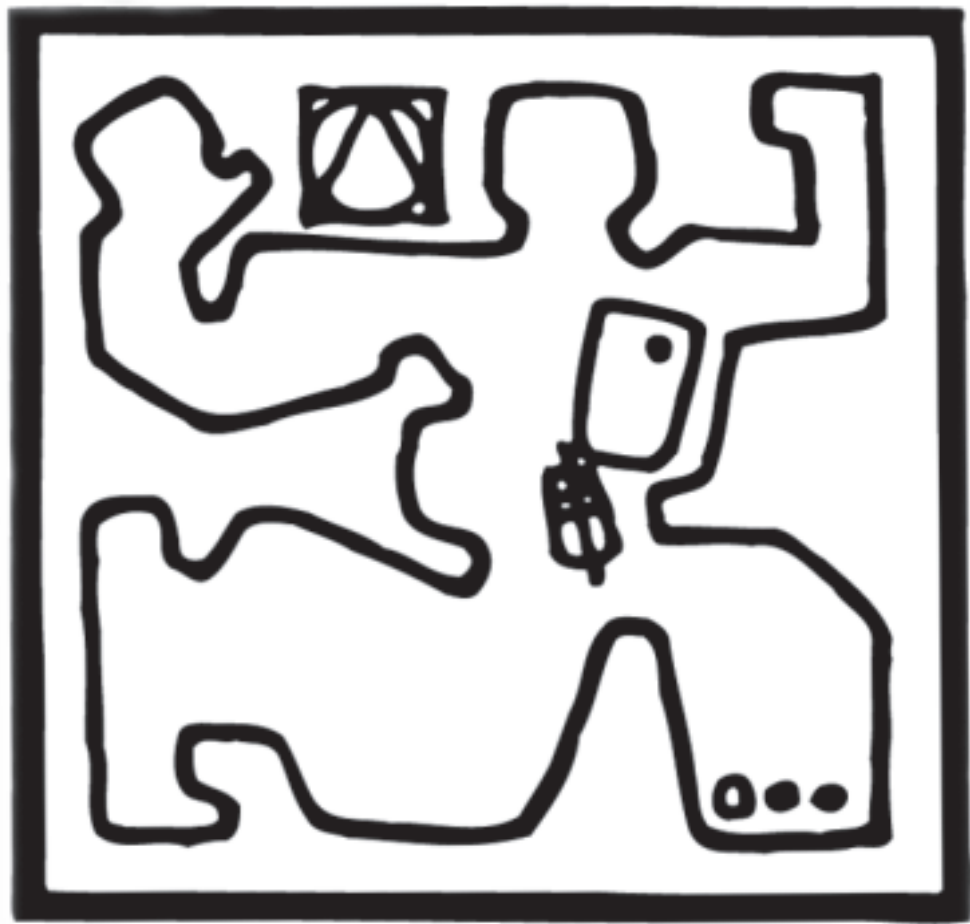


desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



September 24, 2004
Ritz Carlton, Phoenix, Arizona

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This is my last president's address and one of the quickest years of my life! I have thoroughly enjoyed this past year and the highlights of the year have been both professional and personal.

Seeing all of your work this year was inspiring. From Tour de Noel to the Design Awards, I have had wonderful exposure to the great quality of work of our chapter members. There is a great combination of talent and just plain hard work within our chapter. The Tour de Noel showcased **Michael Barron** and **Luis Corona's** beautiful estate along with **Cara Clancy's** home. We thank all of our designers that graciously allowed us to view their work and appreciate the time and energy it takes to prepare these homes for a fundraiser of this magnitude. Fundraisers such as these contribute to our chapter's stability.

I have enjoyed getting to know so many more of you this past year. Being a member of the chapter has always been about meeting so many of you that share common interests and we always have so much to talk about and share.

Other highlights of the year include the first meeting hosted by **Hinkley's**. We had wonderful attendance for the tour of a beautiful home. It was delightful to be on location to see the lighting fixtures. (The food was great as well!)

Next, **Eva Maddox** spoke at ASU on a Friday evening after school and the auditorium was packed! This event gave such positive exposure to our chapter. There were many positive comments about **Elliot Pollock** speaking on the economy at the Wrigley Mansion. Again another successful year for Education Day and SURPRISE, we made \$13,000 for student scholarships at the Designers' Sample Sale.

