

ASID

GRADUATION PACKET

Resources for interior design graduates

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS





IMPORTANT LINKS FOR EMERGING PROFESSIONALS



Student Advancement Discount - ASID student members may advance to allied membership upon graduation as an incentive to save over \$1200 off membership dues over the course of five years.
www.asid.org/student-advancement

Other links of importance:

www.asid.org/myasid - create your own member custom URL and profile AND opt in as an EP!

www.asid.org/locate - locate your local professional chapter- contact them and get involved!

www.asid.org/careers - the brand new ASID Job Bank. Post your resume or search for jobs today!

www.ncidq.org- beginning spring 2013, begin taking the exam right after graduation! After passing the NCIDQ, you receive your first year's membership as a Professional Member free (a \$550 value)

AN INTERACTIVE GUIDE FOR
EMERGING PROFESSIONALS

MAPPING YOUR FUTURE



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



**WELCOME TO
YOUR CAREER IN
INTERIOR DESIGN**

WELCOME TO YOUR CAREER IN INTERIOR DESIGN



The Emerging Professionals Advisory Council (EPAC) works to pursue strategies to engage recent graduates and new designers in Society programs, encourage career advancement and promote their accomplishments and contributions. To learn more about the EPAC click <http://www.asid.org/about/councils/epac/>

CONGRATULATIONS— YOU ARE A GRADUATE OF INTERIOR DESIGN!

ASID applauds you! This is a tremendous accomplishment and the first major step in advancing your career. As you progress from a student of design to a practicing designer, we urge you to access ASID along the way as you embark upon the next steps in your career. Use our membership resources to assist you on your path to professionalism. This guide is organized into five sections, designed to help you map your future as a professional interior designer.

A Reminder

In some instances, information referenced within this guide may be located in a password-protected area of the ASID website, available to ASID members only. If prompted to log in, enter your username (first name.lastname.membership number) and password (your membership number). Contact membership@asid.org if you need your online member access information retrieved.



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Starting work and gaining the experience you need

- Job-related Opportunities in Interior Design and Design-related Fields
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- ASID Advantage – Support for Designers
- ASID Code of Ethics

Professional Development:

Continued opportunities for you to grow

- Continuing Education Units (CEUs)
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The NCIDQ® Exam, your next step to professional level membership

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How to get questions answered and update your membership information online

- Headquarters
- Who Has the Answers to Your Questions?
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WORK EXPERIENCE/ ASID RESOURCES

WORK EXPERIENCE/ASID RESOURCES

Job Opportunities in Interior Design and Design-Related Fields

During the course of your career you'll probably have many jobs on this list. A degree in interior design can lead to many diverse occupations. When exploring job opportunities, be sure to weigh all your options and match them with your unique strengths and interests.

Have you thought of the following?

Artists/Craftspeople

Ceramist/Potter
Ceramic Tile Designer
Custom Design Accessories
Faux Finisher
Hand-painted Accessories
Hand-painted Furniture
Stencil Designer and Painter
Weaver

Communications

Print and Television
CAD Operator
Draftsman
Freelance Writer
Staff Writer
Design Blog Writer
Television Commentator
Home Furnishings Editor
Interior Photographer
Media Marketing Specialist
Public Relations Specialist
Program Producer

Education/Research

College/University Instructor or Professor
Adult Education Design Instructor
Art and Art History Course Instructor
Crafts Instructor
Curriculum Development
Interior Design Research
Design-related Public Problem-solving Instructor

Facilities Management Design Specialty

Facility Management Department of Major Corporations
Real Estate Companies
Healthcare Facilities
Assisted-Living Communities
Office Buildings
Museums
Parks
Public Buildings and Universities, etc.

Government/Institutional Design

In-house Designer or Facilities Manager for Universities, Colleges and Schools
In-house Designer for Federal, State and Local Government Institutions
In-house/Staff Designer for Healthcare Facilities

Healthcare Design Specialty

Healthcare Facility Design Companies
In-house Hospital Design Staff
Medical Supply Company Staff Designer
Medical Furniture Company Staff Designer

Hospitality Design

Entertainment Company Staff Designer
Hotel or Motel Corporation Design Staff
Restaurant Designer
Senior Housing/Life Care Company Staff Designer

Manufacturers

Carpet and Floor Covering Designer
Fabric/Textile Designer
Furniture Designer Sales Representative
Marketing Staff
In-house Design Staff
In-house Trade Show Exhibit Designer
Product/Industrial Design
Product Literature Production
Sales Representative
Wall Covering Designer
Fixtures Designer
Showroom Manager

Manufacturer and Trade Associations

Executive Staff Members
Trade Publication Writers, Producers, etc.
Trade Show Coordinators

Office Design Specialty

Furniture Dealer Design Department
In-house Designer for Corporations
Office Design Firm
Office Supply Company
Systems Furniture Dealership

Real Estate Companies

Large Developers with Space Planning Departments
Rehabilitation Developers with In-house Design Departments
Small Realtors with Freelance Consultants
Staff Space Planners for Properties
Model Home Design

Residential Design Specialty

Children's Spaces
Custom Furniture Designer
Design for Aging Specialist
Sustainable Design Specialist
Universal Design Specialist
Design for the Physically Challenged
General Residential Design
Kitchen and Bath Design
Window Treatment Specialist

Store Planning Design Specialty

Colorist
Exhibit and Display Design Firm Staff Designer
Home Fashion Coordinator
In-house Store Designer for Department, Specialty Stores, etc.
Lighting Designer
Museum Display Designer
Retail Store Designer/Space Planner
Retail Visual Merchandising Sales Manager
Theater/Movie/Television Set Designer
Trade Show and Exhibit Design
Wholesale Showroom Design



WORK EXPERIENCE/ASID RESOURCES

World of Work Series

- This career coaching series provides presentations to prepare you for successful job search, placement and career advancement.
- The presentations include information on interviewing, researching companies, electronic portfolios, business ethics, and negotiating compensation and benefits packages.

<http://www.asid.org/career/tools/worldofwork.htm>

Tips for Graduates Entering the Interior Design Profession: What Employers Are Looking For

- This guide provides practical advice to assist recent graduates in their search for a first interior design job.
- It covers three major areas: portfolio preparation, resume and cover letter composition, and the interview process.
- The information contained in this guide is based on survey results from more than 500 practicing interior designers—most of whom were owners or principals in their firms, with responsibility for hiring new designers.

<http://www.asid.org/tipsforgrads>

Emerging Professionals on ASID.org

- This webpage provides a full listing of all emerging professional online resources and information on practitioner member benefits.

http://www.asid.org/career/ep_programs/

ASID Job Bank/Internships

- This webpage is an online hub for interior design employers to post job and internship openings.
- The site is updated daily and displays hundreds of listings.
- Users can search listings, set up a personal profile, post a resume and apply for jobs online for free.

<http://jobbank.asid.org/>

ASID Referral Service

- The ASID Referral Service matches interior design customers to ASID practitioner members whose profiles best suit their specified needs.
- Associate, Allied and Professional ASID members can participate in this service for free.
- The service provides a platform to market yourself to potential clients through the creation of a personal profile complete with pictures of your projects, descriptions of your work, maps of your location and much more.
- To create your profile, log in to the My ASID page and click on Designer Referral Service.

<http://www.asid.org/memberservices/referral/>



WORK EXPERIENCE/ASID RESOURCES

ASID Career Exchanges

- ASID hosts a Career Exchange at each NeoCon® show and HD Expo.
- Representatives from design firms and manufacturers provide information on their companies, review resumes/portfolios on site and answer questions about careers in the industry.
- NCIDQ provides information on the exam.
- ASID design professionals provide one-on-one critiques of resumes and portfolios, and valuable advice on improvements.
- For information on upcoming ASID Career Exchanges at NeoCon, visit www.asidatneocon.com.

<http://vimeo.com/25526367>

ASID Industry Partners

- Gain access to thousands of companies that supply products and services to the interior design industry.
- As members of ASID, Industry Partners provide you with valuable consultation and knowledge on specific services, products, finishes and applications.
- Learn about what's new in the world of design as you network with industry representatives at Society or chapter events, or search the online Industry Partner Directory to find the right industry representative for the job.

https://member.asid.org/asidssa/asidmemssaipdir.query_page

ASID Advantage—Resources that Support Practitioners

- Exclusive to members, the ASID Advantage program provides access to products and services that meet an array of marketing, research and business needs.
- Residential and commercial contract documents to help you avoid professionally related disputes and help keep a project on-course by clearly spelling out duties and responsibilities in language that is widely known and accepted within the profession.
- The Insurance Exchange, Inc. insurance plans include professional liability, general business insurance and a variety of medical insurance options.
- ASID MasterCard® from Bank of America allows eligible members to obtain credit and the advantages of a low introductory annual percentage rate (APR) and no annual fee.
- The program also provides magazine subscription discounts to *Contract*, *Healthcare Design*, *Interior Design* and *Metropolis*.

