safety, security, energy-efficiency, aesthetic preferences, and required maintenance affect housing choices for individuals, families, and communities | ● Physical location and communities |
| 12.3 Analyze construction specifications and quality to meet the needs of special populations | ● Universal design |
| 12.4 Explain basic housing construction and finishing considerations | ● Understand stages of building a home from foundation to move-in |
| 12.5 Examine the effects of landscaping on housing and the larger environment | ● Different types of landscaping for geographic locations |
| 12.6 Summarize the impact of current and emerging trends and issues on housing needs of individuals, families, and communities | ● Current housing trends, ie. tiny house |
| **STANDARD   13.0 - Choose Furnishings and Accessories** | |
| 13.1 Determine the use of furnishings and products in meeting specific housing and interior needs | ● Client needs in design |
| 13.2 Identify types of accessories and demonstrate proper arrangement for needs of consumers (including the aging population and physically challenged) | ● Types of accessories - decorative and functional<br>● Universal design |
| 13.3 Analyze upholstered furniture and explain criteria for judging the quality of furniture | ● Good quality furniture |
| 13.4 Assess Aesthetic and functional aspects of furniture | ● Function and style of furniture |
| 13.5 Describe factors to be considered when coordinating furniture and accessories | ● Elements and principles of design |
| 13.6 Compare characteristics of home furnishings and appliances (ie., performance, safety, cost, quality, efficiency, and space) | ● Functional characteristics of home furnishings and appliances |
| 13.7 Evaluate various interior furnishings, appliances, and equipment considering design elements | ● Design elements related to furnishings, appliances and equipment |
| **STANDARD   14.0 - Analyze interior materials and products** | |
| 14.1 Compare floor coverings, wall coverings, and window treatments. | ● Characteristics of floor coverings, wall coverings and window treatments |
| 14.2 Compare the features of kitchen and bath surfaces | ● Characteristics of kitchen and bath surfaces |

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| 14.3 Examine and select textiles for their quality and appropriateness for household use | ● Textiles and uses |
| 14.4 Apply guidelines in selecting appropriate lighting | ● Types of lighting<br>  ○ General<br>  ○ Task<br>  ○ Accent<br>● Types of bulbs<br>● Types of fixtures |
| 14.5 Assess the environmental impact (green design) and sustainability of interior materials and products | ● Sustainable design |
| 14.6 Choose color schemes for rooms from paint, wallpaper, flooring, and fabric samples | ● Color schemes |
| 14.7 Analyze kitchen and bath fixtures and equipment | ● Kitchen and bath fixtures |
| 14.8 Identify carpet styles in terms of construction, fiber content, and other quality factors | ● Carpet styles<br>● Fiber content<br>● Construction |

## Domain 3 Technical Skills

## 25-30%  Instructional Time

| STANDARD 2.0 Apply Mathematical Processes to problems in Design and Merchandising | |
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| 2.1 Express problems in design and merchandising using numeric, symbolic, and/or graphic representations | ● Floor plans with symbols |
| 2.2 Perform mathematical calculations in the context of design and merchandising related problems | ● Math problems in design |
| 2.3 Demonstrate knowledge of units of measurement (English and metric) | ● Use of ruler<br>● Tape measure<br>● Architectural scale |
| 2.4 Use technology in the solution of math-related problems | ● Use calculator/computer to solve problems |
| 2.5 Calculate material quantities needed for a design project | ● Math problems in design |
| STANDARD 3.0 DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR DESIGN AND MERCHANDISING | |
| 3.1 Employ various types of drawing media and surfaces in traditional or digital form used in a design environment | ● CAD/Chief Architect<br>● Graph paper |
| 3.2 Illustrate basic elements and principles of design using traditional or digital media | ● Elements and principles<br>● Project boards |

| | ● Computers |
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| 3.3 Apply fundamentals of color theory in traditional or digital media | ● Color theory<br>● Paint<br>● CAD/Chief Architect |

