



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Home Staging [S2AW1>HS]

Course

Field of study

Interior Design

Year/Semester

1/1

Area of study (specialization)

–

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

45

Number of credit points

4,00

Coordinators

Lecturers

Prerequisites

Student: - has basic theoretical knowledge of contemporary interior design problems - has theoretical knowledge of historical interiors - has skills in interior design

Course objective

From the market point of view, the aim of architectural styling of real estate is to find a buyer or tenant as quickly as possible in conditions where the long-term costs of maintaining the unsold property exceed the costs of superficial renovation/restyling. The tasks of a real estate style consultant include recommending a color scheme, wall finishing, flooring and furnishing changes, taking into account the budget, neighborhood and sales value of the property. Home staging is a dynamically developing industry in Poland and around the world, in which architecture students can also find their way and use their architectural education. The method of implementing the subject shows students architectural education as a variety of opportunities on the labor market and results in increased competitiveness of graduates. Home staging, through diverse teaching methods and practical workshops, aims to prepare students for the dynamic labor market, showing how their skills can be comprehensively used. Thanks to this, students gain not only theoretical knowledge, but also practical skills that increase their competitiveness as future architects and specialists in the field of home staging.

Course-related learning outcomes

Knowledge:

- Student has knowledge of the legal and economic conditions of the work of an interior designer.
- Student knows and understands the theoretical and practical dimensions of the activity of an interior design designer.

Skills:

- Student is able to use information and communication techniques appropriate to carry out tasks typical of design activities related to interior design.
- Student is able to make an economic analysis of undertaken design activities architectural interiors.
- Student is able to communicate on specialist topics with representatives of various industries and others participants of the design process and use specialized terminology in the field interior design, architecture and urban planning in Polish and a foreign language (CEFR B2+ level).
- Student is able to cooperate with other people in teamwork and take a leading role in them.
- Student is able to determine directions for further learning and implement the self-education process.

Social competences:

- Student has the ability to critically evaluate his or her knowledge and recognizes the importance of expert opinions solving practical and cognitive problems.
- Student is responsible for the reliability of the obtained results of his work and their interpretation.
- Student understands the need and knows the possibilities of constantly updating and supplementing knowledge and needs improving professional and social competences.
- Student complies with and develops the principles of professional ethics and works to ensure compliance with these principles.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Assessment in the form of an exam in lectures and an exercise, rewarded with an additional home staging certificate

final review in the last class

grade scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0

Programme content

The program content is aimed at gaining the student's competence in the role of an interior styling consultant (home stager), i.e. performing architectural styling of real estate (home staging). Home staging is a set of activities that prepare a property for rent or sale by increasing the attractiveness of its architecture and interiors and presenting it appropriately. Space transformations are designed to help clients visualize the property as a new home, office or workplace and appreciate its potential.

Course topics

1. Home staging. Definition and nature of activity. Sales marketing.
2. Real estate market and home staging.
3. Target group. The spatial and social context of real estate and its impact on the price and budget of home staging investments.
4. Functional systems. Design concept for home staging of an apartment.
5. Cost estimation of changes in space arrangement. Economics of renovation works.
6. Styling. Strategies for selecting interior style aimed at mass reception.
7. Commercial photography of interior design.

Teaching methods

- lecture
- project
- presentation
- peer learning
- workshops

Bibliography

Bonenberg A., Wlazły W., (2022) 'Home staging, i.e. preparing real estate for sale. Discussion of the definition', Space & Form | Przestrzen i Forma 52. <http://doi.org/10.21005/pif.2022.52.B-02>

Susan J. Slotkis, Foundations of Interior Design, Fairchild Books, 2017, ISBN 9781501315909

Łukasz Kruszewski, Marketing nieruchomości. Home branding Wydawnictwo Słowa i Myśli 2016

Anne Massey, Interior Design Since 1900, Thames & Hudson, 2008, ISBN 9780500203972

Sally Augustin, Neil Frankel, Cindy Coleman, Place Advantage: Applied Psychology for Interior Architecture, Wiley 2009 ISBN 9780470422120

Graeme Brooker, Lois Weinthal, The Handbook of Interior Architecture and Design, Bloomsbury Academic 2013, ISBN 9781847887450

Anthony Sully, Interior Design: Theory and Process, A&C Black Visual Arts, 2012, ISBN 9781408152027

Chair: 500 Designs that Matter, Phaidon Editors, Phaidon Press 2018 ISBN 9780714876108

Breakdown of average student's workload

| | Hours | ECTS |
|---|-------|------|
| Total workload | 100 | 4,00 |
| Classes requiring direct contact with the teacher | 60 | 2,50 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 40 | 1,50 |