

MY INTERIOR DESIGN
SCHOOL

Courses to unlock the interior designer in you

Design Week
Course Information Booklet

Design Week

An Introduction to Interior Design + Business School

5-day course

Course Information

Design Week is a unique course, where you can gain a professional-standard interior design Diploma – in just one week.

Working in a small class (with a maximum of just 10 students, Monday - Thursday) means that you can be assured of receiving high-quality tuition, advice and guidance.

Where is it?

The course will take place at The Hotel du Vin in Cheltenham, Gloucestershire, England. The stunning venue will help inspire you to be creative.

When is it?

Monday 5th – Friday 9th March 2018 (inclusive).

(See the website for additional dates in May and September 2018).

The course runs daily, from 10am to 4pm, but you can arrive at about 9.45am for a coffee and chat before starting the day.

Who is the course for?

Design Week is ideal for anyone with an interest in styling and interiors and is perfect for those who want to unlock their creativity and immerse themselves in the learning of interior design.

The course could also be a valuable first step to a career in the design industry. On the Friday you will be attending Business School – a whole day dedicated to learning how to run your own successful interiors business.

At the end of the week, you will have the skills, knowledge and confidence to pursue a career as an interior design professional.

85% of My Interior Design School students who have succeeded on this course have gone on to work in the interiors industry. (You can read their stories in our Student Stories page on our website).

This is an intensive and challenging learning experience, with some creative tasks and homework in the evenings; so you can cover all the key elements of interior design in just one week.

You do not need to be good at art to attend this course – you just need enthusiasm, commitment and an open mind to 'thinking outside the box'. You won't be writing essays, and you don't need to be good at maths to learn how to draw to scale!

We have small class sizes – with a maximum of just 10 students (Monday to Thursday) – so you will benefit from strong support and professional advice from our qualified tutors and personal one-to-one guidance from our Design Director, Rachael.

Learning new skills with like-minded people creates a friendly atmosphere – so you can make friends and enjoy a course which is rewarding and fun.

What is the qualification?

A My Interior Design School Introduction to Interior Design Diploma and a My Interior Design School Business Diploma.

Who is running Design Week?

My Interior Design School is one of the UK's leading providers of interior design courses. Anne and Rachael, Directors of the company will be your Design Week Tutors.

On the website, you can read the Student Stories page, keep up to date via the 'News' page and read what students have said about our courses.

We are also on Pinterest, Facebook, Instagram, You Tube and Twitter.

Your Tutors

Design Director, Rachael Kilby-Tyre is a qualified tutor and a successful interior designer with her own interior design consultancy.

Rachael has been teaching interior design courses for over 20 years. She is a member of the prestigious British Institute of Interior Design (BIID).

She is a qualified Tutor and Assessor and brings a wealth of experience and knowledge to all the My Interior Design School courses.

As Design Director, Rachael will personally guide you through the course and with the help of her team, offer you hands-on advice, top-tips and designer secrets.

The School has a 100% success rate on students completing this course.

Anne Wall, Course Director

Anne has over 30 years' experience in sales and marketing.

She currently directs the marketing activity for My Interior Design School and has worked on the sales and marketing of interior design events in London, including the well-known *Country Living Fair*.

After setting up her own marketing consultancy in Hong Kong, Anne represented a number of clients based in the UK, Singapore, Dubai and the United States.

Anne specialises in working on website content, special events, sponsorship, joint-ventures and working with the press.

Press Coverage of our courses:

We deliver high-quality courses and they have been featured in:

Homes & Gardens

House Beautiful

Period Living

Cotswold Preview

The English Home

The Cheltonian

Cotswold Style

Cotswold Life

The Independent,

The Gloucestershire Echo

25 Beautiful Homes

Good Homes

We have collaborations with:

Farrow & Ball

John Cullen Lighting

Jo Malone

Lewis & Wood

The Women's Institute

The Ideal Home Show

Good Homes Magazine

Student Testimonials:

The whole course was very professional, friendly, informative and delivered in a fun and creative atmosphere"

Sue, Oxfordshire

It has been a really inspiring course. I've learnt so much and am impatient to learn more.

Fiona Fullerton, former actress, property writer and star of Strictly Come Dancing!

My course was the perfect start to my career in interior design.

Louise, Warwickshire

Thank you, thank you! It was an amazing course – planned to perfection

Hannah, Jo Malone Limited, London

A fabulous course. A big 'thank you'.