Other chapter meetings involved Industry Partners hosts from Sylvia Lorts and Jackie Jordon to Light Up Your Life, the recent summer bus tours and Chef Hutchins at Interwest. We have such a great support group. This reminds me of the help many IP members gave me this year. The Industry Partners I personally purchase from did everything they could to make my transactions fast as they knew time was in short supply. Thank you all!

The last event of this year will be the Design Excellence Awards which bring many awards! We asked another chapter in a metropolitan area larger than our own for award winning designers to judge our competition. They did take their work seriously! This year, we had a record number of entries and the quality of the work was over the top. Many awards were given by the judges and will be presented at the great celebration on Friday, September 24 at the Ritz Carlton!

Sincerely,
Sherry Hauser, ASID
President



In this issue, we are saying goodbye to a few important people. First, I'd like to thank Sherry Hauser, ASID for her hard work this past year as Chapter President. She has contributed significantly to the *Desert Digest* and has worked hard in helping me keep my deadlines as well as provide article ideas.



Allyson Calvert, ASID

I'd also like to thank Lahoma Eckroat for being the Student Representative to the Board this past year. Lahoma has done a wonderful job collecting the updates from all of the Student Chapters throughout Phoenix and Flagstaff and keeping us updated on the student events and news.

I welcome and look forward to working with Greta Guelich, ASID, as the new Chapter President, both on the ASID board and with this upcoming year's *Desert Digest*. Greta has some great ideas for the newsletter that I'm sure you will find exciting.

I also welcome the new Student Rep to the Board, Sheena Geohagan. Sheena has already written an overview of the ASID Leadership Conference, included in this issue and is off to a fantastic start as Student Rep to the Board.

As always, if you have new ideas or articles that you'd like to submit, please feel free to call me at 602-537-8561 or email me at Allyson.J.Calvert@aexp.com.

Sincerely,
Allyson J. Calvert, ASID
Editor

2003-2004 Officers and Board of Directors

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Nancy Petrenka, ASID

Thank You, Thank You, Thank You

By Sherry Hauser, ASID

The following people made this year a great success for all of us:

TOUR DE NOEL

Susan Schultz-volunteer extraordinaire (and continuing on as Tour de Noel Chair)

Tour de Noel chairs: **Sandra Kush** and **Bev Hogshire**

Linda Kolesar, ASID, Tour de Noel and Treasurer

Robyn Lee, our event planner for Tour de Noel

Traci Nelson, various committees members that worked during Tour de Noel setting up auction items and hosting buses
Designers: **Luis Corona, Michael Barron, Sandra Kush, Paige Bailey, Cara Clancey, Carol Buto, ASID** and **Bev Hogshire**- homes for Tour de Noel

INDUSTRY PARTNERS WHO HOSTED MEETINGS:

Hinkley's Lighting

Alexander Sinclair

Sherwin Williams

Arizona Tile

Clare Frame and Art

Inside/Out, Interior Surfaces Guild, Kravet and Pindler & Pindler
Light up you Life, The Conservatory, Picture Perfect Gallery, Phoenix Art Group and The Bentley Group/A Little More Red Arts Alive, Neimann Hayden Fine Art, The Lawrence Gallery, Silk Route/Handmade Legends, Mediterrania, Echoes of Asia and Interwest Distributing Co.

Larry Lake, ASID, host of the holiday party, Scholarship Committee, Designer's Sample Sale and Zoofari

Jeanne Crandall, ASID, Scholarship Committee, Designer's Sample Sale, Zoofari and President of IDCA

Sheri Newton, ASID, Scholarship committee

Christine Piotrowski, ASID, Naomi Anderson and **Gretchen Palmer**, Education Day Co-chairs

A special "Thank You" to all ASID sponsors. We couldn't run this chapter as successfully without you! (A full list of sponsors to come in Nov./Dec. '04).

28th Annual ASID Design Excellence Awards

Puttín' On The Ritz

MARK YOUR CALENDAR
FRIDAY, SEPTEMBER 24TH
RITZ CARLTON, PHOENIX



Join ASID in celebrating design excellence at this grand affair at the Ritz! Enjoy a sit-down dinner, music, special gift bags, and the chance to see spectacular designs by our very own award-winning designers. There were more than 90 entries this year, so it will be a BIG night.

