

# Project Ideas To Help You Build Your First INTERIOR DESIGN PORTFOLIO

INTERIOR DESIGNER'S BUSINESS SCHOOL

01

## Photograph Or Document Your Design Process

Design process portfolio ideas:

Explorative diagrams testing ideas about themes in your design, such as the size or shape of a space

3D models, views or sketches showing how a design evolves and adapts to your thinking

Construction details or technical working out of complex ideas

Axonometric or isometric drawings exploring one idea or theme

Develop the form of an object or the pattern for a wallpaper to create a custom design that is unique to you

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## Work On Your Own Property Or Space Simple project ideas at home:

Redesign a room with zero budget

Create a mood board or 3D model of your dream bathroom (with no financial limit) using your current bathroom as the base

Using elements you've already got at home (or set a tight budget of \$50), restyle your kitchen four different ways. E.g. Industrial, country, modern, bohemian, etc

Style a bookcase or shelf to rework an existing space to fit a new brief

Challenge yourself to make one of your rooms work as three totally different spaces. For example, can your living room simultaneously function as a bedroom and an office?

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## Create A "Fake" Project

Some ideas to create a project when you don't have a real one:

Search on a real-estate platform (in your country) for a house selling in your suburb and redesign the property to create an open-plan layout to suit a young family in your own style

Find an image of a room that you admire and try to redesign a similar space in your own home to recreate the look. Create mood boards, sketches and everything necessary to explain the design

Choose a room in your house or someone's house that you have access to. Measure it up and create a unique feature or focal point in that room

Think of a room in either your house, someone else's house or one that you have seen online or on TV and redesign it to suit your vision

Create your dream project. It can be anything from your dream home to your dream bathroom, but keep it relevant to the type of work you want to attract

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## Undertake A Project For Friends Or Family

Small projects for family or friends to kickstart your portfolio:

Colour consultation for a redecoration project

Survey a room and draw it to scale. Create a proposed layout (optional)

Create a simple 3D model of your friend's room so they can visualise their decision making

Design a scheme for a room and help your friend source the items

Undertake an hour as a personal shopper to help your friend purchase the right items for a project (make sure you go armed with a room layout and dimensions!)

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## Create Small, Staged Or Styled Vignettes Or Flat-Lays

Small, simple projects that anyone can do at home at any stage of their career:

Create your own unique art for a room in your property (or friends/family members). Present the before and after of the space

Create a flat-lay of items for a masculine design scheme and photograph it from different angles

Upcycle a piece of furniture

Create three different look books/mood boards for the same room in different styles

Solve a practical problem beautifully by simply styling it. E.g. Organise your home office desk drawers. Video the process

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## Swap A Service To An Entrepreneur

Quick design specific advice/tasks you can swap as a service:

Design a backdrop for their videos that are on-brand

Write a blog post about an interior related topic their clients will find helpful. You might need to get creative!

Provide an e-consultation to help them solve a problem they have in their office (or home)

Analyse the entrepreneur's physical working space (such as lighting, comfort etc.) and propose solutions to improve concentration, motivation and health

Help source an item (such as the dream office chair) and provide 2-3 alternatives

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## Enter A Design Competition

Interior design competition ideas to build your portfolio:

Cafes and restaurants always push boundaries in terms of creativity

Enter a sustainable design competition to show you're environmentally conscious and ethically minded

Find a dull project/competition and make the ordinary extraordinary! This takes thought (all good design does)

Solve a problem in the world with your design skills. This doesn't have to be a live competition; you could pitch a company with your solution

Find a competition and solve the brief using only one material. For example, create a real, working kitchen out of recycled plastic

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## Create A Case Study

Case study ideas (don't forget to reference images that aren't your own):

Find a project relevant to the type of work you want to focus on in your own business and critique the project using imagery and words to tell us what you like/ don't like and what you would do differently

Write several blog posts relating to a specific theme or group of topics. For example, storage solutions every family needs (room by room)

Highlight a practical or design problem in a typical home that you wish you could solve. Document it professionally, showing your knowledge and expertise explaining solutions and guidance

Create a social media challenge to solve a problem your ideal clients typically have. Post a solution to part of the problem every day for five days and ask your followers to share their work using your hashtag

Undertake and document a study about the importance of colour, plants, light, storage etc., in a small space



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## Photograph Your Craft/DIY Projects

Small project ideas for quick and easy detail photography shots:

Style your dinner table for 3 different party themes/guests and photograph/video the process

Choose a piece of furniture or architectural feature in your home and redesign a detail to make it more beautiful/appropriate/functional

Create a decoration or centrepiece that isn't seasonal (seasonal is ok too if you're offering that as a service)

Create an interior design gift for someone. It could be as large as a piece of furniture or as small as a written note. Make sure it ties in with your brand and ideal client in some way

Style your coffee table, bedside tables, bed, bathroom, entrance hall or challenge yourself to overhaul the most unwelcoming room you've ever seen (in your own home or find an image online and photoshop it)

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Find A Real, Paying Client  
Typical, low-risk first projects for start-up interior designers:

E-Design concept of one room

Colour consultation

Mood board or collage to help a client visualise how their existing furniture will work with new items

3D model of a room view

Storage solutions for a project