<http://www.asid.org/memberservices/advantage/>

The ASID Code of Ethics

- As an ASID member, you are bound by the ASID Code of Ethics which requires you to conduct your professional practice in a manner that will inspire the respect of clients, suppliers of goods and services to the profession, and fellow professional designers, as well as the general public.
- The ASID Code of Ethics can actually be used as a powerful testimony to consumers, demonstrating that ASID designers are held to a high standard—one that non-member competing designers are not necessarily committed to.

<http://www.asid.org/about/ethics>

PROFESSIONAL DEVELOPMENT



PROFESSIONAL DEVELOPMENT

ASID Continuing Education Units (CEUs)

- Continuing education strengthens the interior design profession by improving individual attitudes, competencies, knowledge and skills in subject areas essential to the growth and success of the industry.
- Many of the states and provinces that have laws regulating the practice of interior design and/or the use of a title also require mandatory continuing education as a condition of renewal.
- The Interior Design Continuing Education Council (IDCEC) is the central approval body for CEUs in the interior design industry and you should ensure that any courses you take for credit are IDCEC approved.
- ASID sponsors a wide range of Continuing Education Units (CEUs) in varying lengths and topics, all of which are evaluated in accordance with IDCEC guidelines.

www.asid.org/education

Mandatory ASID Continuing Education Requirements

- ASID bylaws and policies require all practitioner members (professional, allied, associate members) to earn a minimum of 0.6 approved CEUs every two years.
- This is a required condition of membership. The current reporting period began Jan. 1, 2012 and will end Dec. 31, 2013.

eLearning

- eLearning provides you with information that can be accessed in a setting free from time and place constraints.
- You can select the courses that interest you and go through the lessons at your own pace.
- In many cases the material is media-rich information, including multimedia forms such as text, photos, audio and video.
- Your progress through a course and successful completion are usually assessed with exercises, quizzes or tests in addition to custom feedback and evaluation.

www.asid.org/education/elearning

ASID UNi

- ASID UNi offers easy 24/7/365 access to a growing number of high quality online education and training courses aimed at some of interior design's most pressing issues.

www.asiduni.org

ASID Web Events

- Through a variety of web conferences and webcasts, ASID brings cutting edge speakers right into your home or office in real time. These convenient, cost-effective learning opportunities in a virtual classroom come complete with collaborative features and a live instructor.

www.asid.org/education/elearning/webevents/



PROFESSIONAL DEVELOPMENT

ASID@NeoCon

- ASID has partnered with Merchandise Mart Properties Inc. (MMPI) to create valuable educational programming, networking events and experiential learning especially for ASID members—in conjunction with the nationally renowned NeoCon World's Trade Fair.
- ASID offerings are completely integrated within the NeoCon conference and expo, giving you the opportunity to choose a-la-carte from over 150 educational experiences, network with over 50,000 attendees from the interior design community and view more than 1,200 manufacturer exhibits featuring the latest trends, products and concepts in office, residential, hospitality, healthcare, institutional and government environments—all under one roof at Chicago's famous Merchandise Mart.

www.asidatneocon.com

ASID Research and Industry Information

- ASID is the leading provider of research information on interior design practice.
- Copies of ASID research reports are available at no cost on the Society's website in PDF format.
- Other research available on the site includes environmental scanning reports, trends and forecasts, summaries of ASID expert panel discussions, links to industry knowledge resources and more.

<http://www.asid.org/designknowledge/>

ASID Chapters

- ASID membership affords you automatic membership in one of 48 ASID chapters which provide a rich array of programs and services specifically tailored to meet the needs of members in their states and communities.
- ASID chapters offer CEUs, NCIDQ Exam prep programs, conferences and expos, community service projects, show houses, awards, networking events and more.

<http://www.asid.org/about/locate/default.htm>

Chapter Leadership Opportunities

- ASID chapters have many volunteer leadership positions in place, and chapter leaders serve as a conduit for action and discussion from the grassroots to national level.
- To assist leaders in their terms of service, ASID provides a plethora of resources in the Chapter Board Resources section of the ASID website—including all the resources a volunteer might need, from recruiting volunteers and organizing events to tips on media relations and strategic planning.
- ASID also provides position-specific training through the online ASID Leadership Training Program platform.
- Serving ASID is a great way to represent the importance of the ASID brand, to network with other designers and industry professionals across the nation and to experience for yourself the great reach of ASID in the community.
- If you are interested in leadership opportunities, contact your professional chapter for openings and eligibility information.

<http://www.asid.org/chapter/>

EXAMINATION

1. The following information is taken from the financial statements of a company for the year ended 31 December 2018.

Revenue 1,200,000
Cost of sales 750,000
Gross profit 450,000

Operating expenses 300,000
Operating profit 150,000

Finance income 10,000
Finance expense 5,000
Profit before tax 155,000

Income tax expense 31,000
Profit after tax 124,000

Dividends paid 62,000
Retained profit 62,000

Non-current assets 200,000
Current assets 100,000
Total assets 300,000

Current liabilities 150,000
Non-current liabilities 100,000
Total liabilities 250,000

Share capital 50,000
Reserves 250,000
Total equity 300,000

Required: Calculate the company's return on capital employed for the year ended 31 December 2018.

Options:
A 12.4%
B 15.5%
C 20.8%
D 24.8%

2. The following information is taken from the financial statements of a company for the year ended 31 December 2018.

Revenue 1,200,000
Cost of sales 750,000
Gross profit 450,000

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Dividends paid 62,000
Retained profit 62,000

Non-current assets 200,000
Current assets 100,000
Total assets 300,000



EXAMINATION

Professional Membership in ASID

Professional membership in ASID represents the culmination of your path to professionalism. This membership category exists for interior designers who have completed a course of accredited education and/or work experience in interior design, and who have successfully completed the National Council for Interior Design Qualification (NCIDQ) examination.

National Council for Interior Design Qualification (NCIDQ)

- NCIDQ serves to identify to the public those interior designers who have met the minimum standards for professional practice by passing the NCIDQ Examination.
- Successful completion of the NCIDQ Examination is a prerequisite for professional registration in those American states and Canadian provinces that have enacted licensing or certification statutes to protect the health, safety and welfare of the public.
- Allied Members in good standing receive the first full year of their professional ASID membership for free when they pass the NCIDQ Exam.
- There is a lot that goes into acquiring your NCIDQ Certificate so don't hesitate to contact NCIDQ for essential information, links and visual depictions of the process to assist you.

www.ncidq.org

ALLIED MEMBER BENEFITS



ALLIED MEMBER BENEFITS

Cost savings of nearly \$1,000 in the first two years of Allied membership

Expanded professional support and networking

- ASID social networking communities through the ASID website, Facebook, LinkedIn, Twitter, etc. (join/form special interest groups; learn other member's expertise through discussion threads and blogs; discover information on job openings; post your portfolio online)
- Subscription to ASID publications
- Access to valuable research and industry information
- Complimentary access to the ASID Referral Service—matching potential clients to ASID practitioner members

Education and Career Development

- ASID Continuing Education Units (CEUs) for your continued professional development and to meet CEU requirements—available at Society and chapter events or online through ASID UNi and live web events
- NCIDQ exam preparatory materials
- Webinars/Web Events
- ASID Job Bank – find jobs and post your resume/portfolio

ASID Advantage Programs

- Commercial and Residential Contract documents
- Design publication subscription discounts
- Group insurance
- ASID MasterCard

Emerging Professional Resources

- Tips for Grads Guide—what employers are looking for
- World of Work Series—Career tools for new designers
- Town Hall Series—open-floor discussions on topics of interest to new designers
- The Fellows Project—a collection of video interviews from industry leaders on how to build and sustain your career
- EP Recognition Programs—highlighting early career contributions to the field through awards, exhibitions and member profiles

Leadership Opportunities

- Chapter and National board positions
- Society level councils, committees and taskforces

Use of the Allied ASID Appellation

You are free to use the Allied ASID appellation following your name on your business card, resume and any other marketing materials. Correct appellation use is as follows:

Jane Doe, Allied ASID

<http://www.asid.org/members/benefits/>

ASID—YOUR INFORMATION CENTER



ASID—YOUR INFORMATION CENTER

Headquarters

Most ASID resources can be found on the website at www.asid.org. If you cannot find the information you need, please contact ASID via phone, fax or e-mail.

Phone: 202.546.3480 [main switchboard]

Fax: 202.546.3240

E-mail: asid@asid.org

Business hours are Monday through Friday, 9a.m. – 5p.m. EST, excluding most major holidays.

