**Academic and Professional Communications 100**

**Assignment 1 PART B: Argumentative essay**

#### TUTOR’S COMMENT:

Hello,

The tone of your essay is informal- it reads less like an argumentative academic piece of writing than it should because most of the resources you reference are not scholarly. They are blogs, YouTube and general magazine style articles. You must find more scholarly conversations on this topic to draw your argument and ideas from. If you are arguing the importance of professionals then you need to access (more of) that professional academic opinion. The brief requires a minimum of 5, you have 3 scholarly texts.

The argument is unclear- and changes as you write. Make a solid thesis statement and *stick to it*. I think some of the ideas in the conclusion are worth incorporating.

Work with the PEEL paragraph structure offered below.

Access chapter 11 -Communications Toolkit- for hints on how to write more formally.

An interesting idea, you may want to look/compare with other industries that similar has happened to- eg. Graphic design. You also should address the other side of the argument – how access to Pintrest etc has offered inspiration to all- designers and non-designers alike. The plight of the designer is an interesting one- we have clients. If you want to make/create without a brief/client then you need to become an artist. It is not the same thing.

**Title:**

**THE INTERNETS INFLUENCE ON INTERIOR DESIGN**

**I am using APA 7th**

Interior design begins with the simple practice of design, there is no formula or equation that makes it a simple task to solve. It begins with a designer and their own individuality along with their ability to share this with their clients, however, the internet disrupts this. The rise of social media use has increased non-designers insights into interior design encouraging designers’ creativity to be based on trends seen through social networking sites instead of their own individuality. **Online trends of interior design support non-designers independently designing through CGI technology and social media, as a result, interior design as a career is seen as less desirable due to its teachings being accessible through the internet.**

Reformatted from here to line spacing requirement: Interior Design creates a room atmosphere through light, colour and materials. ~~Now~~ Interior design has evolved into a professional career that requires publications, legal recognition and an educational curriculum (Abercrombie, 2018) acting as a reminder that our furniture and rooms influence our emotions and thoughts (Abercrombie, 2018). With interior design evolving so has social media, allowing for all of this – unclear, be specific- to be accessed with just a few clicks, taking from the years of education that designers go through in order to pursue it. This was shown during the pandemic when a luxury home went viral on the coast of Italy (add citation) because of its…?. The building was formed through many unique features such as the rounded, uncovered doors and windows with furniture by famous designers such as Gerd Lange for Bofinger and Le Corbusier being featured in it ([*Wiener*](https://www.newyorker.com/contributors/anna-wiener), 2021)remove hyperlinks from in-text citations. Format correctly, no italics. Comments began flooding in, with many asking “Do they rent?” without knowing the house itself doesn't exist. Although C.G.I has been employed for many years, it has rapidly become more realistic throughout the years creating interiors by experienced designers (Degen et al., 2016 check how many authors are needed before applying et.al). However, simple Youtube videos such as “10 Tips for a REALISTIC Interior Rendering” (Architecture Inspirations, 2017) have convinced non-designers that they're able to create it themselves, decreasing the need for designers. With online technology being available to ~~any and~~ everyone as well as its tutorials being free ~~with the click of a button~~, the need to hire designers for their own individuality is undesirable as non-designers can find what they need and realistically create it themselves due to online technologies.

Some inconsistencies/ confusing points:

How does a non-professional get ‘legal recognition’ ? (as mentioned)

Why is a digital rendition so valuable?

Computer software skills replace designers individuality? How so?

Along with the evolution of C.G.I, online trends are setting standards for interior designers, decreasing their creative freedom. There are many factors that a designer must take into consideration when working for a client such as their personal restrictions (add citation). Normally these factors are surrounding finance and space size, however, with the introduction of the internet, social media trends are highly influencing a client's wants, further limiting a designer's creative freedom (add citation). Creative freedom is important to a designer's ability to provide a professional piece of work for their client yet clients tend to take advantage of this, demanding their own ideas resulting in a tense relationship (Price, 2020). A UK design school held a survey in 2000, interviewing design students and recording their opinions on clients. A comment by one student states “they limit your creativity; clients are never happy with what you've done” emphasising that clients already restrict designers therefore introducing online trends will just further limit this (Price, 2020). When finding the source of these trends and who designs them, you have three culprits; ?! avoid emotive/accusing language the fashion industry, social media and traditional media such as magazines and television (add citation). Fashion influences trends as its common to see materials used on the runway showing up on trending furniture as well as designers being in both industries as seen by Isaac Mizrahi, a runway name also a rug designer (add citation)continue to add throughout the essay. Social and traditional media have the biggest impact as they have the highest interaction rate with readers (add citation). Not only do these sources encourage new trends, but they also make them easily accessible with a tag or link to an item. When exploring the current trends ranges from new colours, textures, materials and recently the introduction of new aesthetics. With these trends constantly changing such as last year the popular aesthetic was minislims, having the least amount of movement in a room yet this year it has shifted to maximalism with an overload of objects in the room ([WAHI](https://www.livingetc.com/author/rohini-wahi), 2022). This shift in trends supports the constant turnover being seen due to social media, as there is never a timeless trend, everything expires, however their effect remains (how? Explain). As there is constantly a new trend, clients will attempt to keep up, they'll constantly require new designs or trends and if designers aren't able to keep up with these progressing trends, clients will take it on themselves to create it through technology (Wicker, 2021). With non-designers relying on trends for their inspiration, interior design will become a dying field. I am missing the connection between the software skill and the design skill- it is not the same thing. I am also unaware of clients that need continuous updating, please supply examples. As a counter to your argument- would not continuous updating be good for interior design business’?

