

CASE STUDY: INTERIOR DESIGN

Urban Compact Living Room Transformation

Objective (Industry-Aligned)

To test:

- Space planning intelligence
- Material & budget awareness
- Client communication

Scenario

You are an **Interior Design Intern** at a reputed firm.

Client brief:

Design a living room for a 2BHK urban apartment (size: 12x14 ft) for a young working couple. The space should be multifunctional, aesthetic, and budget-conscious.

Task Breakdown

1. Space Planning (Core Skill)

- Create layout with:
 - Seating (minimum 4 people)
 - Storage solution
 - TV/media unit
 - Optional workspace corner

2. Design Concept

- Theme options:
 - Minimal modern
 - Contemporary Indian fusion
- Define:
 - Color palette (max 4 colors)
 - Materials (wood, laminate, fabric, metal)

3. Budget Constraint

Total budget: ₹10-15 lakhs

Students must:

- Allocate approximate costs:
 - Furniture
 - Lighting
 - Decor
 - Finishing

4. Sustainability Layer

- Add at least 2:
 - Natural light optimization
 - Indoor plants
 - Eco-friendly materials

5. Client Presentation Simulation

Student must present:

- Concept in simple language (non-technical client)
- Justify:
 - Why this layout?
 - Why these materials?

4. Presentation Round (Confidence Check)

- 5-minute pitch:
 - Why will this design layout sell?