The ASID professional staff is your Headquarters Support Team (HST). They can help you get the most out of your ASID membership. When calling ASID headquarters, you can facilitate your request by asking for the staff team that best corresponds to the nature of your question or problem.

Who Has The Answer?

Executive Office Team – board of directors and officers; committees and councils; strategic planning process; ASID Foundation

Customer Service Team – membership@asid.org
membership applications; retention and promotion; inquiries from prospective and current members; chapter administrators

Chapter Services Team – chapters@asid.org
professional chapters; governance; society and chapter elections; Chapter Support Team (CST); Council of Fellows

Student and Emerging Professional Programs Team - futureofdesign@asid.org
student and emerging professional programs; *ACCESS* student magazine; RealWorld DesignWeek; student chapters; educator members; inquiries on interior design career paths; Student Advisory Council (SAC); Emerging Professional Advisory Council (EPAC)

Education Team – education@asid.org
continuing professional education (CEUs); UNi; preparation for the NCIDQ exam; ASID national conferences

Industry Partners Team – industrypartners@asid.org
recruitment and retention; sponsorship coordination and development

Research & Knowledge Resources Team – research@asid.org
ASID ICON magazine and other print publications; ASID e-newsletters; research; knowledge resources management

Marketing Team – brand@asid.org
strategic marketing; brand direction; media and public relations; graphic design; social media

Finance & Administration Team – finance@asid.org
membership dues payments; vendor management; monthly financial statements; building and office management; human resources.



ASID—YOUR INFORMATION CENTER

Government & Public Affairs Team – gpa@asid.org

advocacy and protecting interior designers' right to practice; legislative support for chapters; ASID code of ethics and ethics/appeal complaints; Legislative and Codes Advisory Council; ethics committee

Information Technology Team – it@asid.org

technological infrastructure of ASID; ASID website

Sustainable Design – sustainabledesign@asid.org

sustainable design efforts and resources

<http://www.asid.org/about/executive/default.htm>

Update Your Member Profile Information Online!

As a new Allied member, your contact information may not be the same as it was in school. An important first step after advancement is logging on to the ASID website to update your member profile with any contact information that may have changed. This ensures that you will continue to receive uninterrupted information and member benefits from ASID on Society and Chapter levels.

<https://www.asid.org/login>

Additional Online Member Services

Logging onto the ASID website as a member allows you to access many self-service applications, including:

- Update your member profile
- Renew your membership
- Opt in as an Emerging Professional
- Report your design specialties
- Access the ASID Designer Referral Service
- Pay your open invoices; view invoice history and print receipts
- Donate to the ASID Foundation and other funds
- Change your professional chapter affiliation
- Browse member and leadership directories
- View ASID event calendar and registrations

<https://www.asid.org/login>

THANK YOU

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TIPS FOR INTERIOR DESIGN GRADUATES
What Employers Are Looking For
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What Employers Are Looking For

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INTRODUCTION

Even the most talented interior design students need assistance in making the transition from the classroom to the workplace. This guide provides practical advice to prepare new graduates in their search for that first interior design job. **It covers the three major areas of portfolio preparation, resume and cover letter composition, and the interview process.**

The information contained in this guide is based on the results of two surveys involving more than 500 practicing interior designers. One survey was conducted in October/November 2007 by Syracuse University, the International Interior Design Association, and the American Society of Interior Designers. The other was an update of the same survey conducted by ASID in September/October 2011. The respondents, most of whom were owners or principals in their firms with responsibility for hiring new designers, answered a detailed and lengthy questionnaire concerning their expectations and preferences when considering new graduates for positions in their firms. Some of their comments, along with the most frequently provided responses, are included.

WHAT MATTERS MOST

Bottom line: Interior design firms are in the business of getting work and getting the work out. They want to know how you are going to help them do that if they hire you.

They know you have a degree in interior design and want to work as an interior designer. They want to find out:

- Will you make a good employee for their firm?
- How do you stand apart from all the other new designers?

Here's what they say are their top considerations* when hiring a new designer (in order of most frequently mentioned).

Technical Design Skills (*Demonstrated skill in floor plans, elevations/sections, AutoCAD drawings, perspective sketches, reflected ceiling plans, lighting/electrical plans, and 3D computer design*)

Sincerity, Honesty, Ethical and Moral Character

Good Work Ethic

Professional Etiquette, Good Manners, Polite

Team Player

Eagerness to Grow and Learn

Time Management Skills

Good Fit for the Firm

Professional Appearance / Attire

Positive, Outgoing Personality

Passion and Enthusiasm for Design

OTHER IMPORTANT* SKILLS AND ATTRIBUTES

- Organizational skills
- Strong communication skills (especially verbal)
- Positive/friendly attitude and demeanor; outgoing
- Time management skills
- Asks good questions

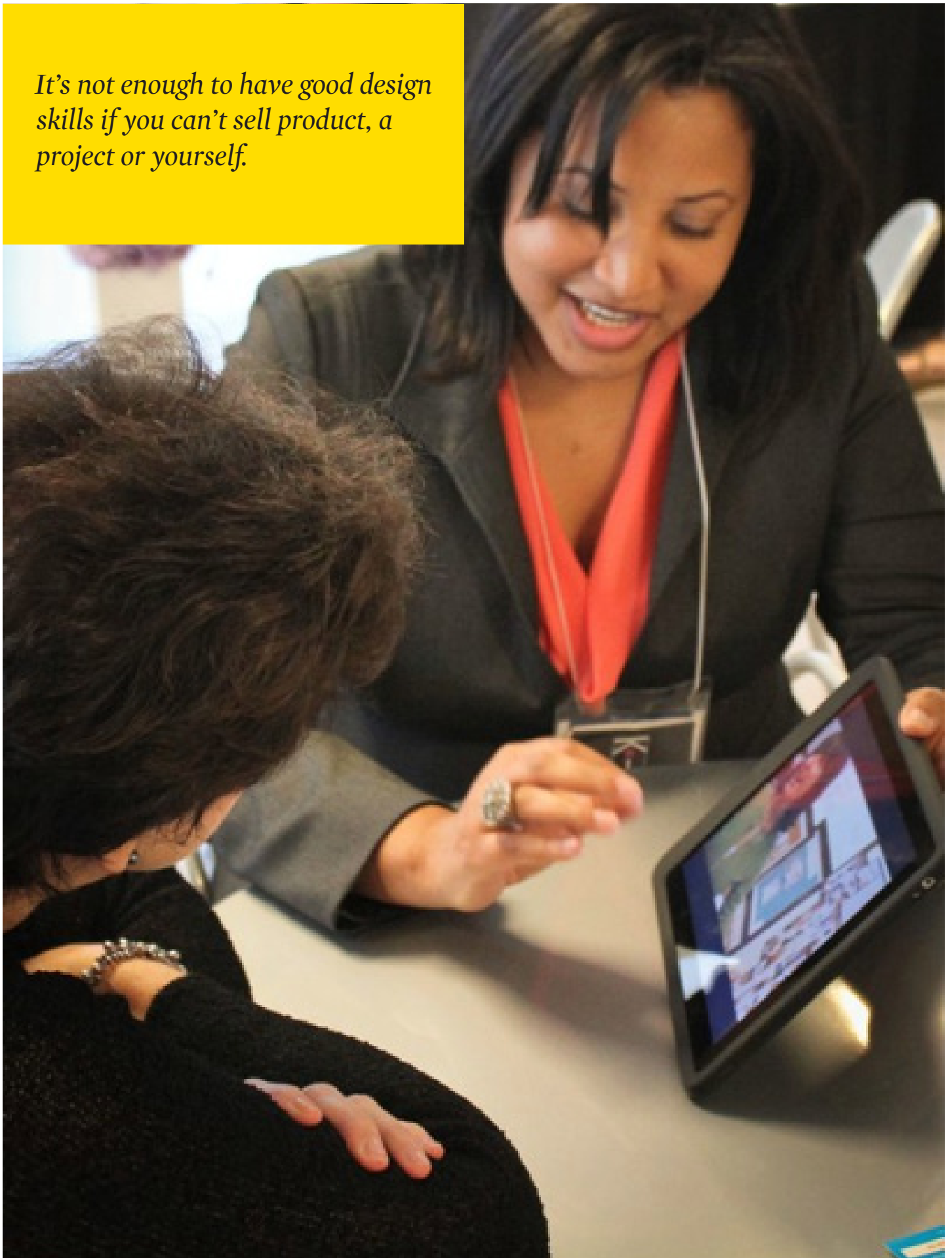
WHAT EMPLOYERS WOULD LIKE TO SEE MORE OF IN JOB CANDIDATES:

- Work experience
- Confidence
- Ability to sell oneself and one's work
- Professional appearance and work ethic
- Good language, communication and presentation skills
- Good people skills
- Realistic expectations/knowledge of career path
- Ability to work with others, team player
- Appropriate sense of accomplishment, humility
- Practical (how-to) design knowledge

*Selected as "Very Important" by at least two-thirds of respondents.

