

ASSIGNMENT 3

Shopping for an Identity

CLIENT PROFILE

Overview

Interior Designers create a profile of their clients that contains critical and pertinent information that will guide the process of delivering a successful design. Each profile is different because of the individual clients, but the process or steps are the same for each profile.

Objectives

- To understand and predict client necessities.
- The student will develop an understanding of doing a client profile and what types of information must be collected and addressed.
- Through various graphic techniques, the student will illustrate who the client is and describe the pertinent data.

Assignment/Procedure

Using a grocery list, you have to create and present a story supported by images about your client. This includes a complete profile of each member of the family like appearance, interests, belief system, choice of car, clothes, food, etc.

From the Grocery/Supermarket's Shopping List

From a supermarket grocery list, you have to identify the characteristics of your clients and create a detailed profile.

1. CLUES from the list
 - Choice of paper
 - Type of Purchases
 - Handwriting
 - Style
 - Type of Store
2. GENERAL for project
 - What is the size of the family living at the house?
 - What are the relationships?
 - Do they have Pets? How many? What kind?
 - Do they have children? How many? What age?
 - Is anyone disabled?
3. LIFESTYLE
 - Do they have a casual or formal lifestyle?
 - What is their culture? Does it require special accommodations?
 - Do they entertain? How do they entertain? How many guests will the space need to accommodate?
 - What are their hobbies and interests? [exercise, cooking, biking, swimming, art, lounging, reading, singing, gardening, kid play dates, tennis, boating, cooking, bee keeping, dancing, meditating, watching TV, watching sports, smoking, etc]
 - Where do they eat? Dining room, kitchen, outside, etc.
 - Who does the cooking? How do they cook? When do they cook?
 - Are there domestic workers? Do they live there? Do they require any extra accommodations?
 - Do people share common time around the home together? Do they need a special place for that?
 - Does the Client have any collections? Do they need to be displayed? TECHNICAL/SPATIAL

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D4
IND 2238
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- What are the storage requirements? [cars, bikes, artwork, wine, shoes, etc.]
- What are the technology requirements? [wireless, security, theater, voice activated, etc.]
- Does the client work at home? What do they do? Do they need a home office, studio, etc?

4. PERSONAL [for each user]

- What do they look like? [image]
- What do they do?
- What do they think about?
- How old are they?
- Where did they go to School [highest level of education]? OR are they in school?
- What is their Work experience?
- Where are they from [location]?
- What type of car do they drive? [image]
- What do they read?
- What kind of Music do they listen to?
- What kind of clothes do they wear? [image]
- What is their style?
- What is their personality type?
- What do they require for work, play, personal needs?
- Who are their friends? [image]
- Do they have any SPECIAL needs?

Design a Detail Client Profile

- Students will create a profile of the family (each member) which would become your client
- The list will help to create a detail user profile

Deliverables

Final Presentation Board Image Analysis

Printed

- Introduction page (use graphics and typography to communicate the family information)
- Approximately 4-5 pages of analysis (Nicely composed, graphically sophisticated, well-written)
- Printed on 11x17 sheets Landscape orientation

Electronic

- PDF of whole document. (Not separate pages)
- Uploaded to your webpage by noon.

Due Date

Assigned

Wednesday January 24th, 2018

Final Pin-Up/Presentation

Monday January 29th, 2018

"Don't forget to cite every source you use on your work and presentations. It is essential to avoid Plagiarism"