

Speaking Guide for Interior Design

Speaking in the discipline of interior design can vary dramatically depending on the context or objective. Topics of speaking may include project proposals and/or presentations, conceptual ideas for designs, informational presentations for products and/or processes, and intellectual discussions of theories, standards, and design-related law. Presentations can be formal or informal, as well as vary in length.

Speaking situations can range from very formal to very informal. Interior design students and professionals have to be able to discuss design concepts that are very abstract in nature, without particular reference to any design solution, in order to convey the thought process and design intent for the aesthetics of a project. For example, color could be described as warm or bright, but not as a specific color name. Project proposals and/or presentations, although somewhat conceptual, will often include very technical discussions of product specifications, design standards, and or federal or state regulations and codes. Careful outlining of speaking content can help organize technical information and eliminate confusion.

The typical audience for interior design speaking can also vary dramatically. Audience for the interior design student is most often the professor of a course. However, accreditation requires some formal presentations to clientele, or persons from other disciplines. For the design professional, the typical audience can vary from a layperson to other interior designers, in both formal and informal settings. In speaking to a layperson, the individual(s) may or may not have prior knowledge of interior design practices or terminology. Therefore, speaking components may be more explanatory in nature, with an emphasis on accurate language and definition of technical terminology. Speaking opportunities with other professionals tend to be concise and direct, with embellishments reserved for technical information or applications of interest.

Interior design speaking can be compared to other disciplines within the university. In most situations, the student or professional is ultimately selling ideas or information, whether literally or figuratively. However, clear instructions for approach, organization, and content, even in general terms, is easily adapted and a necessary component for effective speaking within interior design or any other discipline.