*Selected as "Very Important" by at least half of respondents.

It's not enough to have good design skills if you can't sell product, a project or yourself.



THE PORTFOLIO

The portfolio is your opportunity to demonstrate the skills you have acquired during your formal design training. As you compile your portfolio, think of it not just as a collection of discrete exercises but a way to tell a story about your work and your approach to design.

PORTFOLIO FORMAT

Different employers have different preferences for how the portfolio is formatted. If you are preparing your portfolio for presentation to a specific firm, you should check in advance with that employer about his or her preferences.

If you are looking to prepare a single portfolio to show to a number of different firms, the most commonly preferred format for a hard copy portfolio is as follows:

Size

Two sizes are preferred: 11" x 17" and 8½" x 11"

Layout

Portrait with removable page inserts

Projects

Approximately 5 to 7 (More than 7 projects is not encouraged.)

Boards

May be originals or reproductions (both preferred); about 9 in 10 wanted to see one project that is presented from concept to completion

PORTFOLIO CONTENT

The portfolio should demonstrate your best work in the following skill areas:

- Floor plan
- Elevations
- AutoCAD drawings
- Perspective sketches
- Lighting and electrical plans
- Reflect ceiling plans
- 3-D computer design
- Hand-drafted plans
- Renderings

THE DESIGN SPECIALTIES MOST DESIRABLE TO SHOW (IN ORDER OF PREFERENCE):

1. Residential/Kitchen & Bath
2. Office/Corporate
3. Hospitality/Restaurant
4. Healthcare
5. Education/Government

RECOMMENDED DIGITAL PORTFOLIO HOSTING SITES:

www.coroflot.com
www.behance.net
www.wix.com

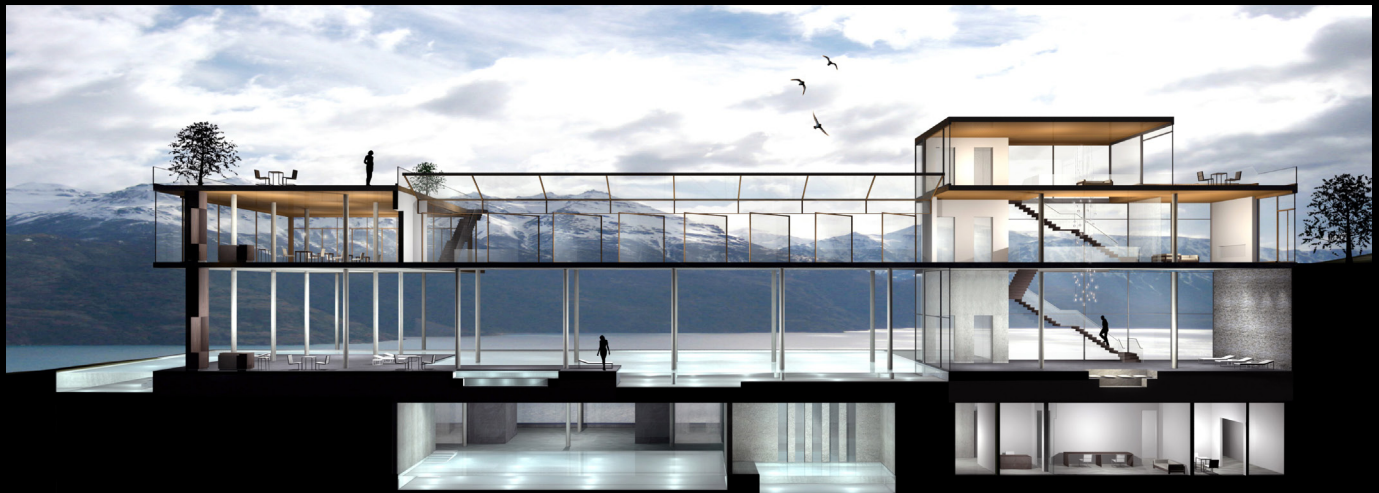
Be confident in what you're presenting. Discuss the project from beginning to end. List the challenges and the design solution. Showcase your knowledge on the subject.



PORTFOLIO SAMPLES

Selected works courtesy of Alejandra Munizaga

TERRA INCOGNITA



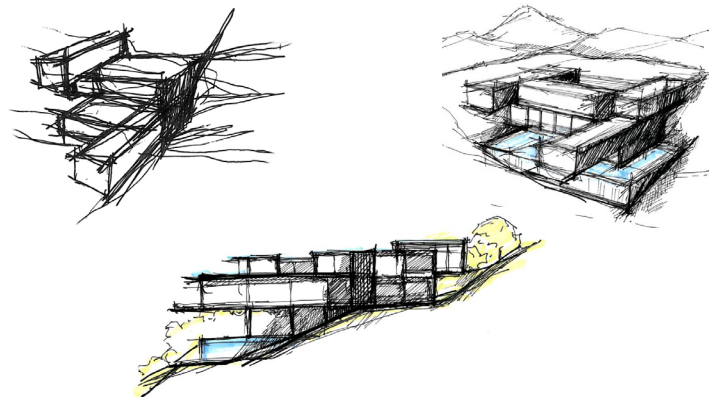
Longitudinal Section Perspective



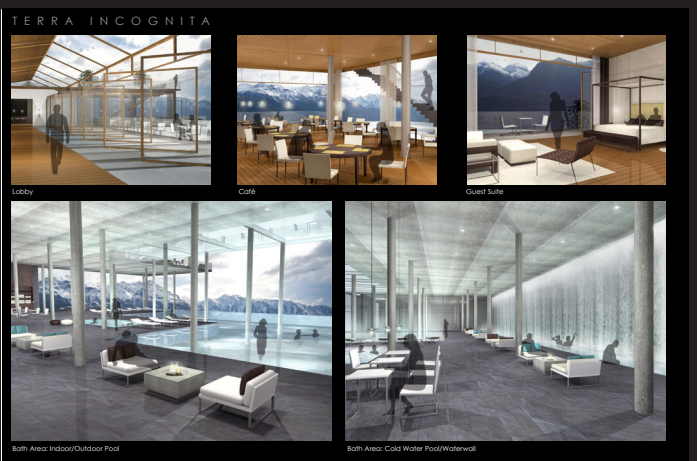
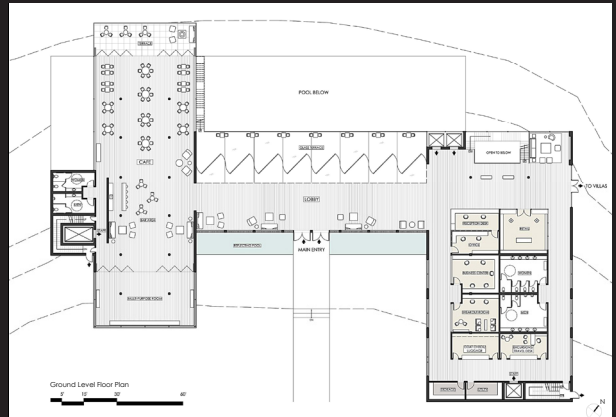
Project Type: Thermal bath/spa
Coordinates: 41°45'S 71°75'W5
Location: 10th Region of the Lakes, Southern Andes, Chile
Size: 75,000sf

Project Description:

Terra Incognita means "unknown land", and it was the name first given to Patagonia by early explorers. Abundant volcanic and geothermal activity in this part of the world causes natural hot springs (i.e. thermal baths) to rise to the earth's surface. The spa complex *Terra Incognita* is centered around these healing and calming waters. This facility offers a variety of thermal baths/pools, therapeutic treatments, a cafe, lounging areas and exclusive guest accommodations. The design concept is based on a fluid indoor/outdoor experience: to establish a dialog between the irregularity of nature and the regularity of man-made structure.

