

DESIGN
TACTICS
ACADEMY



Design
Tactics
Academy

2017/2018

PRO SPECTUS



www.designtacticsacademy.com



WHO WE ARE

Design tactics academy is an interior design and business school established in 2016. It is the training arm of the parent company Designtactics Ltd.

We are a team of seasoned professionals who are not just focused on teaching interior design skills alone, but also train on entrepreneurial management thereby arming the students with requisite knowledge and expertise to translate the skills acquired into successful design career. We are basically grooming a breed of topnotch interior designers and focus driven entrepreneurs who will be forces to reckon with in the interior design industry.



Design Tactics Academy



MISSION

To birth and train the best generation of professional interior designers, and to raise a breed of first class designers who are able to prove their worth and expertise in the interior design industry.

VISION

To create a standard in interior design training recognized across Africa and beyond.

CORE VALUES

EXCELLENCE

PROFESSIONALISM

INTEGRITY

DEDICATION

DISCIPLINE

PROGRAM DETAILS

MAIN PROGRAM

3MONTHS

The main program is the INTERIOR DESIGN COURSE. This course is divided into two categories:

- THE TRAINING MODULES
- THE BUSINESS MODULES

At the successful completion of this course you are automatically qualified to practice as an interior designer freelance or you may find employment with interior design firms, Property development companies, Architectural firms, Furniture company, Exhibition or decorating firms. There is an ongoing demand for your design ability whether you decide to work fulltime, part-time or as a profitable sideline.