Put your table of ten together now!

Our Commitment as an Industry Partner



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Focus on the future...

As my first President's message in the *Desert Digest*, let me say I am very honored to represent our Chapter as your President this year and happily accept the responsibilities of the position. This year promises to be an exciting one with expanded programs, additional fundraising/marketing events and organizational changes mandated by National.

One of the many challenges and responsibilities facing the Chapter each year is to offer you, the membership, programs that are interesting as well as educational. These programs should enhance your knowledge of the profession and keep you up-to-date on current trends impacting the design community and our clients. This is my main focus for the year. To meet this challenge, I will bring in experts in their fields to address the Chapter and discuss their area of expertise. Our first expert is Leatrice Eiseman, a color specialist who has been called "the international color guru" because she is recognized worldwide, especially as a prime consultant to Pantone, Inc. The topic of color was one of the most requested subject choices according to the Chapter's most recent member survey. I hope you will make an effort to attend our October 20th meeting and hear Leatrice Eiseman discuss the latest Color Trends in Interior Design. So, mark your calendar and give the ASID office a call to reserve a seat at what promises to be a most informative meeting.

In addition to importing topic experts to address the Chapter, we will endeavor to assist your marketing efforts by providing other opportunities to showcase your design talents to the public as well as increase fundraising for the Chapter. First, we are implementing a program for members to donate two to four hours of time working with new clients doing what we do

best—design. Expect to hear more about this new program in the near future. Second, the Board approved another fundraiser, a one-day self-drive tour of homes showcasing your design talents, scheduled for the end of February. So if you are working on that special project....keep this tour in mind as this will be an excellent opportunity to show your work.

The trip to National's July Leadership Conference held in Washington DC was very exhilarating, inspiring and very informative. Not only did they have a full agenda of the usual meetings and lectures but they also used this event to showcase the many organizational changes they have on the horizon as well. With great fanfare, National introduced the new ASID branding and national vision statement: "ASID – where design comes to life!" Expect to see more of the new branding and vision statement as the October 1, 2004 implementation date nears.

As you can see, we have many changes happening this year. I hope everyone gets involved in the Chapter in some way. By contributing your time, the opportunity to network is limitless while supporting worthwhile projects and strengthening your Chapter at the same time! It's a win-win situation!

Best regards,
Greta Guelich, ASID



Greta Guelich, ASID
ASID AZ North President '04-'05

I hope everyone gets involved in the Chapter in some way. By contributing your time, the opportunity to network is limitless while supporting worthwhile projects and strengthening your Chapter at the same time!

Negotiation Challenged?

By Christine Piotrowski, ASID

To negotiate is to bargain for an equitable solution regarding the point being discussed. If you have been having some challenges with your negotiations lately, perhaps these tips will help.

1. Start with a plan. This is especially important for any contract or meeting with special significance. You may be great on your feet, but do not fool yourself into thinking you can pull it off without thinking about what you are going to say. Murphy's Law says (more or less) the more important the issue, the more nervous you will be.
2. Become an excellent communicator. The best negotiators have good verbal skills and are great listeners. You are there to answer the client's questions, not simply to tell them your side of the story. If the meeting is going to be one-sided, the client should have been doing the talking.
3. Pay attention to body language. Non-verbal cues and body language are accurate indications of an individual's real feelings. There are numerous facial expressions and hand gestures that can give you critical clues as to the interest and seriousness of your client.
4. Only negotiate for what you're prepared to do. Do not put issues, design expectations, or anything else on the table that you have no intention of doing or cannot pull off. Not only does this damage your reputation, but the lack of performance could result in a law suit.
5. Work toward win-win resolutions. A win-win resolution means both parties walk away with something positive. Whoever feels that he or she has truly lost is a pretty disappointed person. Remember that negotiation is not a game where one person wins and the other person loses.

If you seek detailed information on improving your negotiations, one of these books might help: Roger Fisher and William Ury, Getting to Yes. Negotiating Agreement Without Giving In. 2nd ed. And Gerard I. Nierenberg and Henry Calero, How to Read a Person Like a Book.