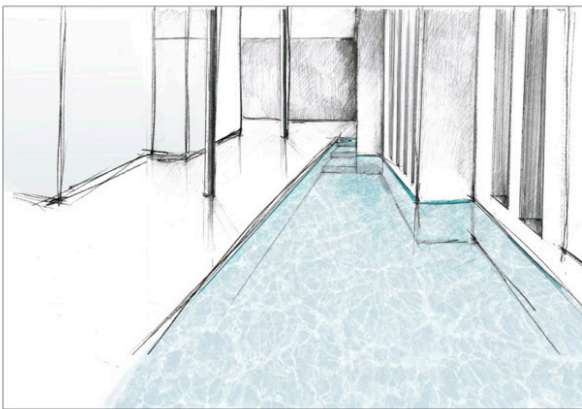
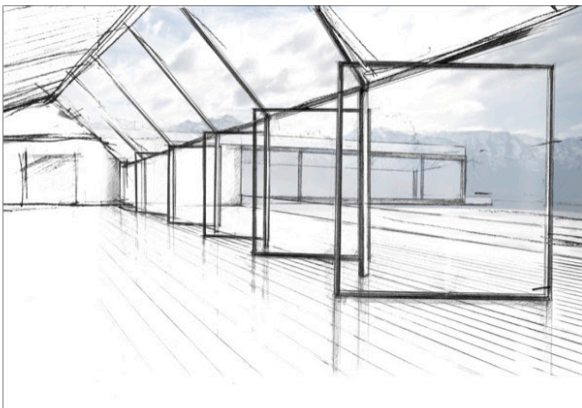
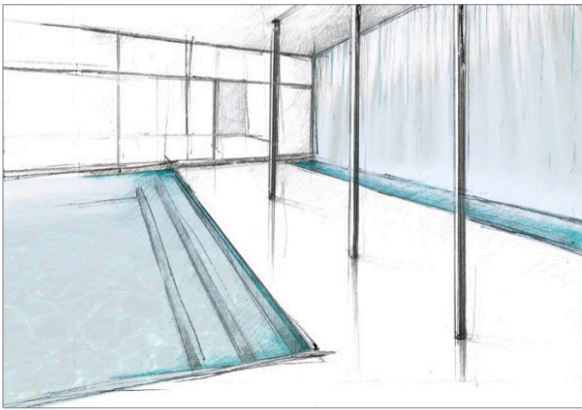