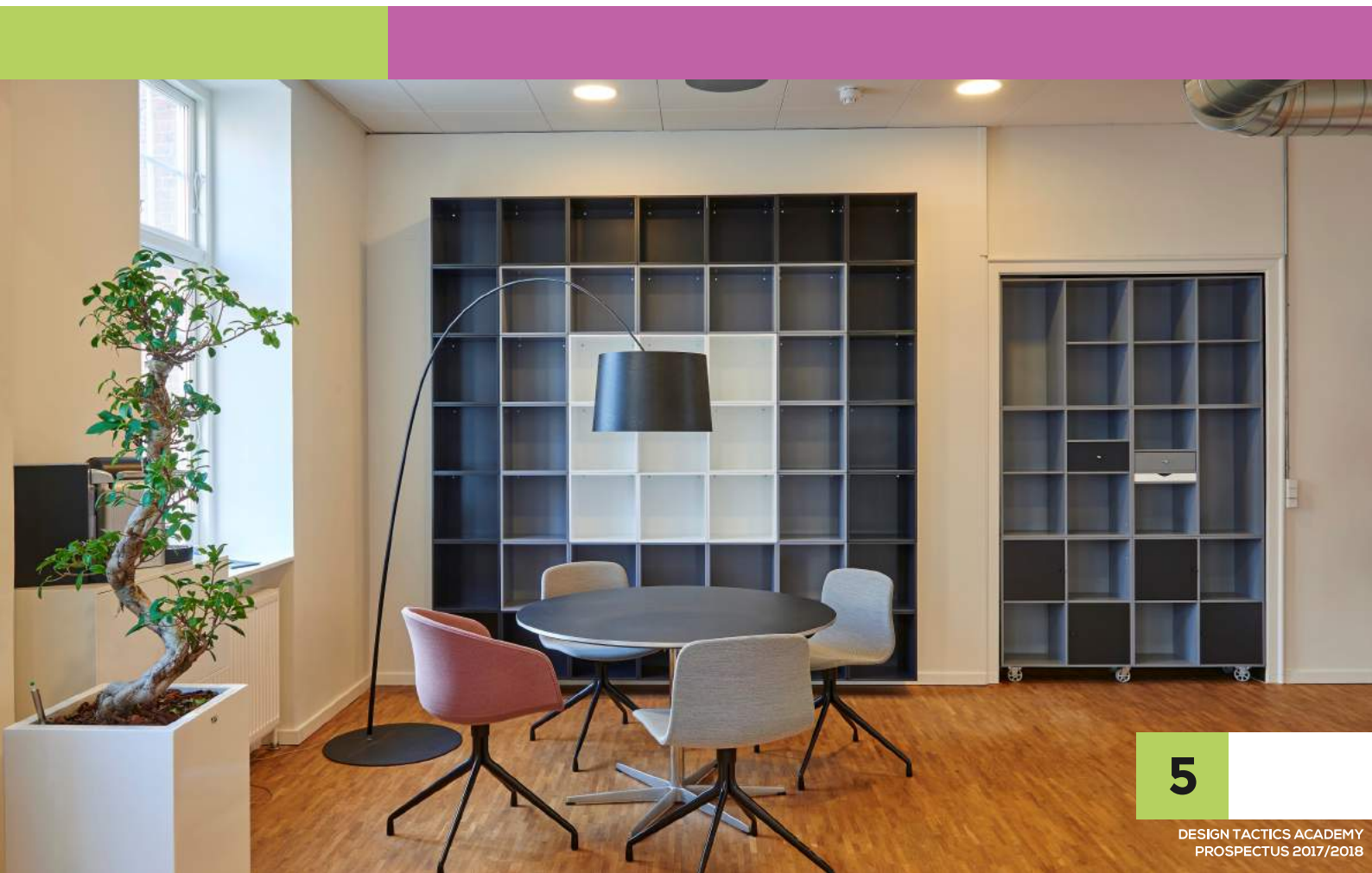


COURSE INTRODUCTION

The carefully created modular programme is built around a series of challenging and varied design projects to enable the students go through a unique close to an actual design studio experience as possible. This work forms the basis of a graduate portfolio with increasingly complex projects, demonstrate professional competence and the capacity to translate and resolve the needs and aspirations of a client, all interspersed with the necessary business skills.

A unique aspect of the course is that it covers every aspect of interior design spanning from design process, spatial planning and building construction right through to a study of materials and finishes and their application, enabling students respond effectively to every aspect of a client's brief.

Students particularly appreciate the frequent input of inspirational, specialist speakers from the industry which combined with extensive support from the teaching team, gradually builds up confidence and ability as the course progresses. The practical knowledge and skills gained on the course, combined with creativity and professionalism, prepares students exceptionally well for entry into the interior design industry.



COURSE BRIEF

From inception the students will be made to inform design work through research and to underpin proposed design solutions and decisions with critical analysis. A lot of emphasis is placed on design process from taking the client's brief, site survey, design analysis, conceptual and design development through to implementation and the final evaluation of a project. Students are also introduced to drawing conventions and taught how to produce 2d and 3D drawings both freehand and CAD generated, and to master 3D visualization techniques, scale models, and other methods of visual presentation. The use of sketching and, design developmental drawings and computing to generate 2D and 3D models are encouraged in the later part of the course and students learn to produce detailed working drawings which are now a vital part of a designer's toolkit.

AutoCAD is used across a wide range of industries, by architects, project managers, engineers, designers and other professionals. Skills and confidence in AutoCAD is gained throughout the course. These software drawing skills are combined with learning competencies in sketchup, CorelDraw and photoshop.

Students will explore design principles, theory, spatial planning and the use of architectural terminologies. Students are also introduced to the key practical elements that underpin good design including building construction, structural principles, services, building regulations and planning permissions. Consideration of sustainability in design is regarded as holistic part of the course and students are encouraged to factor this in to any design project.