The shift in aesthetics from minimalism to maximalism has caused the macro and social issue of overconsumption not part of your thesis statement. Interior design has become a prominent cause of overconsumption as the design of space contributes heavily to the user's status (Usal, 2012). As an interior designer has the choice of not only how to design space but whether the furniture pieces get created at all, they're able to choose sustainable alternatives whilst non-designers may not even be aware they exist. To keep this environmental? status high, clients need to be keeping up with the trends meaning a constant turnover of furniture and decor (Dianne, 2022). When relying on trends, takes away from allowing interior designers the opportunity to create their own quality designs that last both aesthetically and functionally. As interior designers take into account not only the architecture but the choice of materials, furnishing along with ergonomics (Brana, 2021). Interior designers have a broad knowledge of all materials, especially sustainable ones such as Patricia Urqiolas's “PROJECT NUANCES”, the creation of sustainable felt originating from the scraps of wool fibres from processing, she created a technique that allowed her to re-sue these discarded materials and combine them to create a “stone-like appearance”, unique to the design world. Project nuances display how interior designers are aware of the issue of consumerism and apply sustainability where they can, however, non-designers are unlikely to be aware of this issue as their main focus would be to keep up with the current trend (Brana, 2021). Regardless of its sustainability status.

**Structure Paragraphs.** Remember to PEEL your academic paragraphs:

* make a point (your main idea that links to the thesis statement);
* elaborate on that point;
* provide evidence/examples;
* and link the idea back to your main argument.

See the section on paragraphing in Chapter 6 of your textbook *Communications Toolkit* for more details, and student paragraph examples in both Chapters 6 and 9.

Social networking sites offer a place for anyone to share their ideas, publish their own designs and share them with the world. With this comes the benefit of finding constant inspiration, a photo to reference back to when stuck without ideas. A place where designers can communicate with other designers about new projects and experiences in the architecture world. However, the very source of inspiration for many is also the reason for killing emotive and hyperbole a creative industry. Although the internet provides many positives for designers such as publicity, it also exposes them to copyright. This is seen in the dupes slang! created for the Gubi Lounge Chair costing $4,000 due to the shearling sheepskin cover and designed by renowned design studio, Space Copenhagen. However, due to its trending on social media, it was quickly duped by fast fashion stores such as Kmart and Big W for as little as $50. The drastic price change encourages users to purchase the less-sustainable option. Therefore, the publicity and inspiration that the internet provides for designers can also be taken advantage of, becoming a platform of constant copyright. The publicity would have also increased their access to high-end clients- the Kmart customers were never going to buy the $4000 item.

Interior Design is a form of art, it doesn't ‘decorate’ a room, it creates it. It varies from creating the perfect lighting to figuring out the best room acoustics for reducing anxiety good sentences- but does not belong in the conclusion because those ideas have not been addressed yet. Although many deem interior design as a simple career that requires no skill, that has quickly been proven wrong as the field has evolved into being intertwined with architecture to transform a building from walls to art. The creativity and originality it takes to form these impactful spaces require time, effort and education, however, the very platforms that designers are using to find and share inspiration are killing this creative field. Social media not only interferes with the originality and individuality it takes to create a space through temporary trends but also exposes designers to copyright, contributing to unsustainable habits such as over-consumption. With social networking sites constantly evolving, more protective laws need to be put in place to protect designer products along with our environment. The conclusion should be a re-visit of the thesis statement- not new ideas about protection. OR include the ideas about protection in the thesis statement and paragraphs.

1385 words

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