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This month we are focusing on websites that offer quality items in the midline price point. Often designers forget that clients don't always want only exclusive, high-dollar furnishings and these sites exhibit how we can get quality products at affordable prices.

First, let's go to **www.room** and **www.board.com** for a good look at contemporary furnishings inspired by antique design. The Retrospect Collection especially offers an updated perspective with contemporary construction and the line is very good-looking. The site also features a clearance department, where good prices get even better!

For a fun and intriguing wall décor, try **www.wonderfulgraffiti.com**. Here you will find many quotations to use as a wall border, a small reminder (as in "put your thinking caps on" stenciled on a boardroom wall), or a personalized touch (as in "this room belongs to Jimmy").

Ideas are limitless and the site offers many suggestions – or you can make up your own. Thin vinyl letters are applied to the wall area with a thin adhesive and can be readily removed. Words, colors, font and sizes are up to you.

Although pricing is not given at **www.global-furnishings.com** without contacting the resource, the items offered are tempting replicas of 19th century Indian furniture, using mostly leather and wrought iron. Also there is a collection of onyx lighting and some furniture pieces. Worth a peek if this is the style you need.

Finally, just for fun, look into **www.redrockchocolate.com** for a tasty client gift. Made-to-order chocolates are shaped like the red rocks of Sedona, cacti, boulders and rocks. They will also make company logos in chocolate and "hot rocks" which combine chocolate with a hint of cayenne pepper!

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Tour De Noel 2004

By: Susan Kay Schultz, Tour De Noel Chairman



The Arizona North Chapter of the American Society of Interior Designers and *Phoenix Home & Garden* magazine once again ask you to celebrate the season and join in the festivities of the annual "Tour de Noel". The event will take place

Friday, Saturday and Sunday, **December 3, 4 and 5th.**

Interior designers participating in this year's tour include **Marieann Green-Seeger, ASID, LaVonne Marrell, Allied Member ASID, and Lynne Beyer, Allied**

Member ASID.

The 16th-annual event will be a wondrous blending of gourmet food and three spectacular dwellings in Troon, Troon North and Desert Mountain in northeast Scottsdale. These three homes showcase the work of ASID designers, Valley florists and homeowners as well.

Participating chefs prepare lunch, dinner or brunch menus to accompany the tour. This year's restaurants and caterers include: Fabulous Food, Fairmont Scottsdale Princess Resort, Sassi, Hyatt Regency Scottsdale Resort at Gainey Ranch, The Westin Kierland Resort & Spa, and Windows on the Green at the Phoenician.

A silent auction will take place at all tours, with items ranging from holiday decor to specialty dinners.

For "**Tour de Noel**" tickets and further details, call (480) 990-1887.

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Why NCIDQ?

By: Christine Piotrowski, ASID

If you have not already applied to National Council for Interior Design Qualification (NCIDQ) to take the exam in October, you must wait until next year. The next application date is December 1 to sit for the April 2005 exam. The exam application deadline for the October 2005 exam is June 1.

Why should you take the exam?

- The NCIDQ exam is the exam required in all states that thus far have licensing regulations. This includes Nevada, New Mexico, California, Texas and 20 other jurisdictions.
- It serves as a personal goal; achievement is very personally rewarding.
- Completion of the (NCIDQ) examination is a necessary part of advancing from Allied to Professional level membership in ASID.
- Some opportunities with ASID are only available to professional level members.
- Only a Professional level member may use the appellation "ASID" after their name without a qualifier (Jane Doe, ASID). Allied members must use the Allied member designation as: "Janice Doe, Allied Member ASID".

For those of you who have already passed the exam, it is important to know how to properly use that information on business cards or other marketing materials. You are NOT allowed to place the NCIDQ appellation after your name as you would the ASID appellation. You may use "Jane Doe, NCIDQ Certified" or "Jane Doe, NCIDQ Certificate Number 0000000".

In general, to qualify to take the exam, a designer is required to have a 6 year combination of education in interior design and full-time work experience in the field. You can get specific information on the NCIDQ web site or by talking to the NCIDQ office related to your situation. The web site address is: www.ncidq.org. You can also call NCIDQ at 202-721-0220. You can also download application forms from the web site.

