

D

Foundation

F

Introductory

B

Intermediate

R

Required Reading Range  
Course Reader

Required Reading Range  
Module Reader



Interior Design

107  
The Fundamentals of  
Interior Design

108–109  
Basics Interior Design  
01 Retail Design  
02 Exhibition Design



**Simon Dodsworth** is the author of *The Fundamentals of Interior Design* (see page 107). He is a Director of Interior Design at the KLC School of Design, UK.

## Simon Dodsworth educator / interior designer

AVA titles have been very successful and widely adopted. Why do you think this might be?

It was clear from the first time I saw one of AVA's books that they were a little bit different, and a little bit special. I like books, particularly ones about subjects that I love, but there's a quality to everything about AVA's titles, from the paper to the photography to the graphic design. I think that's one of the key issues. The users of the books might not be experts in the subjects (yet), but they have a passion for design. Whether their chosen area of specialization is film, architecture or graphic design, all design has the same roots. So, I think that all the users appreciate the care that's gone into these books. And that goes for the tutors, teachers and academics that are responsible for recommending them too. I'm amazed and a little disappointed when I come across a book on one area of design or another that looks as though it's been thrown together by someone who doesn't really care. Needless to say, no AVA books are like that!

How relevant are AVA books to the courses you teach, and how do they compare with other titles that you currently use?

They're relevant because they look at the important subject areas – those which students sometimes struggle to get to grips with. The large number of illustrations provides a real inspiration and motivation for those students. They're also contemporary, so they feel appropriate and relevant to what the students are learning.

What is the key point that you want students to take away from reading *The Fundamentals of Interior Design*?

Students should realize that design is an exploration of different ideas, undertaken within a framework of principles and methodologies that encourage unique and individual solutions to problems. There is never a single 'right or wrong' answer to a brief.

How do you feel the industry contributions add to the text?

The solutions that students produce to a brief are often limited by their own experience and knowledge. In a learning environment, I think it is important for students to be shown possibilities often beyond what they could imagine for themselves. The industry examples are intended to inspire and do just that.

What was your motivation for writing *The Fundamentals of Interior Design* and how do you anticipate it will help students?

I hoped to pass on some of the sheer excitement of creating a living, working space that is the essence of interior design. I hope the book inspires and instils a certain confidence in students, helping them to think, 'Yes, I can do this.'

How, in your opinion, does the book reflect current interior design practice?

The book aims to promote newer technologies and practices that help the design process, at the same time as celebrating the older, more craft-based production methods which are still at the core of the design process. Developing a design through hand sketching in a free and fluid manner, then scanning and rendering those same sketches digitally embraces the best of both worlds.

How do you see interior design education progressing?

As the speed of change in any industry only ever increases, it's vital that students are taught not just existing techniques, but also the means to discover new ones for themselves, as well as the confidence to learn new practices and update existing skills under their own steam.



## Introductory

## The Fundamentals of Interior Design Simon Dodsworth

### Key features

**Provides a thorough introduction to the key elements of interior design and the ideas that underpin them.**

**Describes the entire design process, from researching initial ideas to realizing them in three-dimensional form.**

**Includes a variety of case studies taken from contemporary interior designers, including Jonathan Tuckey Design and Project Orange.**

**Features diagrams and 'talking points' to get students thinking about key issues.**

**Includes a section on ethics in interior design.**

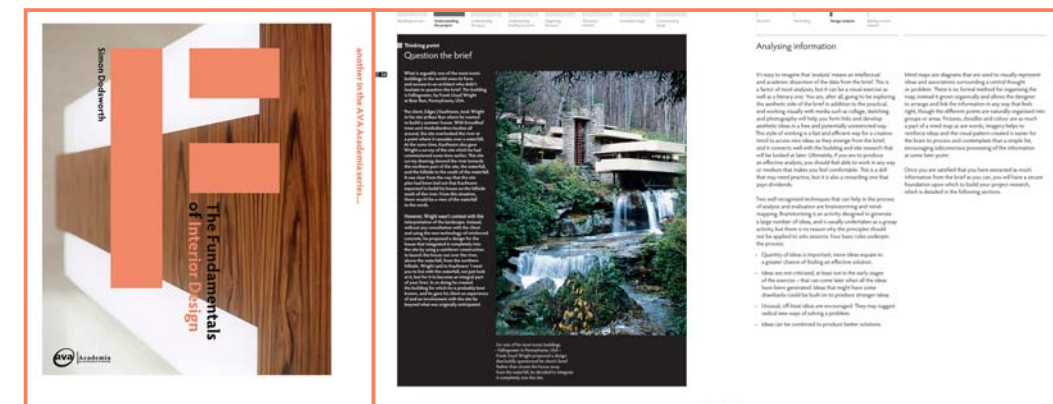
**Presented in a rich visual style, designed to appeal to students of the creative arts.**

### Readership

#### Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This text provides students with a comprehensive introduction to basic interior design theory, before examining specific key practices in greater detail.



Basics Interior Design

- 01 Retail Design  
Lynne Mesher
- 02 Exhibition Design  
Pam Locker

Key features

Addresses the key areas of interior design with in-depth guides, supported by student exercises and resources.

Includes a variety of case studies and examples of work taken from the best of contemporary interior design.

Presents information in a consistently engaging visual style.

The Basics Interior Design series is a collection of useful reference guides for students, covering every aspect of the interior design discipline. Titles include discussions of designs for retail environments and those for exhibition spaces. The books can be taken as individual, in-depth handbooks, or combined to form a comprehensive reference guide. The text is supported by a range of case studies and examples of work from the best contemporary interior designers, and includes student exercises, tips, and helpful resource directories.

Retail Design

Key features

Approaches the subject of interior design in a commercial context.

Examines the impact of branding, context, site and setting on interior spaces.

Investigates methods of creating layouts, promoting customer circulation and regulating pace.

Exhibition Design

Key features

Explores the role of the exhibition designer as a creative practitioner.

Examines the full scope of exhibition design: for fairs, attractions, world expositions, museums, galleries, historic houses, landscape interpretation and art installations.

Discusses the overlap of exhibition design into other areas of interior and graphic design.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



NEW!



NEW!