TERRA INCOGNITA



SAMPLE PORTFOLIO PIECES

Courtesy of Alejandra Munizaga

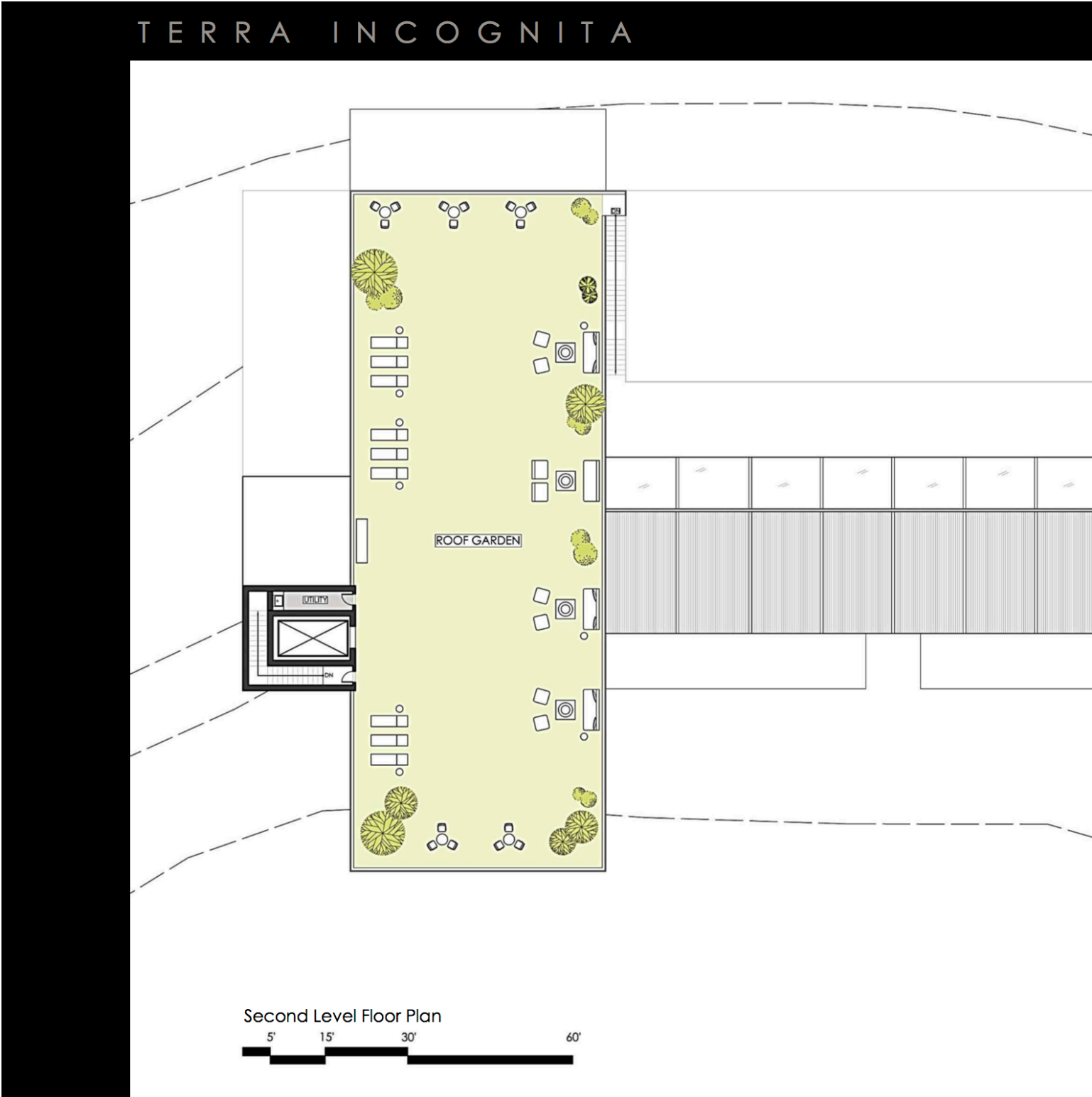


thesis, spring 2011



SAMPLE PORTFOLIO PIECES

Courtesy of Alejandra Munizaga





SAMPLE PORTFOLIO PIECES

Courtesy of Alejandra Munizaga



Bath Area Lounge

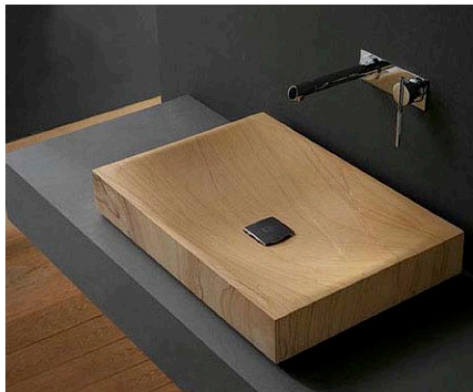


SAMPLE PORTFOLIO PIECES

Courtesy of Alejandra Munizaga



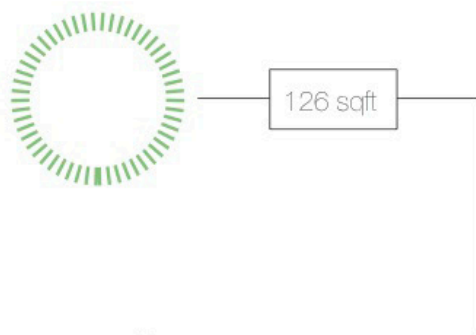
Transversal Section Perspective





SAMPLE PORTFOLIO PIECES

Selected works courtesy of Maureen Baker

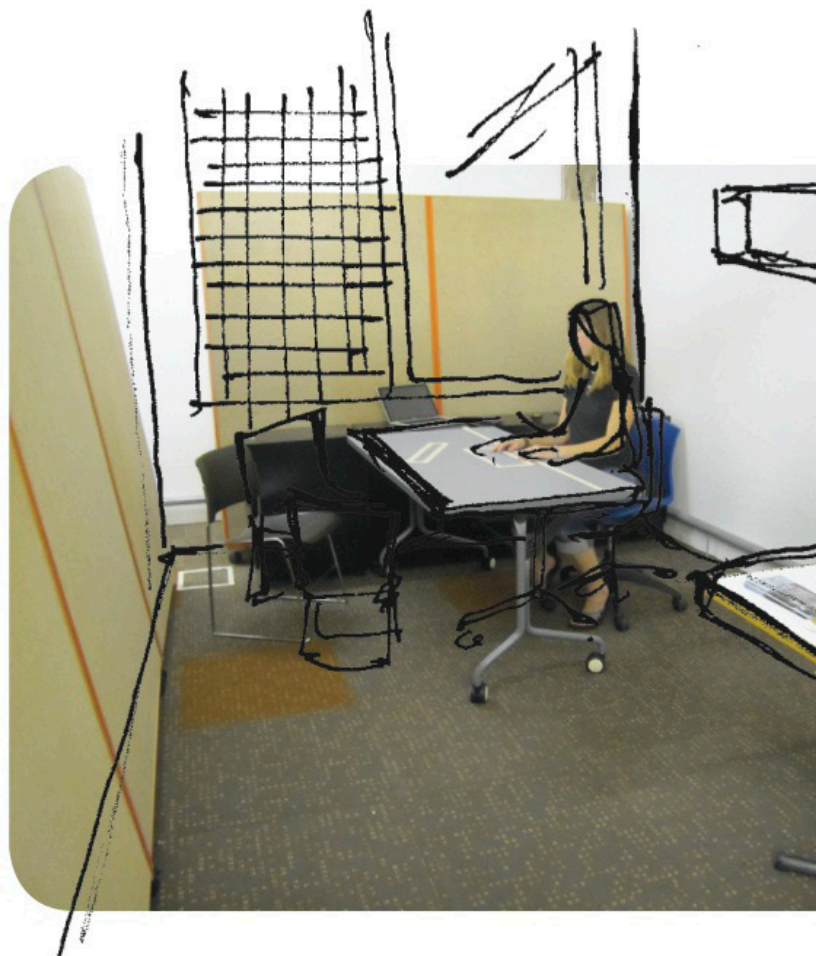


Who Dean of Communication and Rhetorical Studies, Kendell Phillips, of Syracuse University

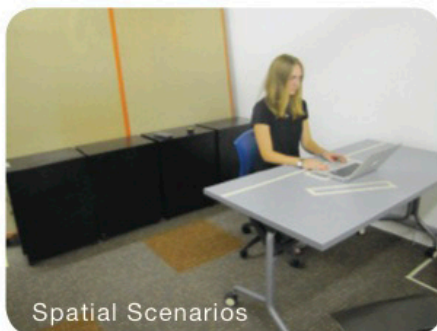
What The design and fabrication of new office furniture.

Where Shaffer Art Building, SU Campus

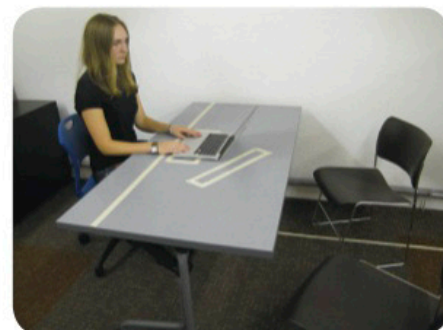
Why As part of an Independent Study project. The office was ill-equipped for Dean Phillips, and required furniture that would adequately meet his needs as an active Dean and Professor.

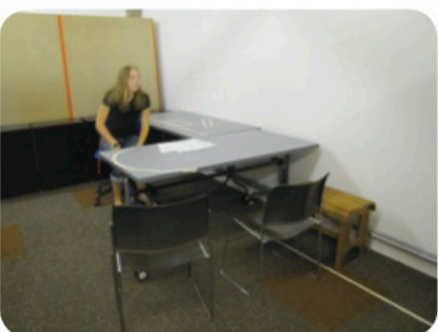
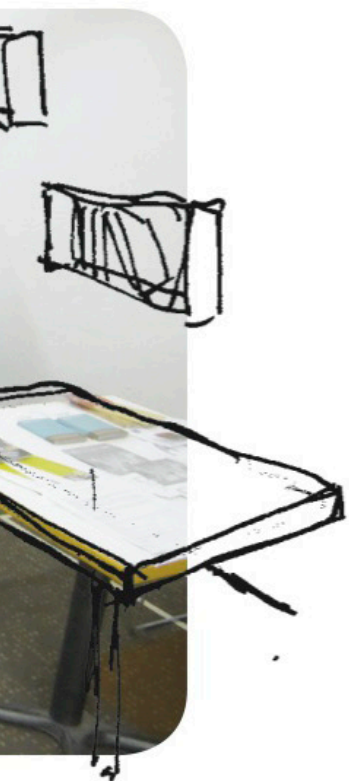


We used movable partitions in our studio to recreate the approximate square footage of Dean Kendell's office.



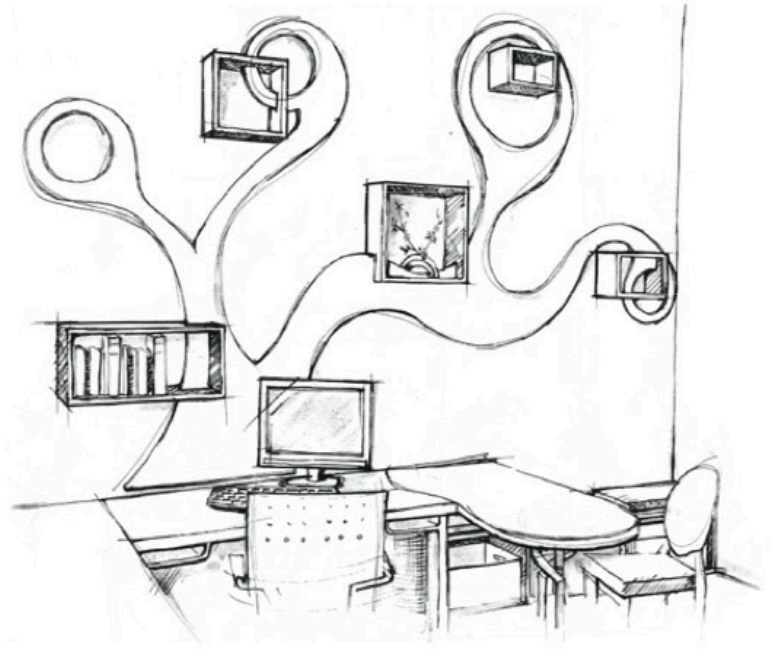
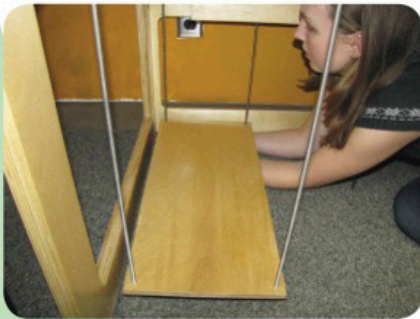
Spatial Scenarios

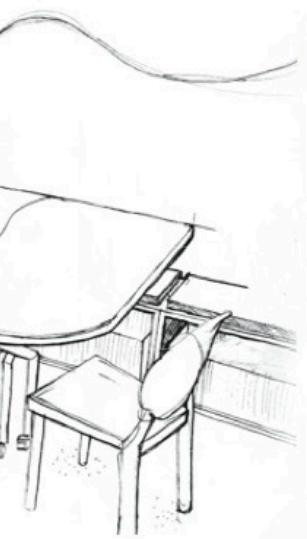




SAMPLE PORTFOLIO PIECES

Courtesy of Maureen Baker





SAMPLE PORTFOLIO PIECES

Courtesy of Maureen Baker

Before



After



New Desk Chair
from IKEA

New filing
cabinets for
added storage

Additional chairs
TOBIAS by IKEA

Counter, Desk
Baltic Birch
mill, sanded

Custom floating shelving
boxes, four total.



Custom upholstered
seat cushions

sk & Table
cut by the CNC
and finished.

THE RESUME AND COVER LETTER

Your resume and cover letter are your introduction to a prospective employer. They must be clear, to the point, professional and easy to read. Employers say they want to see that an applicant is serious about his or her work and is passionate about the profession of interior design. Both those qualities must come across through the information you provide and appearance of your materials.

Think of these documents as steps toward your goal. The purpose of the cover letter is to make the prospective employer want to review your resume. And the purpose of the resume is to get you an interview. Focus on what the employer needs to know about you to determine if you will meet his or her needs.

RELEVANT INFORMATION FOR RESUME

The most important information to include in the resume is

- Education/degree type
- List of design skills
- List of technical skills, including technology skills
- Design-related course work
- Internship experience

Other desirable information includes a list of projects or project work, a brief statement of a career objective, work experience (other than design internships) and membership in professional organization(s). Information about study abroad, volunteer experience or extracurricular activities is of less importance.

CHARACTERISTICS EMPLOYERS LOOK FOR IN A RESUME AND COVER LETTER

- Originality and creativity (but not overdone)
- Professionalism
- Communication skills (concise, clear, correct grammar and spelling)
- Clear visual presentation of the facts / good organization
- Selection of fonts
- Choice of paper stock

TECHNICAL SKILLS WELCOME

Employers are looking for your computer skills. Remember to note what you can work on. Facility with AutoCAD and Microsoft Office Suite are the most requested skills, along with Photoshop/Illustrator and SketchUp. Fewer interior design firms are using Revit, but demand for Revit skills is growing, especially in larger firms.