Debbie Threlfall, Owner, Vinegar Hill Limited

An inspirational course – congratulations!

Eve Holmes, Editor, Cotswold Style magazine

Thank you for a really informative day. It has totally inspired me!

Lyn, Hamptons International, Cheltenham

Well worth the trip – I feel more confident already.

Anna, London

The course was the perfect introduction to the world of interior design. I would recommend anyone embarking on a career in this field or just updating their home to enrol.

Jan, Worcestershire

What will you learn?

In just one week, you will cover the key areas of interior design and be ready to start your own successful interiors business.

From Monday to Thursday, you will be working on 'An Introduction to Interior Design' and on Friday immersing yourself in 'Business School'.

We will guide you through the various steps of an actual design brief – from initial inspiration, to accurately measuring a room, drawing to scale, sourcing fabric, wall and floorcoverings - right through to working on your own projects to creating beautiful scheme boards to take home.

The course is taught via a series of illustrated talks, where Rachael will inspire you with hundreds of stunning images. You will also benefit from practical, hands-on sessions, where you will work within small groups and individually, with step-by-step tuition from our professional tutors.

Highlights of the week include:

- A My Interior Design School Diploma
- Bedroom design
- Creating scheme boards
- Colour theory
- Inspiration and where to find it
- Drawing to scale
- Clever storage ideas
- Artwork and accessories
- Lighting
- Bathroom design
- Measuring a room
- Wall and floor coverings
- Space planning and ergonomics
- Business School

You will be asked to bring with you a few items of stationery, a scale ruler and measuring tape but full details and a resource list will be sent to you on enrolment.

We will provide fabric books, paint swatches and materials for you to create your own scheme boards.

Business School

How to run your own interior design business

On the Friday you will be attending this unique one-day workshop - which is aimed at anyone who wants to set up their own interior design business or work in the design industry.

It is ideal for those who want to understand more about setting up a design-led business, how to get the most from sales and marketing and ultimately run a successful and profitable company.

Unlike other business courses, My Interior Design School's Business School has been created specifically for creative, design businesses – so every element of the course will be relevant, useful and practical.

This comprehensive course is full of top-tips and advice, practical sessions and exercises. Written notes and templates will be provided.

This one-day workshop will give you the knowledge, skills and the tools to run a successful interiors business, for a lifetime.

How the Day is Organised

Preparing for Business

- Can I do the business?
- The importance of market research and knowing your competitors
- Structuring your company
- Your Business Plan

Going Ahead

- What does my customer look like?
- Knowing your customers and how to reach them
- The marketing mix – websites, direct mail, social media, advertising etc ...
- Branding – How to create a stylish brand for your creative business

Life as an Interior Designer

- Meeting a potential client
- The client brief
- Business terms & conditions, contracts and invoices
- Fees - knowing what and how to charge

Planning the Dream

- Create your own Vision Board
- Your Own 12 month Business Plan

Why should you enrol on Design Week?

Attending this week-long course could change your life!

At the end of **Design Week** you will have gained the knowledge and confidence to create your own beautiful design schemes and learned how to start a creative business.

Whether you want to run a retail outlet, set up a soft furnishings company, write an interiors blog, become a colour consultant or an interior designer – you'll be guided step-by-step from beginner to business entrepreneur.

Book a place at **Design Week**, and it could lead to fulfilling your potential as a design professional.

Payment and Enrolment

The **Design Week** fee is £1249 which includes materials, refreshments and a 2-course lunch with wine each day. (See the attached Enrolment Form for payment details).

To enrol, we will need a £249 non-refundable deposit to reserve your place and your completed Enrolment Form. To secure your place, the remaining fee will need to be paid by Thursday 1st February 2018.

Accommodation

If you would like to stay at The Hotel du Vin, please contact their Reception on (01242) 370 584 or visit the website at hotelduvin.com.

It's a beautiful hotel, set in the heart of Regency Cheltenham – is easy to find with some free parking, and we hope your stay will help make your week an enjoyable and relaxing one.

If you would like more information about **Design Week**, please contact Anne and she will be happy to talk to you about your plans:

Contact: Anne Wall, Course Director
Telephone: (01242) 252 477
Email: anne@myinteriordesign.school

We look forward to welcoming you to **Design Week 2018**.