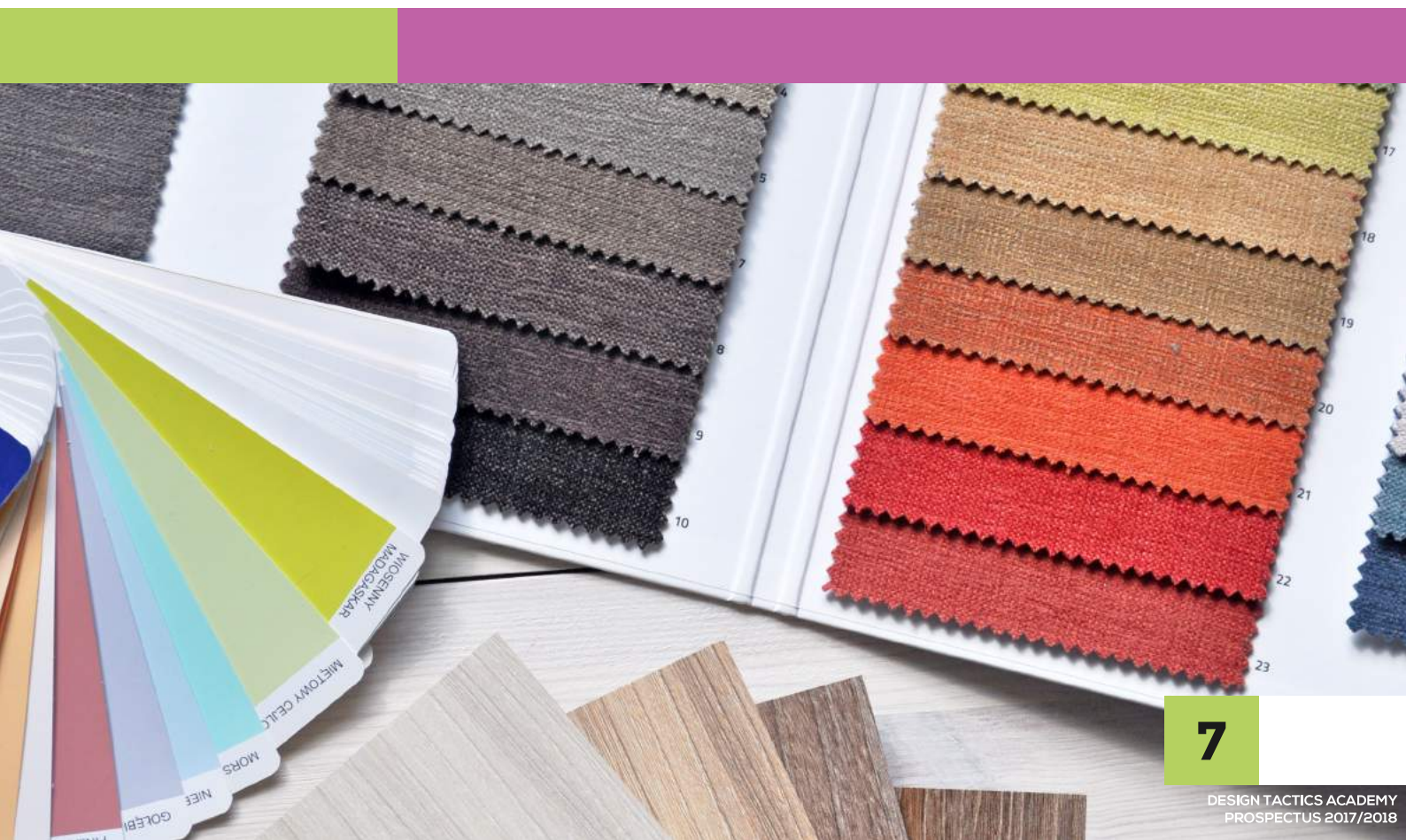
COURSE BRIEF

Equally important is the ability to access creativity and particularly enjoyable aspects of the course include an exploration of color and light, learning about materials and finishes and their application and consideration of design psychology. An overview of the evolution of international styles with a specific focus on the history of English and French interior style to include the work of iconic designers and Architects of the 20th century provides rich source of inspiration for contemporary design.

To provide as authentic a design experience as possible, the major projects during the course are based on a variety of realistic residential and commercial spaces such as restaurants, bars, hotels, spas, retail outlets and other commercial buildings. The group project encourages effective team work in a creative environment and budgets and time management are also included within this section of the course. In boosting their project work, students are admonished to explore strategies for successful communication with clients through visual, written and spoken medium.

The final design project requires the students to work autonomously on a space and apply a full range of design skills acquired; they need to demonstrate their abilities to plan, time and complete their own presentations, showcase their knowledge of current and emerging technologies and major design trends and demonstrate current thinking regarding key issues on professional design practice.

The course is rooted in business reality and considerable emphasis is therefore placed on business skills through the study of professional practice which, combined with the opportunity for work shadowing, help to ensure that students are fully prepared for employment on graduation.



COURSE CONTENT

1. 10 modules on interior design
2. 6 modules on entrepreneurship
3. 1 module on Corporate identity and branding
4. 9 assignments leading to the award of your certificate
5. Presentation/project
6. 2 site visits
7. 1 market survey
8. Tutorials on how to go about setting your professional practice.