FORMAT OF RESUME

Employers place a high level of importance on the overall graphic layout and appearance of the resume. An effective resume needs to

- Demonstrate clear organization of thought
- Present the information in a clean, readable layout
- Adhere to acceptable business style
- Work experience needs to include employer, positions held and dates of employment

The portfolio, rather than the resume, is the place to demonstrate your design skills. Use a font that is easy to read, and do not use more than one or two typefaces in the document. Avoid or minimize the use of graphics in the resume. (See sample resumes given on following pages.)

COVER LETTER FORMAT

Your cover letter should consist of a single page and, preferably, one or at most two paragraphs. It should state clearly and succinctly why you want to work for that particular firm and why you believe you are a good fit for the firm. E-mail or mail your cover letter with an attached resume.

QUALITY CONTROL

Be sure to carefully proofread. Many employers report receiving resumes and cover letters that contain multiple spelling and grammatical errors, which often they simply discard without reading further. Don't rely on spell check and grammar check to catch every error. Ask one or two other people to go over your resume and cover letter for you.

Sample cover letter courtesy of
Maureen Baker



August 15, 2011

Dear [REDACTED],

I am writing to inquire about the recent request for a fall intern at Thom Filicia Inc. I was referred to this employment posting by Sarah Gillen Redmore, a professor at Syracuse University, from where I graduated with a B.F.A. in Interior & Environmental Design and Entrepreneurship.

Having grown up in the greater New York City area, witnessing the growth of the Thom Filicia design identity, I find myself perpetually inspired by each new project, partnership, and business venture. There is a projected ease of discipline and execution with each Thom Filicia design, but with a layer of energy and modernity that is both relatable and on-trend. To have the opportunity to contribute to a business that is so client centered and culturally minded would be extraordinary.

As a designer, I am constantly seeking inspiration, drawing mostly from humans' interaction with their environments on a fundamental level. This has developed into a deep respect for the environment, both built and natural, and I am constantly seeking bridges to build between these assumed dichotomies. As a professional in the workplace, I place value on the importance of interpersonal communication and effective teamwork and strategy. I strive for loyal business relationships and use quality conversation and group brainstorming as my primary source of design development. I hope to show you how I believe these traits would be of use to your business, and speak further about my other applicable skill sets.

I greatly appreciate your time and consideration of my application. Please feel free to contact me at (908) 403-0291, email me at maureen.c.baker@gmail.com, or visit my blog to find out more about my current research projects. I will gladly provide references upon request and I look forward to showing you my full portfolio.

Sincerely,

A handwritten signature in black ink that reads "Maureen C. Baker".

Maureen C. Baker

Enclosure: Resume, Sample Work



*It has to be presented well and
contain the right stuff.*

SAMPLES RESUMES

Sample resume courtesy of
Maureen Baker



Education	Syracuse University BFA Interior & Environmental Design 2011 School of Visual & Performing Arts CIDA Accredited, Nationally Ranked #4 by Design Intelligence 2011 Minor, Entrepreneurship & Emerging Enterprises Martin J. Whitman School of Management		
Awards, Recognition & Participation	2011	NeoCon 2011 "Citizen Blogger" Chicago, IL	
	2010	Student Sandbox Design Competition Winner http://www.syr.edu/news/articles/2010/student-sandbox-08-10	
	2007-2011	Dean's List Award, Cum Laude Recognition	
	2009-2010	Teaching Assistant Fall '09 Foundation Drawing Fall '10 Sophomore Graphics	
	2010-2011	American Society of Interior Designers Student Chapter (ASID) President Elect, Spring 2010 Treasurer, Fall 2010- Present	
	2008-2011	Habitat for Humanity, Syracuse Student Chapter	
Experience	Dec. 2011-	Intern, Courtney Cachet: TV Personality/ Designer <i>New York, NY</i> Created a dozen sketches and renderings used in the design of a kitchen furniture line for Hayneedle, a national online distributor. Design assistant of NBC's "George to the Rescue".	
	2010-2011	Intern, Transystems <i>Philadelphia, PA</i> As the only intern assisting the architectural branch of a national corporation, I was able to contribute to the development of the U.S. Custom House envelope restoration, as well as the American Museum of Natural History Restoration. I was also tasked with managing the submittals and RFIs for the Custom House and also took inventory of the filing area and created maps to expedite project storage.	
	2008-2009	Gallery Assistant, XL Project Gallery <i>Syracuse, NY</i> Responsibilities included installing and uninstalling artwork, the proper storage of artwork, keeping the gallery space spotlessly clean and organized, and overseeing gallery openings and receptions.	
	2007-2010	Assistant, Interior Accents <i>New Providence, NJ</i> A small, entrepreneurial residential design, construction and installation business. My contributions included sewing construction for custom window treatments and window hardware installation.	
Skills	Google Sketchup	Microsoft Office	Adobe Photoshop
	AutoCad 2009-2011	Adobe Illustrator	Adobe Acrobat
	Hand Sketch/ Rendering	Adobe InDesign	Web Page HTML

ALEJANDRA MUNIZAGA

EDUCATION

New York School of Interior Design, New York City	2011
Bachelor of Fine Arts in Interior Design, High Honors, 3.97 GPA	
Hunter College, New York City	1999
Master of Fine Arts in Combined Media, Magna Cum Laude	
Universidad Católica de Chile, Santiago	1993
Bachelor of Fine Arts in Painting	

PROFESSIONAL EXPERIENCE

Lindsay Newman Architecture and Design, New York City	2011
Design Consultant	
Clare Design Studio, New York City	2010-2011
Design Consultant	
New York School of Interior Design, New York City	2009-2011
Interior Design Tutor	
Resource Library Assistant	
Zeff Design, New York City	2009
Design Intern	
School of Visual Arts, New York City	2001-2008
Adjunct Professor of Fine Arts	

SKILLS

Computer:	Proficient in AutoCad, 3ds-Max, Photoshop, Dreamweaver, InDesign and Microsoft Office Suite; Working knowledge of Studio Designer, Sketchup, Vectorworks and Revit
Languages:	Fluent in Spanish
Other:	Expert-level hand rendering; Model-making; FF&E; Space planning; Familiar with NYC resources; Preparing to become LEED Green Associate certified

SELECTED AWARDS AND MERITS

Ana Blanc Verna Award for Excellence in Design and Creative Thinking	2011
ASID Foundation Legacy Scholarship – Honorable Mention	2011
New York Eleven – Showcase Representative	2011
IIDA NY Scholarship Awards – Honorable Mention	2011
The Decorators Club Scholarship Awards – First Prize Winner	2010
IFDA Rising Star/Starlet Award	2010

AFFILIATIONS AND ACTIVITIES

IIDA NY – Associate Member	2009-Present
ASID – Emerging Professional	2009-Present
IFDA – Student Member	2010-Present
IIDA NY Student Career Day at New York Design Center – Organizer and Moderator	2011
NYSID Contract Club – Co-President	2009-2011
DIFFA Dining by Design – NYSID Team Designer	2009



THE INTERVIEW

During the interview, you will be expected to discuss and demonstrate what you have learned and the skills you have mastered. You will also be asked questions that will help the prospective employer to determine if you will fit in with the firm, if you have good work habits and use good judgment.

WHAT EMPLOYERS EXPECT YOU TO KNOW ABOUT THEIR FIRMS

Who We Are—Owner, Designers, Values/Culture, Size, Longevity

What We Do—Projects, Clients, Competitors, Awards

Why We Do It—Philosophy, Vision, Goals

WHAT QUESTIONS EMPLOYERS ARE LIKELY TO ASK

Most Frequently Asked Questions

- What are your strengths and weaknesses?
- Why do you want to work here?
- What do you bring to the firm?
- What are your goals?
- What has been your biggest mistake/challenge so far and what did you learn?
- What has been your greatest accomplishment so far?

Design Questions

- Describe your design process. Where do you begin?
- Why are you an interior designer?
- Tell me about your marketing skills. Business skills.
- What were your least favorite projects in school and why?
- What sets you apart from other designers?

Interpersonal Questions:

- How would you handle a difficult client?
- Tell me about your people skills.
- Describe your work ethic.
- Do you feel comfortable presenting a project in a room full of strangers?
- Is there work that you prefer not to do or would consider beneath you to do?

WORDS OF ADVICE FROM EMPLOYERS

ADVICE ON HOW TO SHOW A PORTFOLIO/PROJECT

- Rehearse. Your time is limited, so be sure you know what you're going to say.
- Verbally walk through the portfolio, don't just hand it to the interviewer. Tell the story. What did you do? What did you learn? Engage the interviewer and ask for comments.
- Be brief in your description of each project: present the concept and solution. Explain how your solution met the needs of the client.
- Communicate clearly. Be enthusiastic and confident.
- Show only your best work. Show a progression of growth. Show professional, neat work.
- Never point out mistakes, errors or areas you don't excel in.
- Position page layouts in one direction, whenever possible.

