**North East School Division**

**Unpacking Outcomes Interior Design & Decorating 30**  
Module 6: Client Profiles (Core)

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| **Unpacking the Outcome** | | |
| Develop --> Client profile | | |
| **Outcome**(circle the verb and underline the qualifiers) | | |
| Develop client profiles based on their needs, wants and preferences | | |
| **KNOW** | **UNDERSTAND** | **BE ABLE TO DO** |
| Vocabulary: needs, wants preferences, client profile, build, co-housing, renovation, commercial, accessibility  Needs, wants, preferences  Types of visual representations  Types of client information (\*1):   * (e.g., family, lifestyle, style preferences, storage requirements, budget, sensory considerations   Accessibility considerations (\*2):   * (e.g., aging, health changes, sensory | * That clients may have needs, wants and preferences and those will be prioritized based on budget * That client information is needed to create a valid client profile * That a client’s physical and psychological needs influence design and decorating decisions and visual representations can clarify what is needed * That client profiles might differ depending on the project types and size * That a client’s housing needs and wants change over a lifetime and planning for accessibility should be considered | a. Differentiate between needs, wants and preferences.  b. Discuss the type of information (\*1) interior designers or interior decorators should seek from the client to develop a client profile.  c. Discuss how an individual’s physical (e.g., safety, shelter) and psychological (e.g., love, privacy, belonging, success) needs can influence their design and decorating decisions.  d. Examine how the client’s budget helps to prioritize their needs and wants.  e. Conduct research on client’s needs, wants and preferences related to specific interior design and decorating projects.  f. Create a visual representation of physical and physiological needs and wants from a client perspective.  g. Compare how client profiles might differ for new house builds, co-housing, renovations or commercial projects.  h. Develop client profiles for real or imagined clients and real or imagined interior design and/or decorating projects.  i. Examine how an individual’s housing needs and wants change over a lifetime.  j. Explore considerations (\*2) for accessibility when remaining in the same home. |
| **ESSENTIAL QUESTIONS** | | |
| 1. How should needs, wants and preferences be chosen if the client has a budget?  2. What are some physical and psychological needs that can influence decisions? How about accessiblity?  3. How do housing needs change over a lifetime? | | |