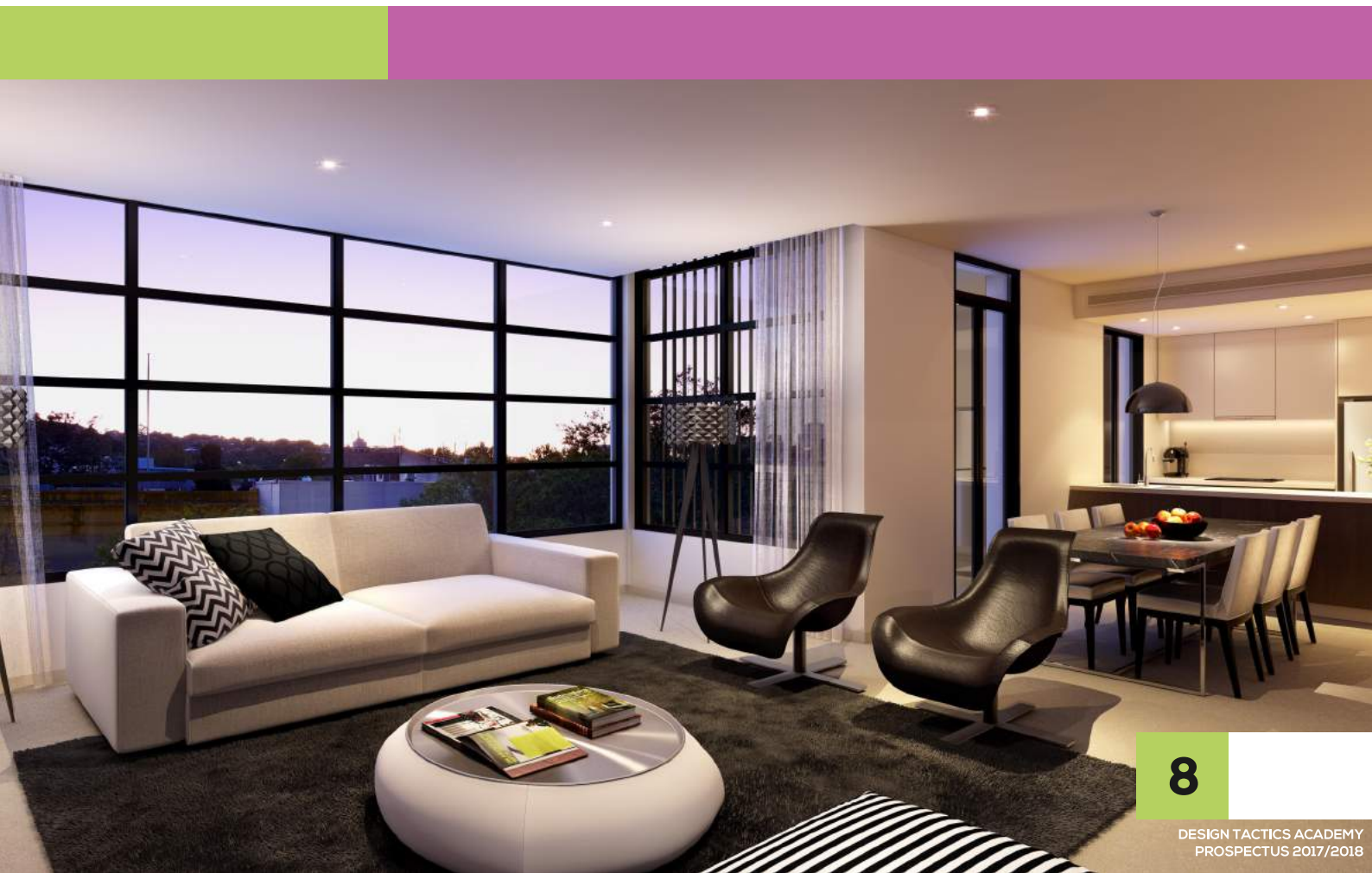
1. ArchiCAD

2. AutoCAD

3. Sketchup

4. Revit

3D VISUALIZATION TRAINING



SCHOOL CALENDER

FULL TIME (3 MONTHS)

Monday	9:00am - 12:00am	Afternoon 1:00pm - 4:00pm
Wednesday	9:00am - 12:00am	Afternoon 1:00pm - 4:00pm
Friday	9:00am - 12:00am	Afternoon 1:00pm - 4:00pm

Tuesday	9:00am - 12:00pm	Afternoon 1:00pm - 4:00pm
Thursday	9:00am - 12:00pm	Afternoon 1:00pm - 4:00pm

PART TIME (4 MONTHS)

Saturday	9:00am - 1:00pm	Afternoon 2:00pm - 6:00pm
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Students are nurtured through this intensive training with extensive tutor support and personalized supervision. A combination of different teaching and learning strategies are employed on this course which includes taught training, workshops, group and individual tutorials and presentations.

