

[Identifying Valid Trade Sources for the Future]
Presented by Michelle C. Rose

RESOURCE DIRECTORY

KBIS EDUCATORS FORUM 2010

The purpose of this course project is to enable students to readily identify trade names, vendors, manufacturers, and product offerings for a variety of interior building materials by means of product research and the compilation of a bound resource directory. Trade sources include many kitchen and bath products, such as flooring, countertop and/or surfacing materials, wallcoverings, cabinetry, and appliances. Each student is required to locate new design related products to add to an extensive provided list of manufacturers. New design products are verified and combined with the existing list, and equally divided among the enrolled students in the course to thoroughly research. Methods of research include studying vendor websites, and locating/contacting the companies, representatives, and distributors. Students complete a summary page for each of the assigned vendors including name, contact information, specific product information, images, and special features. Each summary page is checked for accuracy, corrected, and then posted to a discussion board for compilation with the addition of title page and table of contents. Product knowledge is tremendously important to future clients and employers, and, in part, is the trait of a good designer. Through this project, students become more knowledgeable and aware of the vast amount of resources available. As well, the finished project serves as a resource tool for future courses throughout the interior design program.

Presentation Title
Resource Directory

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Project Description

Project: Resource Directory

Objective

To identify trade names, vendors, manufacturers, and product offerings for various interior building materials through research and the compilation of a bound resource directory.

Time Requirements

Allow at least 1 hour of research time for each vendor and at least 3 hours for compiling the resource directory.

Individual Research

Each student is to thoroughly research 10 design related product vendors. Research methods will include studying the vendor website, contacting the company, contacting the local representative, and locating the local distributor. Links to the company websites will be available at <http://ocean.otr.usm.edu/~w197314/id232links.htm> or by using a search database, such as google.com. If a link is not working or there is difficulty locating a company's information, please let the instructor know immediately so that she/he may correct the problem.

Each student will complete a summary page for each of the assigned vendors. A template for the format will be available for download on Blackboard. Thoroughly study each vendor website (approximately 30 – 40 minutes per vendor) and locate the information listed below. Remember that the accuracy and detail of each resource page, as well as the format and image quality, will determine the grade! For each vendor, please include:

- Manufacturer name, address, phone, fax, email and web address
- Local representative name, address, phone, fax, email and web address
- List the local distributors/dealers for this product (must verify with Rep)
- Price point (high-end, mid-market, budget - verify with Rep)
- Summary of product offerings (list)
- Green product offerings? Yes or No
- Is price list available online? Yes or No
- Can samples be ordered? Yes or No
- Is there a fee for samples? Yes or No
- Special Features (i.e., estimating calculators, cad symbols, room planners, etc.)
- At the bottom of the page, include examples of their most current products. Make sure the pictures are excellent photo quality.
- Follow the template provided exactly!
- Use "insert page break" to assure pages stay aligned!

Trouble Shooting

- 1) Logo and images are write-protected: Look for .pdf files, brochures, etc from which to copy images or pictures. If this doesn't work, try "snag it", or print page as a PDF, save as jpeg, and then crop. If problems continue, meet with the instructor for additional help.

- 2) Cannot find a rep or local distributor on company website: Call the vendor directly, ask for customer service for Mississippi and get the information you need from them.
- 3) Cannot find price point: Call or, better yet, email the Rep and leave a message. Tell her/him about the assignment, give the due date, and ask for the information needed. If you do not hear from the Rep within 1 week, meet with the instructor. Do not keep pestering the Rep. Remember, have all your questions ready prior to contacting the Rep in order to save time and prevent contacting her/him more than once.
- 4) Quality of images are poor: Look for larger images, brochures that can be downloaded, or order a company brochure that can be scanned. Allow 2-3 weeks for delivery of mail ordered brochures.

Individual Research Grading Criteria (80 points)

1) Following Instructions/Format	20
2) Choice of Pictures	20
3) Logo Provided	10
4) Quality of Print	10
5) Accuracy of Information	20
6) Amount of Content Provided	20

Digital Bound Directory

Each student will be responsible for creating high quality and properly formatted word document for each directory page created. Procedures for using the template will be reviewed in class prior to submission. DO NOT miss this class. Graded submissions will be returned to each student for appropriate corrections and/or edits. Each student must edit and/or correct any mistakes prior to sharing the files for the final directory! Corrected files will be posted to Blackboard for all students to share.

Extra credit will be available to students wanting to merge the MS Word documents into one complete document and create a table of contents. Upon completion, the final directory will be posted online for download. Each student will be required to complete the directory and upload the MS Word document to the appropriate Blackboard assignment.


Binding Directions

Create a cover page for the directory entitled "Design Resource Directory". Be creative and make something attractive. Include the Table of Contents with correct page numbers (recommend using the table of contents format tool). Vendor pages must be listed in alphabetical order. Refer to the alphabetical listing provided by the instructor. This list will be updated according to the number of students enrolled. Students will vote on the best directory, and will collaboratively print and bind the winning project for submission to the instructor.

Bound Directory Grading Criteria (20 points)

1) Creative Cover Page	8
2) Files Created Properly	2
3) Deadlines Met	4
4) Table of Contents	2
5) Complete/Alphabetized	2
6) Instructions Followed	2

Example Directory Page

		Aga Ranges		
		CONTACT INFORMATION:		
		ADDRESS:	1234 Fountain Street North Cambridge, ON N3H 4R7	
		PHONE:	800-123-4567	
		FAX:	800-123-5678	
		EMAIL:	custserv@aga-ranges.com	
REPRESENTATIVE: Aga Rep Co. ADDRESS: 123 Shelby Drive Memphis, TN 38141 PHONE: 901-123-456 FAX: 901-123-5678 EMAIL: info@agarepmemphis.com WEB SITE: www.agarepmemphis.com		VENDORS: B & S Appliance 6763 US Hwy 98 West Hattiesburg, MS 39402 Phone: 601.298.0331 Email: vanlandinghampanola@hotmail.com Southern Bath & Kitchen 6152 US Hwy. 98 W Suite 30 Hattiesburg, MS 39402 Phone: 601.298.6695 Email: catherine.jorrie@southernbath.com		
PRICE POINT:	High End Consumer Market			
PRODUCT OFFERING:	Luxury Cookers, Ranges, Refrigeration, Coolers, Ventilation, Dishwashers			
SUSTAINABLE PRODUCTS:	Energy efficient cookers, products made from recyclable content			
SUSTAINABLE MANUFACTURING:	Post-consumer recycled content in shipping containers.			
ONLINE PRICE LISTS:	No			
LITERATURE/SAMPLE AVAILABILITY:	Not available, must contact local representative or complete request form on Web site.			
SPECIAL FEATURES:	Hand made vitreous enameled cast iron construction.			

PRODUCT EXAMPLES:

