

## DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 4154	Home Staging for Interior Architects	2021-2022 / Fall	3	-	3	4

<b>Level of Course:</b>	Undergraduate
<b>Course Type:</b>	Elective
<b>Language of Instruction:</b>	English
<b>Course time:</b>	Friday: 10:00 – 13:00
<b>Mode of Delivery:</b>	Lectures, Presentation, Project Assignments
<b>Prerequisites and Co-requisites:</b>	Prerequisites: None Co-requisites: None
<b>Course Coordinator:</b>	Asst. Prof. Dr. Poupak PARVARESH
<b>Name of Lecturer(s):</b>	Asst. Prof. Dr. Poupak PARVARESH
<b>Course Teaching Assistant:</b>	N/A
<b>Course Objectives:</b>	To examine the fundamentals of interior home design to maximize a home's appeal to buyers/ residents. To determine and implement the most cost-effective changes to increase the home value. To improve the taste and knowledge of small-scale design for interior architects.
<b>Course Description:</b>	Learn what home staging involves, including procedures such as cleaning, repairing, rearranging, and updating the home. Discover how marketing and psychology factor into the process of staging homes and develop the ability to look at a space from a buyer's perspective. Explore every step of the home staging process and study the technique of creating staged vignettes. Learn how to use accessories and artwork to highlight appealing focal points and architectural features.
<b>Learning Outcomes:</b>	<p><b>Upon successful completion of the course, students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Carry out aesthetic analysis, verify information regarding the style and needs of the inhabitants, and determine best creative solutions for a profound design approach</li> <li>• Become familiar with the lighting functions and fixtures, and learn how to create different moods using cool, warm, and neutral lighting within a space. Compare various window treatments and learn how to dress a window effectively to showcase a stunning view and to heighten a room's appeal.</li> <li>• Casual, traditional, country, contemporary approach to interior design of a residential unit</li> <li>• Explore and understand the role of landmarks and the sensory scape of the city</li> <li>• Produce a simple project portfolio to showcase home staging work</li> </ul>
<b>Language:</b>	The lectures and discussions will be in English. Developing your verbal language skills will be very important in acquiring the disciplinary terminology as well as daily communication at the class.

<p><b>Textbooks:</b></p> <p><b>Recommended Textbooks:</b></p>	<p>The course is based on lecture and presentations, with the references available upon each session.</p> <ol style="list-style-type: none"> <li>1- Neal Zimmerman (2019) Home Office Design: Everything You Need to Know About Planning, Organizing, and Furnishing Your Workspace</li> <li>2- Laura Benko (2016) The Holistic Home: Feng Shui for Mind, Body, Spirit, Space</li> <li>3- Rebecca Atwood (2016) Living with Pattern: Colour, Texture, and Print at Home</li> <li>4- Christiane Lemieux &amp; Miles Redd (2016) The Finer Things: Timeless Furniture, Textiles, and Details</li> <li>5- Tori Toth (2015) Feel at Home: Home Staging Secrets for a Quick and Easy Sell</li> <li>6- Kristie Barnett (2014) Psychological Staging: Home Staging Secrets of the Decorologist</li> <li>7- Barb Schwarz (2007) Building a Successful Home Staging Business: Proven Strategies from the Creator of Home Staging</li> </ol>
<p><b>Planned Learning Activities and Teaching Method:</b></p>	<p><b>Learning/Teaching Method:</b> The expected learning outcomes for the course will be assessed through: Online Lectures, Presentations, Suggested readings, and Videos, as well as the Quizzes, Students' Project Presentations, Students' Report Submission, Midterm Exam and Final Project.</p> <p><b>Assignments:</b> Students are required to submit their group projects and the reports throughout the semester for the evaluation.</p> <p><b>Class Participation:</b> Regular attendance of all enrolled classes is expected as do online courses. You must actively participate on the course and check all the online sources at the scheduled time. Your attendance will be taken through your enrolment automatically via LMS system and will be reported to UBS system eventually. Attendance is compulsory and in case of absenteeism of more than 30%, the system will automatically grade you "FX". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. Class contribution will be measured in terms of quality not quantity. If you miss a lecture, please enrol while the outline is still available and notify the for proper follow-up.</p> <p><b>Academic integrity &amp; plagiarism:</b> Academic integrity is the pursuit of scholarly activity based on the values of honesty, trust, fairness, respect, and responsibility. Practicing academic integrity means never <u>plagiarizing</u> or cheating, never misrepresenting yourself, never falsifying information, never deceiving, or compromising the work of others. Basically, this means, either <u>intentionally</u> or <u>unintentionally</u>, using the words or ideas of someone else without giving credit, it is strictly forbidden.</p> <p><b>Key Works:</b> In this course lectures and assignments mainly focuses on Home staging and creative redecorating of interior spaces of residential zones.</p> <p><b>Specific Rules:</b></p> <ol style="list-style-type: none"> <li>1. <b>Be punctual. Punctuality is a sign of respect toward yourself and the others.</b></li> <li>2. Show respect for all the people and property around you.</li> <li>3. Be responsible for your actions and meet all expectations.</li> <li>4. Follow directions the first time they are given.</li> <li>5. It is forbidden to record classes with any type of device.</li> </ol>

	<b>Communication:</b> You can reach the lecturer of this course any time via email and also there would be an extra one-hour availability for any question you may have or to receive supplementary critics for the course on Saturday afternoon between 16:00-17:00 PM.																																																																	
<b>Course Contents*: (Weekly Lecture Plan)</b>	<table border="1" data-bbox="526 495 1528 1318"> <thead> <tr> <th>Date</th> <th>Week</th> <th>Chapter Topic</th> <th>Take-home exercise</th> </tr> </thead> <tbody> <tr> <td>17/09/2021</td> <td>1</td> <td>Introduction to Home Staging</td> <td></td> </tr> <tr> <td>24/09/2021</td> <td>2</td> <td>Rooms specification – Human Friendly Home- Disabled Life</td> <td></td> </tr> <tr> <td>01/10/2021</td> <td>3</td> <td>Staging for Seniors and Children</td> <td>Assignment 1: Residential Place Evaluation &amp; Analysis 10%</td> </tr> <tr> <td>08/10/2021</td> <td>4</td> <td>Colour- Pattern -Fabric and lighting in Home Staging</td> <td>MIDTERM PROJECT DISCUSSION – GROUP MEMBERS</td> </tr> <tr> <td>15/10/2021</td> <td>5</td> <td>Ceiling Features- Storage Design</td> <td></td> </tr> <tr> <td>22/10/2021</td> <td>6</td> <td>Window design &amp; Dressing- Wall Decoration</td> <td></td> </tr> <tr> <td>29/10/2021</td> <td>7</td> <td>Project 1: Group Presentation: Brand Introduction for Stagers 10%</td> <td></td> </tr> <tr> <td></td> <td>8</td> <td><b>MIDTERM EXAM WEEK</b></td> <td><b>MIDTERM PROJECT SUBMISSION: HOME STAGING 20%</b></td> </tr> <tr> <td>12/11/2021</td> <td>9</td> <td>Display Objects- Mirror Effect- Home Library</td> <td></td> </tr> <tr> <td>19/11/2021</td> <td>10</td> <td>Open Concept Design</td> <td></td> </tr> <tr> <td>26/11/2021</td> <td>11</td> <td>Home-Office Design</td> <td></td> </tr> <tr> <td>03/12/2021</td> <td>12</td> <td>Home Staging Project Management &amp; Cost Evaluation</td> <td>Assignment 2: Quoting Practice 10%</td> </tr> <tr> <td>10/12/2021</td> <td>13</td> <td>Final Project Critiques</td> <td></td> </tr> <tr> <td>17/12/2021</td> <td>14</td> <td>Final Project Critiques</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td><b>FINAL PROJECT SUBMISSION 50%</b></td> </tr> </tbody> </table> <p data-bbox="526 1325 1528 1409">*PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced later if needed.</p> <p data-bbox="526 1444 1528 1528"><b>Grading:</b> Assignments, Midterm and final projects will be evaluated for the quality, and clarity presentation (including writing and graphics), the clear scope and well-defined objectives, re submission.</p>		Date	Week	Chapter Topic	Take-home exercise	17/09/2021	1	Introduction to Home Staging		24/09/2021	2	Rooms specification – Human Friendly Home- Disabled Life		01/10/2021	3	Staging for Seniors and Children	Assignment 1: Residential Place Evaluation & Analysis 10%	08/10/2021	4	Colour- Pattern -Fabric and lighting in Home Staging	MIDTERM PROJECT DISCUSSION – GROUP MEMBERS	15/10/2021	5	Ceiling Features- Storage Design		22/10/2021	6	Window design & Dressing- Wall Decoration		29/10/2021	7	Project 1: Group Presentation: Brand Introduction for Stagers 10%			8	<b>MIDTERM EXAM WEEK</b>	<b>MIDTERM PROJECT SUBMISSION: HOME STAGING 20%</b>	12/11/2021	9	Display Objects- Mirror Effect- Home Library		19/11/2021	10	Open Concept Design		26/11/2021	11	Home-Office Design		03/12/2021	12	Home Staging Project Management & Cost Evaluation	Assignment 2: Quoting Practice 10%	10/12/2021	13	Final Project Critiques		17/12/2021	14	Final Project Critiques					<b>FINAL PROJECT SUBMISSION 50%</b>
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ECTS Workload Table:	ACTIVITIES	NUMBER	HOUR	WORKLOAD
	Course Teaching Hours	13	3	39
	Assignment(s)	2	5	10
	Project	1	10	10
	Midterm Project Preparation	1	17	17
	Midterm Submission	1	2	2
	Final Project Preparation	1	20	20
	Final Project Submission	1	2	2
	<b>Total Workload</b>	<b>0</b>	<b>0</b>	<b>100</b>
	<b>Total workload/25</b>			<b>100/25</b>
	<b>ECTS</b>			<b>4</b>

#### GRADING AND EVALUATION

The students' progress will be evaluated throughout the semester.

Grade Scale:

GRADE	MARKS	VALUE
A+	100	4.00
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70
C+	60-64	2.30
C	55-59	2.00
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00