It is not as impossible to pass as many believe or the myths you may have heard. The examination is a test of minimum entry-level competence in interior design focused on those aspects of the profession that affect the public health, safety and welfare. In 2003 the pass rates for the exam were as follows:

Section I:	Spring 71%	Fall 71%
Section II:	Spring 85%	Fall 78%
Section III:	Spring 71%	Fall 62%

If you need assistance in preparing for the exam, ASID and our chapter offers a workshop called STEP twice a year—in February and August. Instructors trained by ASID headquarters help candidates understand what must be reviewed in preparation for the exam. There is a fee for the two and a half day workshop. Other candidates form study groups to self-prepare themselves.

By the way, you are not restricted to taking the exam in Arizona. You may elect to take the exam in some other test site. Come on, take the exam. It only hurts for a little while and the feeling of pride and accomplishment will make that 'hurt' go away very fast!

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NCIDQ Modifications in 2005

The NCIDQ Board of Directors is proud to announce the education and experience requirements for candidacy for the NCIDQ exam have been modified during 2004 as follows:

All experience prior to graduation is limited as indicated below and may serve to satisfy an education requirement for training but may not apply to credit hours for education, effective June 15, 2004.

Graduates with a baccalaureate degree (min) in programs

of no less than 120 semester or 180 quarter credit hours of which 60 semester or 90 quarter hours, respectively, are interior design-related, must have completed 96 semester or 144 quarter credit hours of education prior to experience for that experience to be applicable to the NCIDQ requirements for exam candidacy. A total of 3,520 hours of experience is required for exam candidacy, with no more than 1,760 hours earned prior to completion of all interior-design related credit hours.

Persons completing programs leading to a certificate, degree or diploma and no less than 60 semester or 90 quarter credit hours in interior design-related coursework must have completed the education program prior to commencement of any experience to be applicable to the NCIDQ requirements for exam candidacy. A total of 5,280 hours of experience is required for exam candidacy.

Persons completing programs leading to a certificate, degree or diploma and no less than 40 semester or 60 quarter credit hours of interior design-related coursework must have completed the education program prior to commencing any experience for that experience to be applicable to exam candidacy. Applicants must have a total of 7040 hours of experience to be eligible for exam candidacy.

Full time work employment is defined as not fewer than 35 hours per week. It is recommended that work experience be under the direct supervision of an NCIDQ certificate holder or a registered / certified / licensed interior designer or architect. (an individual recognized by a state, provincial regulatory agency)

Beginning January 1, 2008, all exam candidates will be required to complete their work experience under the direct supervision of an NCIDQ certificate holder or a registered / certified / licensed interior designer or architect (an individual recognized by a state, provincial regulatory agency). No independent practice time will be accepted.



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"Color Trends in Interior Design"

Mark your calendars for **October 20th** and join us to get the scoop on the latest color trends in interior design from color specialist, **Leatrice Eiseman**. This international color guru and forecaster will identify the newest color directions and how they fit into client comfort levels. Clients have been influenced by a bevy of books and decorating magazines as well as a plethora of home decorating shows on TV making them more reactive to color than ever before. Anyone who is consulting to these color-saturated clients needs to be right on target in defining the latest trends.

Our speaker, Leatrice Eiseman, is recognized around the world for her color expertise. She is a prime consultant to Pantone, Inc. and has helped many companies make the best and most educated choice of color for applications where color choice is critical to the success of the product or environment.

Leatrice heads the Eiseman Center for Color Information and Training in Seattle, is executive director of the Pantone Color Institute and a chairholder for the Color Marketing Group. The Color Association of the U.S. named her color concepts as "tops in the field of color". Her color selections for various industries have won numerous awards, most recently from *Industrial Design Magazine* for the newest group of colorful Leatherman Utility Tools called "Juice".

Eiseman is the author of five books on color, among them: *Colors for Your Every Mood*, *Pantone Guide to Communicating with Color* and her most recent book, the *Color Answer*

Book. As an award winning writer and expert in her field, Leatrice conducts many color seminars and is widely quoted in magazines, has made numerous appearances on television programs and has been interviewed by radio stations worldwide.

You will also meet the new Chapter Board of Directors and have time to meet and mingle with your colleagues as you interact with Industry Partners with table tops at this exciting meeting to kick off the 2004-2005 chapter year.

