From Professor to Student and Back Again

Sabbatical Leave Report for the 2017/2018 school year

TABLE OF CONTENTS

Elisabeth Eatman

Sabbatical Application for the 2017/2018 school year
"From Professor to Student and Back Again"

SENTENCE ABSTRACT

Technology has profoundly impacted the $7.3 billion dollar per year (and growing) home industry – specifically within the area of interior design. Together social media, mobile apps, and digital connectivity are changing the nature of one of the oldest businesses in the world (Wright, 2014). The following proposed sabbatical for the 2017/18 academic school year will explore how technology has impacted interior design through a formal study, work experience, and an examination of e-commerce and its new role in interior design. Having been out of the industry for more than a decade, the proposed sabbatical will afford me the opportunity to reconnect with industry trends, insiders and innovations, gain a working knowledge of new tools and technologies that have emerged, and investigate the future of interior design to assist our students in what is a growing e-commerce market. This journey, **"From Professor to Student and Back Again,"** will be chronicled in a blog for the Mt SAC ID students to follow as I put myself in their position with late nights of homework, starting a new job and pushing myself way out of my comfort zone.

PART ONE: FORMAL STUDY

Three specific areas of technology in interior design will be considered in the formal study, 2 and 3 dimensional drawing formats, 3-dimensional output and digital design presentations. The formal study will consist of five online classes, totaling108+ hours.

2 AND 3 DIMENSIONAL DRAWING FORMAT

2016 has proven to be a transformative year for technology as devices have become more affordable and more widely available (Smith, 2015). Auto-CAD is used in most architectural and design firms and has been the standard for more than 10 years. However, a different program, REVIT, features document coordination and accuracy that surpasses that of Auto-CAD. REVIT can be used to visually cut a section anywhere in the building plan and enable users to see ceilings, elevations, beams, millwork, details, and furniture (Stine, 2010).

REVIT is a powerful tool, and it is ideal for our students to be working with the most current technology. Unfortunately, however from what I have seen in the last two years since our program has introduced students to REVIT, is a diminished ability to develop vertical space. Because REVIT can create highly detailed drawings at the touch of a button, students are no longer using their critical thinking skills to further develop elevations and sections.

Because neither of the Mt SAC full time faculty have knowledge in REVIT, we rely heavily on adjunct faculty to teach the class and support our students in this area. Thus, a better understanding of this program is required in order to use it to its full potential as a 3D modeling software and to teach our students the critical thinking skills they need to be excellent designers, while still integrating current technology into all areas of the ID program's curriculum. The proposed on-line classes will give me insight and strategies on how to accomplish this.

3-DIMENSIONAL OUTPUT

3D printers help students bring their ideas to life and put their hands on ideas that previously only existed in their minds. The imagination of aspiring designers is limitless, but to realize their visions, they must give their ideas physical form (Eskin, 2014). One of the most exhilarating things that a designer can experience is seeing his or her ideas become reality. With support from our Advisory Board, Perkins, and the Business Division, the Mt SAC ID program has stayed current with the industry by acquiring 3D modeling software such as Auto-CAD, REVIT, Sketch Up, and a 3D printer. However, we need more instruction on how to take advantage of the full range of possibilities offered by the 3D printer. By completing the online classes, I will be better able to make use of our 3D printer in teaching our design studio classes.

DIGITAL DESIGN PRESENTATIONS

To ensure that the outcome of a project reflects both the designers intent as the expert, and the client's wants and needs, many designers are now turning to online mood boards as a means of creating context around a design. This organizational tool serves as a way to collaborate with a client while also effectively translating ideas into visualizations (Stec, 2015). Presentation styles have changed dramatically in the past 10 years with the widespread use of digital technology. Digital design schematics such as Mood Boards, Pinterest, HOUZZ, and PDF formats created in Photoshop and Illustrator have become exciting ways interior designers are connecting with their clients.

Design presentations are the format in which a designer is able to sell their ideas. Clarity and creativity are both factors that clients look for in order to decide who they will choose to be their design representative. It is important to have a working knowledge of the new programs and online formats in order to assist our students with making good graphic choices. Gaining experience in these digital options will allow me to take a more hands on approach in demonstrations and student instruction.

ON-LINE COURSES

The Mt SAC ID population is very diverse in age. We have students who are working on starting their second career while raising their families, and also students who come directly from high school. Both groups are interested in taking online classes due to the efficiency they provide; however, there is a shift in age for online students. While distance education students are often assumed to be older, the popularity of online programs is growing among those under 25. Thirty four percent of undergraduate online students were under the age of 25 in the spring of 2015, up from 25 percent in 2012 (Haynie, 2015). The need for online classes is not only important to attract both populations; it is imperative for program growth.

The internet is surging with on-line interior design classes. Our interior design program currently has no on-line or hybrid classes. One of our Program Learning Outcomes is to stay current and up to date with what is happening in the interior design industry. As the primary author of our curriculum, I am hesitant not only to teach online but also to write curriculum for a format that I have never experienced.

