

Academy of Design & Decorating

Learn How to Create Beautiful Rooms

CERTIFIED DECORATING PROFESSIONAL ® Comprehensive Home Study Program



Certified Decorating Professional ® Home Study Program

Just like our studio program, you'll learn how to decorate with style and begin a career in interior decorating. And just like our studio program, you will learn interior redesign fundamentals that will allow you to offer **interior decorating, interior decorating** and **home staging** services to your clients.

PROGRAM OUTLINE

Module 1: Defining Interior Decorating - Creating a Niche / Specialties / Consulting / Redecorating; **Design Principles** - Form Follows Function; **The**

Art of Arrangement - Focal Points / Room Shapes / Placement Guidelines / Space Planning

Module 2: Blending Styles - Style Definitions / How it All Comes Together / Furniture Glossary and Design Terms / Organic Materials / Furniture Glossary and Design Terms; **Decorating From the Floor Up** - Surface Finishes; **The Decorating Plan** - Problem Solving / Consulting / Planning / Presentation / Shopping

Module 3: Windows and Walls - Window Treatments / Wall Treatments / Definitions; **Pattern and Texture** - Textiles and Fabric / Finishing Touches; **Color Theory and Practice** - The Psychology of Color / Definitions / Goals / Color Schemes / Color Consulting / Correcting Color

Module 4: Let There Be Light - Fixtures / Bulbs / Planning; **The Art of Accessorizing** - Art and Installation / Placement Techniques / Bookshelves and Tablescales; **Decorating Room by Room** - Working with the Basics and all the Details for Each Room

Module 5: Creative Solutions - Re-purposing Space / Green Design / Out of the Box Ideas; **Working With Clients** - Building Relationships / Communication / Follow-Up

Module 6: Staged to Sell – Definition / Statistics / Goals / Setting the Stage / Decorating Stage Style / Occupied and Vacant Home Staging / Inventory Options / Marketing Your Services / Service Options / Pricing / Tools / Forms

Module 7: Business by Design – Business Structure / Licensing / Naming / Insurance / Business Plan / Office / Service and Fee Options / Bookkeeping / Policies and Procedures; **Day to Day Operations** – Systems / Business Forms and Paperwork / Scheduling

Module 8: Marketing Your Business – The Marketing Plan / Marketing Materials / Branding and Imaging / Media Kits / Website Savvy / Publicity and Advertising / Promotional Ideas / Presentations; **Working with Clients** – Your Ideal Client / Pre-qualifying the Client / Communication Skills / Working with Couples / Building Relationships / Getting Referrals

Resource and Reference Guide

Materials to have on hand...

- You will need access to a computer
- Camera for taking pictures (preferably digital)
- Miscellaneous materials including a ruler, double-sided tape or glue stick, scissors and 25' measuring tape
- Magazine and catalog pictures
- Fabric samples (To include in project assignments. Minimum yardage (less than 1/8 yard per sample required)
- Color card samples (Readily available at your local home improvement store)

ONLINE STUDY MATERIALS

In addition to all of the wonderful information found in your manuals, you will be able to **access even more information online**. Once you return home after class, you will receive your password along with your training manual supplements.

PROJECT ASSIGNMENTS FOR REVIEW/CRITIQUE

- Additional Mock Client Design Plan
- An Interior Redesign of Two Rooms
- A Home Staging of Two Rooms
- Accessory Placement Exercises
- Module Review Questionnaires
- Practice Business and Marketing Plans
- Final Exam

The Fine Print:

The course fee covers all materials; time spent reviewing materials and correspondence with the instructor. Students will be responsible for mailing all project assignments. The manual is emailed in pdf format for you to print and/or view on your computer screen. Additional forms/assignments may be sent to the student in Word format for easy delivery.

Beautiful Living, LLC is a BBB Accredited Business. We have an excellent standing with the Better Business Bureau. *The Academy of Design and Decorating is a division of Beautiful Living, LLC.*

Home Study Program for the Consumer

Not interested in a career in decorating? If you're interested in learning how to decorate your own home with style, we'd like to suggest you purchase our Decorating with Style Manual & Workbook. [Click here for details.](#)