If you are a new ASID member or have not attended a chapter meeting in awhile, you are encouraged to come at 6:00 P.M. to a special pre-meeting to get acquainted with the Board.

WHERE: Orange Tree Golf Resort
Mariposa Ballroom I
10601 North 56th Street,
Scottsdale

WHEN: Wednesday, October 20, 2004
6:15 PM – 7:00 PM Reception
7:00 PM – 8:00 PM Speaker

COST: Payment before October 11:
ASID members: \$30.00
Nonmembers: \$45.00
Students: \$25.00
Payment after October 11:
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Nonmembers: \$50.00
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People on the Move

Christine Piotrowski, ASID is pleased to announce the publication of her fourth book, *Becoming an Interior Designer* published by John Wiley & Sons. It is an introduction to the interior design profession and is packed with useful information for anyone beginning or considering an interior design career. It contains numerous project photos and comments from designers around the country including several from Arizona.

Local chapters nominate **Industry Partner** candidates for an annual **Industry Award** based upon a minimum of 5 years of membership and significant contributions to ASID. "The selection of award candidates is also based upon those individuals who have provided exemplary service to their chapter and conspicuous contributions to the profession." There were five candidates from around the country chosen by the Industry Advisory Council including **Michael Clare** of Clare Frame and Art in Scottsdale. This honorary award was presented to **Michael Clare** by **Christine Piotrowski, ASID**, in October 2003. This award is the highest award bestowed by ASID upon Industry Partners.

ASID Foundation Awards

The 2004 ASID Foundation, Inc./Joel Polsky Prize winner is **Christine Piotrowski, ASID, IIDA**, for her book, *Becoming an Interior Designer*. Jurors noted that the book was "very thorough" and "should be in every high school counselor's office." The prize recognizes outstanding academic contributions to the discipline of interior design through literature or visual communication.

The 2004 ASID Foundation, Inc./Yale R. Burge Competition honoree is **Maria Judith DaRocha, Student Member ASID**, from the University of Florida in Gainesville. Honorable mentions are awarded to **Joan Hathaway-Sheldon, Student Member ASID**, from Northern Arizona University in Flagstaff and **Heather Van Ravenswaay, Student Member ASID**, from the University of Nebraska in Lincoln. The competition is designed to encourage students to seriously plan their professional portfolios while still in college.

AWCDA Designers' Expo

The Arizona Window Covering & Design Association will host the 2nd Annual Designer's EXPO on October 8th, 2004. Show opens at 10:00 AM till 4:00 PM.

Designer's EXPO is open to all Interior Design Professionals. Cost \$15.00 pre-registration, \$20.00 after 10-3-04 or at the door. Location – Orange Tree Resort, 10601 North 56th Street, Scottsdale, AZ 85254.

For information visit www.swcda.org or email linda.designersexpo@awcda.org



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What A Conference!

By: Sheena Geohagan, Student Representative to the Board



ASID's 2004 Leadership Conference, held in Washington, D.C., was a great success this year; with both professional and student representatives from nearly every state in attendance. The four day long conference encompassed a large variety of sessions dedicated to benefit chapters nationwide. Such sessions included lectures on strategic planning, leadership styles,

legislative information for designers, knowledgeable industry partners, public relations, professionalism, and the ASID annual meeting which showcased a new logo and branding for ASID.

ASID's new branding includes goals for innovation and inspiration—wanting ASID and interior design to become one. In their goal to forge the future, ASID is focused on strengthening their position in the market place, as well as providing a greater support to chapters. ASID also wishes to achieve a new spirit in the community, with activities, a new found interest among society, and with a new level of energy.

As the new Student Representative to the Board this 2004/2005 school year, I was able to attend the seminars and network with other student members and professional leaders of ASID from across the nation. This was among the greatest resource for many new ideas which I hope to employ within our own Arizona North Chapter. There were many opportunities to discuss the importance of ASID in our schools and the help it can be to Interior Design students.

Among many questions by students was, "Why ASID?"

ASID is the largest and oldest professional association of interior designers in the world. With 37,000 ASID members abroad, 11,000 of those members are students. ASID is a great tool for students because it provides networking opportunities with professional designers and industry partners, up to date information and knowledge on the design industry, job opportunities, and the protection of students' future right to practice design.