**STANDARD 4.0 Apply Measurement Techniques**

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| 4.1 Identify common measurement tools used in design and merchandising and their functions | ● Use of tape measure, architect scales, yard sticks, rulers |
| 4.2 Select an appropriate measurement technique for a specific measurement need | ● Appropriate measurement technique for the task |
| 4.3 Select and use the appropriate measurement tool for the task | ● Appropriate measurement technique for the task |
| 4.4 Determine the degree of accuracy required for a specific task or situation | ● Standards of accuracy for tasks |

**STANDARD 16.0 DEMONSTRATE TECHNICAL KNOWLEDGE FOR INTERIOR DESIGN**

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| 16.1 Explore sources of information about standard interior specifications | ● Research specifications |
| 16.2 Utilize applicable building codes, universal principles, and regulations in floor/space planning | ● Universal design<br>● Floor plans<br>● Electrical<br>● Lighting |
| 16.3 Demonstrate measuring, estimating, ordering, purchasing, and pricing skills for interior furnishings and products | ● Measuring<br>● Estimating<br>● Ordering<br>● Purchasing and pricing skills for a project |
| 16.4 Prepare a design plan that addresses needs, goals, and resources of diverse client populations | ● Create design plans |
| 16.5 Determine traffic flow, activity, and existing architectural features in creating floor/space plans responding to needs of all populations (including the aging and physically challenged | ● Space planning and universal design |

**STANDARD 17.0 INTERPRET SCHEMATICS, BLUEPRINTS AND TECHNICAL DRAWINGS USED IN DESIGN AND MERCHANDISING**

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| 17.1 Interpret blueprints and floor plans | ● Read blueprints and floor plans |
| 17.2 Interpret spatial layout of three-dimensional form from two-dimensional drawing | ● Space planning |
| 17.3 Interpret dimensions, symbols, legends, scales, and directions | ● Read floor plans |

**STANDARD 18.0 PREPARE VISUAL PRESENTATIONS FOR INTERIOR DESIGN**

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| 18.1 Select art surfaces for use in visual presentations | ● Select correct materials for presentations |

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| 18.2 Use studio tools for visual presentations | ● Tools for visual presentations |
| 18.3 Demonstrate board drafting skills for interior design | ● Use a drafting board |
| 18.4 Prepare scale drawings | ● Scale drawings and how to draw them |
| 18.5 Use computer-aided resources in drafting for interior design | ● CAD |
| 18.6 Prepare a color board visual presentation | ● Make a color board |

## Domain 4: Running a Business

## 5-10% Instructional Time

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| **STANDARD 7.0 - Understand the operations of retailing** | |
| 7.1 Define quality customer service | ● Customer service is and why it is important |
| 7.2 Demonstrate selling techniques that meet client buying needs and motives | ● Selling techniques |
| 7.3 Explain merchandise buying practices | ● Buying practices |
| 7.4 Explain how to receive, mark, and stock merchandise | ● Inventory practices |
| 7.5 Explain the relationship among pricing, profit, and customer's perception of value | ● Pricing practices |
| 7.6 Analyze the relationship among pricing, profit, and customer's perception of value | ● Pricing practices |
| 7.7 Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities | ● Universal design |
| **STANDARD 8.0 - Exhibit Marketing skills for the success of design and merchandising business** | |
| 8.2 Understand visual merchandising and its impact | ● Merchandising techniques |
| 8.3 Assemble a visual marketing presentation | ● Create a marketing presentation |
| 8.4 Create product displays using the elements and principles of design | ● Product display |
| 8.5 Explain the use of promotional activities to market products and services | ● Advertising & marketing a product or service |
| 8.6 Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust | ● Ethics and advertising |
| **STANDARD 9.0 - Interpret the role of an Interior Design and Merchandising Small Business in the Economy** | |

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| 9.1 Explore the role of small business in local, state, national, and international economies | ● Economic role of small business |
| 9.2 List factors, including personal traits, that contribute to small business success | ● Traits for a successful business |
| 9.3 Compare and contrast the advantages and disadvantages of sole proprietorships, partnerships, and corporations | ● Types of businesses |
| 9.4 Analyze the relationship of customer service and customer satisfaction on the success of a business | ● Customer service<br>● Customer satisfaction |