Module 1 Introduction to interior design

This module will introduce students to the philosophy of interior decoration and design and will also expose them to key design concepts. The module provides an overview on the elements and principles of design, it also enhances the world of visual images, so students can see and understand the message behind the styles and decorative ideas.

Module 2 Historical Evolution of Interior Design

The module gives account of the historical evolution and development of interior design, it also exposes the students to different historical styles. This module will enable students to be vast with diverse interior design styles which will help inform their design decision to meet clients' needs, taste and styles perfectly.

Module 3 Design process

The design process module will teach students how to handle a project from start to finish, by enhancing students ability to undertake strategic and conceptual decisions that goes beyond decoration and how to create and deliver an exceptional interior design project. Students will be equipped with requisite knowledge on how to establish a method of evaluation of a Project and also steps required from the design stage to the implementation stage and post construction stage.



Module 4 Space Planning

Space Planning is the core of any interior design. It starts with in-depth analysis of how to use the space. Module 4 is aimed at teaching the students how to develop plans for remodeling and creation of interior spaces that are comfortable and functional to suit their design thoughts. All design parameters are considered a vital part of space planning. Students are required to develop space plans which will enable them understand the possibilities of structure, space and new uses of residential or commercial plan.

Module 5 Lighting

Lighting is an important aspect of interior design as it helps enhance aesthetic appeal and creates the mood and ambience of a living space. Light is the main element that gives the room a special look and transforms it into a seamless combination of style and functionality.

Module 6 Color Psychology

Color is the most potent and flexible element of design and it also serves as a determinant to human behaviour. Color influences perceptions that are not obvious. This module will educate students on the properties of colour and how to combine colours effectively and effortlessly.



Module 7 Surface Finishes (Cladding)

This module focuses on how to apply the concept of three dimensional designs to the reality of a finished space. Students will be taught how to use floors, walls and ceiling finishing in creating aesthetically functional spaces.

Module 8 Furniture

It is a basic fact that a great design is working with the most beautiful and painstakingly selected furniture and art pieces. Furniture matters the most when designing a space. Students will be exposed to the different types of furniture and their uses. They will also be taught furniture arrangement and how to create functional and appealing spaces using different furnishing styles.

Module 9 Air conditioning and Sanitary fittings

This module focuses on the air conditioning and sanitary considerations in an interior space. Students will be guided through factors to consider when planning a space and the importance of enhancing air quality of a space based on various types of ventilating mechanisms in relation to the purpose and use of each space.

The module further explains the sanitary considerations and options available, types and uses of different sanitary fittings and the various methods of water supply and channeling of waste out of the building etc.

Module 10 Soft Furnishing

The Soft furnishing module is all about enhancing the beauty of spaces. Students will be taught how to adorn spaces and add pops of colour, blend varying textures and overall, effortlessly elevating interiors to create beautiful ambience.



Module 1 ENTREPRENEURSHIP

Our entrepreneurship modules are carefully structured to arm the students with the requisite knowledge they need to build a successful and sustainable business. They will learn how to manage innovation, and develop their own entrepreneurial skills, they will also gain an in-depth understanding of managing people and their differential personality traits, business operations and logistics, marketing and communications, finance and accounting, corporate strategy and business ethics.

Section 1 Concept of Entrepreneurship?

Section 2 Team building and team work.

Section 3 Customer relationship management.

Section 4 Sales and marketing.

Section 5 Financial management.

Section 6 Work place ethics.



Module 2 BRANDING AND CORPORATE IDENTITY

In any business branding and corporate identity are key. Although branding and corporate identity are used interchangeably, they are different concepts. Branding is more concerned with the emotional relationship between customer and a business while corporate identity has to do with the look and feel of the business. This module is fully loaded with all the basics needed in taking your business to the next level. Students are mentored in building value, visibility and profitability through branding which will help build a sustainable interior design/decor brand.