With the information and professionalism that ASID has to offer, along with the enthusiasm and social involvement that I have found among students, I am excited to start this school year with a new dedication for the contribution that Arizona has for the interior design industry. It is my hope that we can work together as members of ASID in our goal to inspire and innovate the world around us.



ASID Headquarters Staff: Katie Thomas, Student Programs Manager; Sheena Geohagan; Anita Baltimore, FASID President-elect.



Leaders from our Arizona North Chapter: Sheena Geohagan; Sherri Newton, ASID; President-elect-elect; and Greta Guelich, ASID, President-elect.



Representatives from MCC (in front of the White House): LeaAnn Walker, Allied ASID; and Sheena Geohagan.

Help Ronald McDonald House

The Board recently approved The Ronald McDonald House as our charity for 2004-2005. The Ronald McDonald House provides a lower or no cost temporary "home away from home" for families who must travel to Phoenix so their children can be treated at local hospitals. They house nearly 1500 families each year. Last year, 700 families were turned away due to lack of space. To meet this need they are planning an expansion of twenty additional rooms. They will also be expanding the family room, kitchen,

dining room, and laundry. Renovations of the existing building are currently underway. New building will begin in the fall as a community service project. We could participate in some or all of the spaces. The project would include both commercial and residential designers.

The director, Nancy Roach, is very excited about our interest. In 1995 our chapter helped with an expansion and it was a very successful project. However, we need your input to see if this is a viable project to pursue.



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- ☐ Donating your design expertise and time to furnish a room at the Ronald McDonald House on a limited, or no budget.
- ☐ Donating money to the Arizona North Chapter for the Ronald McDonald House, in the amount of \$50.00 or more.
- ☐ Donating furnishings or products for the Ronald McDonald House.
- ☐ Not interested at this time.
- ☐ I have a suggestion: _____

Yes, I will participate as indicated above:

Name _____

Phone Number _____

RETURN TO: ASID Arizona North Chapter
4035 E. Fanfol Drive
Phoenix, AZ 85028
or FAX TO: 602-996-3966

PLEASE RESPOND BY: October 1, 2004

Hiring and Working With a Photographer

by Mike Butler, photographer

Good photography is important to interior designers for documenting completed projects and for attracting new work. An experienced professional photographer can capture the feeling of a space, providing more than simply a literal representation. But finding the right photographer for your design style is not as simple as looking in a directory, and there are a few lessons to heed about developing a working relationship.

Request Portfolios

The first step is to request portfolios of photographers who specialize in architecture and interiors. Fashion photographers, for example, although skilled in their specific field may not have the skills needed to document the interior spaces of a project.

When evaluating portfolios, look for a good presentation, variety of work, and consistency in execution. If you specialize in contemporary design, for example, look for a shooter who interprets that style well. Do they photograph both exteriors and interiors effectively? Also, look for images that are well balanced compositionally and capture a feeling of the space.

Pay attention to detail in the portfolio images and notice if the photographer for example has neglected a pile of magazines in the corner, or left foot prints in the carpet. These seemingly minor things can greatly reduce the effectiveness of the image and thus your client's perception of you as a designer.

Requesting Estimates

Tell the photographer how many shots you want and or how many locations you want photographed. Also give the photographer a basic idea of what you envision for the shoot.

Photographers generally break down estimates into several sections: their day-rate (fee per day, or per hour); expenses (assistants, food, film, and Polaroids); and format selection. The "format" refers to the size of the film, which includes 4x5 (large format), 2-1/4 (medium format) and 35 millimeter (small format).

The Digital Age

A third possibility which is gaining more acceptance is the digital image. Although the nuances of digital images are the matter for an entire article unto themselves, I can provide a few tips. First digital files are all not the same. The larger the file the better, I suggest 80MB (megabyte) and above for both current and future use. This file size will allow you to produce a high-quality 16 x 20 print at 300dpi (dots per inch). A file this size can also be used to produce a 4x5 transparency if needed, as some publications and competitions require transparencies for submission. Also ask the photographer to provide both finished RGB and CMYK files; RGB for home printing and web use, CMYK for 4 color separation printers, IE professional printers.

The Walk-Through & Decision

The final step before hiring a photographer is to schedule a walk-through of the given location with the photographer(s) you have chosen. During the site visit, have each photographer lay out a rough shoot schedule and determine any unique challenges to be tackled in advance. Decide whether props, such as flowers or furniture, should be added to enhance the space.

