

SERVICES

Pre-design Evaluation and Programming

Pre-design evaluation and programming is the first phase of any design process, it is a method of inquiry that is used to make informed decisions prior to schematic design. Pre-design is an iterative and systemic process that focuses on the collection and organization of data that meet a project's requirements.

This process involves research and information gathering from the client and the workplace to establish goals and objectives of the project. During this phase of the design, students discuss and define scope of work, determines the budget and timeline of the project, establishes a concept for the design, and takes inventory of the existing furniture. Students will also review relevant literature including building codes and ADA requirements, collect images of similar facilities for inspiration, and increase communication with the client. Other tasks during this phase may include:

Branding

The branding process is a research-based strategy that will develop a unique personal brand in order to promote your business and inspire employees and customers. Through a combination of research, visioning sessions, and stakeholder interviews, we refine and strengthen our client's brand, making brand interaction more valuable and ultimately, more enjoyable for the intended audience. Whether introducing a new brand to the marketplace or reinvigorating an existing one, the student's research and analysis, strategic planning, and market positioning is used to craft a strategy that will allow you to achieve your long-term business goals and enhance the brand experience.

Traffic & Circulation Analysis

This process is done by creating a sense of orientation by creative use of colors, landmarks, signage, cues, materials, and much more.

Existing furniture & equipment inventory

During this process, students collect data and create a list of existing furniture and equipment in the space that can be reused or refurbished.

Surveys

Depending on the scope of your project, the students may develop a survey or questionnaire to be distributed to employers and/or users of the space. This provides an opportunity to further our knowledge of what is and is not working in the space and how we can better the space for our clients.

Schematic Design

This process involves developing the general concept of the project and the development of sketches into study drawings that create the illustration of the interior space. Students will create documents and other media to portray the client's vision including floor plans, reflected ceiling plans, casework specifications, visual 3D photo realistic image and the selections of materials. Other tasks during the phase may include:

Space Planning

Students design a floor plan that will work for all users of the space to assure that the space is used effectively. This includes removing any dead or wasted space while looking at the most efficient and direct circulation between different spaces of your business.

Lighting design & fixture specification

Students will research the type of ceiling systems and lighting that will work best for the space and the individuals that will be using it. Students may calculate the amount of light or foot candles for the most effective and energy saving design. They will also look at the acoustical property of your space, propose materials that absorb sound, and create an electrical plan depicting the locations of all control systems.

Casework Design & Custom Millwork Design

Students will propose a creative way to display certain aspects that clients will want to be shown off in the space by including custom design features and built-in units. In the selection process of finishes, students will research the best type of finish that will benefit all users, is eco-friendly, aesthetically pleasing, and affordable. Students will also provide a specification book for clients, which list all prices, finish materials, and furniture used within the space.

Selection of Accessories (Artwork, Interior Plants, etc.)

To add more personality to the given area, students will apply artwork, paintings, shrubbery, and other types of accessories to meet the client's satisfaction.

Design Development

During this phase, we are in the transition between schematic sketches to generating hard lined drawings. Incorporating more details, dimensions, colors, fabrics, finishes, and additional materials fuses both design development and construction documentation. At this point, the client may consider hiring a professional design firm to assemble the generated ideas from multiple presentations and put them together, as one set for preparation of the Construction Documents.