GENERAL ADVICE

- Interview advice: Rehearse beforehand, smile, have a firm handshake, look people in the eye, remember names, wear professional dress, be prompt. Come prepared with questions for the interviewer.
- Know the firm and connect your remarks back to the firm and its goals, work.
- Be willing to start at the bottom, and always be a learner.
- Be honest and respectful.
- Know what you want from a job and what sets you apart from other candidates.
- Target the companies you want to work for; have patience and don't give up.
- Don't take a job you don't want; you and the firm will both be unhappy.
- Be enthusiastic and show you are willing to work hard to be successful.

ADVICE FOR CANDIDATES WHO HAVE BEEN SEEKING A POSITION FOR SOME TIME

- Stay active in the profession, including taking an unpaid internship or volunteering with your professional association or on a community service project. Keep up to date on developments in the industry.
 - Seek employment in a related field, such as a furniture retailer, home improvement store, home builder, contractor or manufacturer.
 - Learn new skills, like SketchUp or Revit. Update your portfolio.
 - Remain positive and confident; focus on your abilities, strengths.
-

STARTING SALARIES FOR RECENT INTERIOR DESIGN GRADUATES (2011)

Less than \$20,000	\$\$\$\$\$\$\$\$\$ \$\$\$\$\$\$\$\$\$
\$20,000 to \$24,000	\$\$\$\$\$\$\$\$\$ \$\$\$\$\$\$\$\$\$ \$\$\$
\$25,000 to \$34,000	\$\$\$\$\$\$\$\$\$ \$\$\$\$\$\$\$\$\$ \$\$\$\$\$\$\$\$\$ \$\$\$\$\$\$\$
\$39,000 to \$42,000	\$\$\$\$\$
\$43,000 to \$55,000	\$
More than \$55,000	\$

NEGOTIATING ASID MEMBERSHIP FOR YOUR FIRM

As an entry level or junior designer at a design firm, you should be poised to negotiate a compensation and benefits package which will support your professional development goals and quality of living. Both you and your firm will greatly benefit if continued membership in ASID is included in this package.

As the nation's largest and most established interior design professional association, ASID provides access to a vast network of over 30,000 members, recognized as a leading brand by industry affiliates and consumers.

AS AN ASID MEMBER, YOU CAN BRING BIG BENEFITS TO THE TABLE FOR A SMALL COST TO YOUR EMPLOYER:

- Firm Recognition and Branding—contribute on a national level as an ASID speaker, author, community activist, design competition entrant or leader
- Staff Tenure and Morale—support from your firm will foster employee retention
- Professional Development—access to industry career tools, resources and progressive research will help your firm groom more qualified professionals
- Increased Business—through active participation in ASID programs, you will increase your network of both design professionals, industry partners and consumers



“ASID is an easy sell. Endless benefits aside, if you’re billing yourself as a professional firm, it’s your responsibility to own that professionalism at every level. I’m willing to treat each of my staff to first year dues as an ASID member because life is about opportunities. ASID has been an incredible part of my experience. If I can gift one ounce of what I’ve gained through ASID to any member on my team—I’m happy and hopefully they are too!”

*Drew McGukin, Allied ASID
Drew McGukin Interiors*



TIPS FOR INTERIOR DESIGN GRADUATES
What Employers Are Looking For
© 2012

**WITH DESIGN STUDENTS AND NEW DESIGNERS
REPRESENTING A THIRD OF THE MEMBERSHIP,
WE INVITE YOU TO ADD ASID TO YOUR RESUME
AND USE MEMBER RESOURCES AND BENEFITS
TO MAKE A CHANGE.**

**A CHANGE IN THE WORLD.
A CHANGE IN YOUR PROFESSIONAL DESTINY.**

ASID is the organization for professional interior designers and a valuable resource for education, training, business support and advocacy to more than 30,000 members, 48 chapters and 300 student chapters. ASID is committed to leading research initiatives in the industry and provides networking opportunities and support on national and local levels in the United States and Canada.

Join today! <http://www.asid.org/members/join/>

Our Members Enjoy:

RealWorld DesignWeek	STUDENT MEMBERS
Student Chapters	
Study Abroad Grants	
Scholarships	
Career Development Tools	BOTH
Design Publications	
Social Media	
Leadership Opportunities and Training	
Awards and Competitions	
Job Bank	
Web Forums and Lounges	
Educational and Networking Events	
Design Research	
A Concentrated Peer Network	
Emerging Professional Exhibition and Recognition Programs	ALLIED MEMBERS
ASID Advantage Insurance Programs	
Designer Referral Service	
Business and Marketing Support Resources	

STUDENT ADVANCEMENT RISE UP WITH ASID.

MEMBERSHIP APPLICATION

PLEASE MAIL COMPLETED APPLICATION WITH
PAYMENT AND TRANSCRIPT TO:

ASID
ATTN: Customer Service
608 Massachusetts Ave., NE
Washington, DC 20002-6006

Customer Service Direct Line: (202) 675-4456

ASID General Number: (202) 546-3480

E: membership@asid.org

F: (202) 546-3240

*ASID can only process complete applications; please make sure your packet includes all three items. Incomplete applications will be returned and will remain unprocessed until all parts are submitted.

1 CONTACT INFORMATION

(Mr/Mrs/Ms)	Last Name	First Name	Middle Initial
Preferred Address	<input type="checkbox"/> Home <input type="checkbox"/> Office		
City	State	ZIP	
Phone	Email		

2 PAYMENT INFORMATION

Please charge \$85 advancement fee to following card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Check (Make payable to ASID. There will be a \$50 service charge for any returned checks.)

Card #	Exp. Date
Full Name on Card	Signature

3 PROGRAM INFORMATION

Program completed (check one): ☐ Graduate degree (master's/doctorate) ☐ Bachelor's (BA, BFA, BS, BID 4-5 years) ☐ Two-year associate program

College or University	Date of Graduation
ASID Student ID #	Promo Code (if applicable)

I hereby apply for membership in the American Society of Interior Designers. I attest to the accuracy of the information given in this application and am prepared to verify as needed. If accepted, I agree to abide by the Society's Bylaws and Code of Ethics, support its objectives, pay the established dues and fees, fulfill my mandatory continuing education requirements, and work toward maintaining and enhancing the prestige of the interior design industry. Annual dues for national membership cover the cost of membership in both the national Society and local professional chapter of the member's choice. Membership services begin upon acceptance into the Society and when dues payment has been processed. Membership dues are non-refundable and must be paid in U.S. currency by check, money order or MasterCard/Visa/AmericanExpress.

Signature (required)	Date
----------------------	------

ASID staff and volunteer leaders will provide appropriate information related to your membership through the most prevalent and cost-effective technologies available to the Society including, but not limited to, e-mail, fax, phone and mail.

Pricing and information valid through 12/31/13.



THE BENEFITS OF ADVANCEMENT

EXPANDED BENEFITS

In addition to a significant savings on member dues, you will enjoy the following benefits when you advance to allied membership with ASID:

- Post your resume to the ASID Job Bank and search hundreds of job listings nationwide
- Tap into a network of more than 30,000 peers and professionals worldwide
- Access to industry events and offerings through any one of the 48 ASID chapters
- Benefit from ASID Emerging Professional programs—including career tools, web events, awards and networking opportunities
- Support for your ongoing professional development and growth with ASID Continuing Education Units (CEUs)
- **FREE** enrollment in the ASID Designer Referral Service

For a complete list of benefits and more information on Emerging Professionals, visit www.asid.org/EPprograms

DISCOUNT ON ALLIED MEMBER DUES

Advancing student members pay only a \$85 advancement fee in their first year of allied membership. This represents close to \$500 in savings compared to what a regular allied member applicant pays!

ELIGIBILITY

Advancement and the associated discounted rate is only available to advancing students who were ASID student members in good standing at the time of graduation (active membership with fully paid dues; lapsed members are not eligible) or separation from an academic program. Advancing students must submit a copy of their transcript, showing completed coursework that reflects 40 semester/60 quarter credit hours of interior design education. **The advancement rate is only available for 12 months after graduation or leaving the academic program.**

ADVANCEMENT TO ALLIED

Once your advancement is complete, ASID will notify you of your new allied member status and you may begin to use the appellation, "Allied ASID". Don't forget to login to www.asid.org to print off your new membership card.

Be sure to include the appellation, following your name, on your business cards, resume and other important places where others can easily recognize your ASID membership.