Contract

The next step is to sign the contract, a step often overlooked by both clients and photographers. Ideally, the photographer should send a contract detailing the estimated final price, outlining any stipulations, usage rights, and a final shot list. An explicit contract and shoot outline allows most potential problems to be ironed out before the shoot.

Part of a photographer's fee pays for your right to use the image for a set period of time and in a predetermined set of media, such as editorial, brochures, or portfolios. The rates are set by the photographer and are based on many variables including length of time, type of use, and number of images. If the photographer has a clearly unique style this will also be reflected in his or her rate.

Photographing the Space

The last step is photographing the project. It is ideal for the designer to be present to oversee the shoot, especially if you have a unique vision you want conveyed. Second best is to send a trusted representative from your firm.

If possible show up before the photographer to load in any props and start to prep the first shot. Afterwards, the photographer should be able to deliver the finished film / digital files within two weeks unless there are extenuating circumstances. If you are unexpectedly displeased let the photographer know. In almost all cases, they will be more than happy to resolve any issues. On the flip side if you are very pleased with the images, let them know as well.

As with any business interaction, the more you know about the professional expertise of the photographer you work with, the easier it will be to articulate your ideas and understand theirs. Similarly, the more they know about interior design, the more fruitful the interaction will be. Every photo shoot can be an opportunity to educate professionals in both fields.



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Advertising Rates

Deadline for November/December: Oct. 2nd

6x Rates Black & White	Non- Member	IP Member
Full page	\$375	\$350
1/2-page	\$220	\$195
1/3-page	\$175	\$150
1/4-page	\$150	\$125
Classified Ads	\$45	\$35

- Inside or back cover – add \$20 to ad price above.
- \$30 additional charge for 2nd color.
- Add \$50.00 charge for production changes.

If you would like to submit an advertisement for publication, please contact Naomi Anderson, Anderson & Company, 7655 E. Redfield, #5, Scottsdale, AZ 85260, (480) 905-2662 or e-mail at: nanderson@sourcesanddesign.com. Deadline for ad materials is the 15th of the month prior to publication. *Desert Digest* is published six times a year.

Calendar of Events

September 17 2nd Annual IDCA Tee Party Golf Tournament
Lone Tree Golf Club
6262 S. Mountain Blvd.
Chandler, AZ 85249
For reservations, please call Chrissy Vande Krol
at 480-424-7303

September 17 The Leadership Gathering
Mesa Community College
1:30 PM - 4:30 PM

September 24 2004 ASID Design Excellence Awards
Ritz Carlton Phoenix
2401 E. Camelback Rd.
Phoenix, AZ 85016
R.S.V.P.: 602-569-8916

October 1-2 Fall, 2004 NCIDQ Examination

October 8 Designer's EXPO-AWCDA
Open to All Interior Design Professionals. Please
Join Us For Arizona's Premier Interior Design Trade
Show.
Location: Orange Tree Resort, Scottsdale, AZ.
10601 North 56th Street
Scottsdale, AZ 85254
Cost \$15.00 pre-registration
\$20.00 After 10-3-04 or at the door
For Registration Contact linda.
designersexpo@awcda.org.

October 20 Chapter Meeting-Color Trends
Orange Tree Golf Resort
Mariposa Ballroom I
10601 North 56th Street, Scottsdale
6:15 PM – 7:00 PM Reception
7:00 PM – 8:00 PM Speaker, Leatrice Eiseman
COST: Payment before October 11: ASID members:
\$30.00
Nonmembers: \$45.00
Students: \$25.00
Payment after October 11: ASID members: \$35.00
Nonmembers: \$50.00
Students: \$30.00
Hors d'oeuvres included. Cash bar.
Call early for reservations as we expect a
sold-out performance: 602-569-8916

October 28 IIDA Spectrum Trade Fair '04
Westin Kierland Resort, Phoenix, AZ;
(602) 273-6210. Commercial and residential trade
fair cosponsored by IIDA Southwest Chapter and
Sources+Design.

December 1 NCIDQ Application Deadline
(for first-time applicants only) for the April 2005
Examination.

**hinkley lighting
to come**



Arizona North Chapter

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