SHORT COURSES

1. ENTREPRENEURIAL MANAGEMENT

3DAYS

Entrepreneurs these days do not understand what it entails to run a successful business, their only priority is acquiring skills they need to practice in their various fields, forgetting that it takes more than having those skills to run a successful business. This training is organised to impact them with the various knowledge and skills they need to be able to run a well organised and successful business.



2. SALES AND MARKETING

1DAY

The sales and marketing training is a hands-on class that will help increase sales and profitability by teaching you how to understand the needs of the customer, and demonstrate to them the value of your product in meeting their needs. The program is focused on fundamentals of salesmanship, but it goes well beyond the traditional sales concepts.



3. EMPLOYABILITY WORKSHOP

1DAY

Apart from being passionate about raising a breed of first class interior designers, Design Tactics Academy is also passionate about empowering young people to do well in their career choices and personal lives. The training is designed to empower young people in bridging the gap between the classroom and workplace environment.



SHORT COURSES

4.CUSTOMER RELATIONSHIP MANAGEMENT

1DAY

Getting customers is one of the most difficult aspects of running a business; so it is important to retain the ones you have, sell more to them and continually look for new ones. In order to offer excellent customer service, the service provider's communication skills is very important as it critically influences the customer service experience.



5.SOFT FURNISHING

2WEEKS

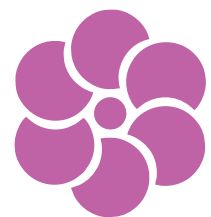
This is purely an act of using components of the house with the sole aim of beautifying a space. You will be taught fabric selections, textures and patterns and how to use them to get wow effects in an interior setting. These includes Curtains, beddings, rugs, furniture covers etc



6.INTERIOR DECORATION

4WEEKS

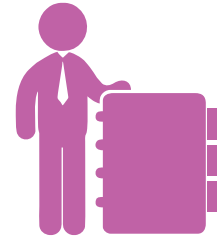
This course is all about beautification. You will be taught how to create aesthetically appealing spaces. How to accessorize and adorn a space with fashionable or beautiful pieces.



7.FURNITURE DESIGN

4WEEKS

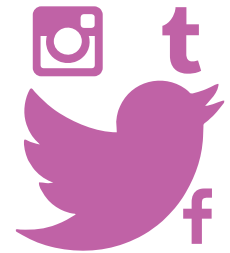
Furniture is an integral part of interior design and this course is geared towards educating you about different types and styles of furniture. How and where to place furniture for both functional and aesthetical effects.



8.DIGITAL MARKETING

2DAYS

“All of the current innovation and thinking in marketing is happening through the various digital channels” Ian Dodson
The world is shifting from analogue to digital and businesses all around the world are realising huge profits by going digital. Digital Marketing is the future of marketing, and it's highly likely that digital media will replace traditional marketing altogether. This course will enable the students harness the power of Digital Marketing as a core driver of the marketing strategy for their business.



FACULTY

The Design Tactics Academy team is a group of professionals who are not just focused on teaching interior design skills alone, but also train on entrepreneurial management thereby arming the students with requisite knowledge and expertise to translate the skills acquired into successful design career.



Yusufu Ishaku
Chairman
Designtactics Group



Aisha Yusuf Ishaku
Proprietress
Design Tactics Academy



Joy Bulus
School Administrator



Oladele Tosin
(Arch)
Head of Academics



Nyitor Deborah Wuese
(Arch)
Interior Design Facilitator



Tokunbo Fasoro
Head of Dept.
Entrepreneurial
Management



FACULTY



Emenike Unachukwu
Furniture Module



Zika Nwaise
Financial
Management



Oluwaseun Ayanfeoluwa
Head of Dept.
Branding & Corporate
Identity



Opeyemi Komolafe
Sales & Marketing



Olanre Olafimihan
Head of Dept.
Interior Design



Adedotun Adeboyejo
Window Treatment



REGISTRATION

REGISTRATION



- Registration forms can be picked from the school.
- Fill forms, pay the course fee and submit duly completed forms with a copy of deposit slip or proof of payment.
- Attach 2 passport photographs, and a copy of identity card at the admin office.
- Pick up your acceptance letter and starter pack.

ENTRY REQUIREMENTS



1. Passion and a creative/artistic flair
2. Forms can be picked from school,
3. Students are required to have a Pc laptop computer, loaded with Adobe creative suite, coreldraw, AutoCAD and individual internet modems.



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