

Common Course Outline
INTD 247
Interior Design Portfolio Development and Marketing
2 Credits

The Community College of Baltimore County

Description

INTD 247 – Portfolio and Marketing for Interior Design offers direction and guidance for interior design portfolio package development and personal marketing. The portfolio package includes designed letterhead, updated resume, cover letter, digital and physical portfolios and a personal marketing piece. The course emphasizes critiquing the format and presentation of coursework completed to date for a visual representation of individual skills for personal marketing. Visual and verbal communication and presentation skills are discussed and practiced. Interviewing and job search techniques and sources are addressed.

2 Credits

Prerequisites: INTD 111 and ARTD 110 or consent of the program coordinator.

Overall Course Objectives

Upon completion of this course students will be able to:

1. create personal identity and brand for marketing to potential employers;
2. analyze developed work through critiques to determine strengths and weaknesses;
3. compare methods to address personal strengths and weaknesses through compositional approach;
4. apply graphic technology to enhance presentation for composition and format;
5. employ communication technologies for self-promotion;
6. assess communication and presentation abilities;
7. create a portfolio for an interior design body of work; and
8. design a resume, cover letter, and related professional correspondence.

Major Topics

- I. Identity and branding
- II. Portfolio package
 - A. Logo
 - B. Personal card
 - C. Letterhead
 - D. Resumes
 - E. Cover letter
 - F. Personal marketing material
- III. Portfolio development
 - A. Physical format
 - B. Digital format

- C. Composition and layout
- D. Verbiage
- E. Digital technology methods
- IV. Critiquing
- V. Editing
- VI. Communications and presentation skills
 - A. Interviewing techniques
 - B. Professional correspondence
- VII. Career resources

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- a minimum of three presentations
- participation in a minimum of three critiques
- completion of a minimum of five articulation practice exercises
- completion of a minimum of six portfolio pieces (printed and digital)
- completion of a minimum of two supporting marketing material pieces
- submission of a complete portfolio package: cover letter, resume, personal marketing element, a printed or physical portfolio and a digital portfolio

Students are required to utilize appropriate academic resources.

Other Course Information

This course is a required course in the Interior Design degree program. Class format includes illustrated lectures, technical demonstrations, homework assignments, presentations, and critiques.