

**IDEC Midwest Regional Conference  
Chicago, IL**

**October 12-14, 2007**

**Invitation to Participate in a Round Table Discussion**

***The Education of the Consumer  
and Its Effect on Interior Design Curriculum***  
**Friday, October 13, 2007**

I am soliciting short topic proposals for participation in a round table discussion on the changing nature of interior design education as the consumer is “educated” or “mis-educated” through the various media sources available today.

This session is intended to initiate dialogue on the conference theme – “Teaching in an Ever-Changing World” – through brief narratives and commentary, with the majority of the session devoted to interactive dialogue among the conference attendees.

**“Teaching in an Ever-Changing World”**

The world is changing at an ever-increasing pace, and with the advancements in communication technologies and the proliferation of the web and specialty cable shows, the consuming public is more aware than at any other time in history of the role which “design” plays in their lives. From Michael Graves’ products at Target, to the office cubicles of the comic “Dilbert”, the rooms on HGTV, and the advertisements of office furniture manufacturers, the quantity and quality of information which is informing the viewer about design is constantly increasing.

As more of this knowledge, once perceived as the “mysteries” of design known only to professionals, enters the public venue, what are the implications for curriculum in interior design programs? And what does this bode for the profession as a whole?

This round table is not part of the peer-reviewed presentations for the conference. It will provide an opportunity to present observations and opinions on the topic in an informal setting and enable participants to engage the topic in a less-structured manner.

Possible topics might include:

- How does the “HGTV approach” to residential design influence consumer behavior toward professional designers?
- Does television advertising by companies such as Steelcase and Haworth affect opinions of end users in the commercial market?
- How does this wealth of knowledge in the public domain effect interior design education?
- Does increased general knowledge mean that designers have to become more specialized?
- How much more needs to be included in the curriculum to prepare students for life as a professional interior designer?

**Format for the Round Table**

From the submitted proposals, 4–5 will be selected to serve as the basis for discussion. These proposals, as submitted, will be distributed prior to the conference—and you thought you were done with homework!—to provide a common starting point. Brief statements by the authors will be followed by an open, moderated discussion.

**Proposal Submissions**

Short topic proposals (100–250 words) posing questions, articulating opinions, or providing commentary on the conference theme are encouraged.

Email in a separate document in Word or RTF to:

Terry Uber – Kent State University  
[tuber@kent.edu](mailto:tuber@kent.edu)

Deadline: August 15<sup>th</sup>

Notification of selected proposals by September 1<sup>st</sup>.