The opportunity to complete online courses will not only bring my technical abilities up to standard but will also enable me to experience this type of learning environment from a student perspective. I would like to put some meaningful thought into how interior design classes, with a majority of the critical skills being tactile, hands on, and project-based, can translate into an on-line or hybrid class format without diminishing student success.

<div align="center">PART 2: WORK EXPERIENCE</div>

With the awareness that everyone learns differently and the current environment of active learning which addresses different student learning styles and provides students with an opportunity to think about, talk about, and process course material (Eison, 2016), I am excited to go beyond the online classes and learn by doing. Physical learning, which is my primary learning and teaching style, will allow me to meet professionals in their environment and foster my ability to become acquainted with vendors and designers who could potentially serve on our advisory board, host seminars or be guest speakers for our students. The work experience portion of the proposed sabbatical includes three different externships in three different areas of the interior design industry, totaling 280 unpaid hours.

"I want to go back to teaching fresh," "I don't want to be a 2003 model professor. I want to upgrade myself to a 2015 model." Deneen Gilmour, sums up my desires exactly, in the article "What Happens When a Professor Becomes an Intern? My greatest fear as a professor is becoming a dinosaur" (Gilmour, 2015, p. 2).

The externships will allow me to gain a better understanding of the types of activities that student interns will be involved in and what will be expected from them. I will have the opportunity to talk directly with young designers, understand what their challenges are in transitioning into the workplace, and determine if there is anything that can take place in my classroom to ease the transition. In addition, using examples from my externship in the classroom will bring a new level of excitement and reality to my students.

The externships will be in varying disciplines and areas of design in the Los Angeles Area, residential, commercial and building. My primary area of interest prior to teaching was commercial design. An externship in a commercial firm will update my knowledge of trends in presenting, compiling information, and managing projects. It will also allow me to explore new materials on the market and their vendors.

A good population of Mt SAC ID students want to go into the residential field and work with home owners to decorate and furnish their spaces. Completing an externship at a residential firm will give me more direct knowledge of how it operates and what makes it different from commercial design.

In my professional training and employment as an interior designer, I have met and worked with many contractors. It is important that interior designers and general contractors are able to communicate effectively. An interior designer needs to convey an overall vision to the general contractor in order for a project to be built correctly, on time, within budget, and still reflect the client's vision. The general contractor, in turn, needs to be comfortable bringing up concerns and making alternative suggestions where appropriate. The relationship is symbiotic and must be nurtured.

Experiencing the contractor/interior designer relationship from the other side, or walking in "another man's shoes" I am sure will prove enlightening. During this externship, I will be shadowing a contractor or subcontractors during a portion of the construction cycle. Externing with a contractor will round out my body of knowledge in the area of design construction and give me greater insight into the designer contractor relationship.

PART 3: STUDY OF E-COMMERCE AND ITS EFFECTS ON
THE INTERIOR DESIGN INDUSTRY

The surge of interior design as an online presence is phenomenal. Websites such as HOUZZ and Pinterest have become industry tools and have transformed the design process and the way interior designers interact with their clients.

The interior design industry is being revolutionized online and this new online format supports young designers. They are able to engage more customers via online platforms and lessen a severe learning curve after graduation. Online design platforms allow young designers to expand their professional network outside of the traditional system and prove themselves solely based on their skills, as opposed to being delayed by their inexperience (Agrawal, 2015).

Online crowdsourcing and e-decorating takes the practice of contractors bidding on a project to the next level. In the future, the interior design market will expand into a global marketplace where customers will be unhindered by geographical distance and choose designers purely based on their skill and vision (Nichols, 2015).

According to Decorilla the 7 top on-line design firms are Tobi Fairley & Associates, Decorilla Online Interior Designers, Stellar Interior Design, Laurel & Wolf, Katie Anderson Interior Design Consultants, My Paradissi, Eleni Psyllaki, and Decorate IT Online (Decorilla, 2016). I will look at each company and understand how they hire their designers and the design processes the designers use to develop interior spaces. I will assess the perceived challenges and benefits to both the interior designer and the client.

Houzz is a very powerful marketing tool for interior designers to easily and inexpensively expose their work to viewers. Houzz, with over 25 million monthly viewers, is the world's leader of online searchable home design and decorating photos. The Houzz platform gets its strength and reach by the depth of meta tagging that individuals and firms have added to home design photos when they list them on the site. Never before have so many photos been so deeply meta tagged. This has made the Houzz platform more searchable and the go-to place for inspiration on interior design. (Livingston, 2016)

Interior design bloggers, aspiring interior designers, luxury interior designers, and interior design industry leaders use blogs to build their business and personal brands. They balance an intersection of interior design with the world of new media including blogging, social media, and more. (Conference, 2016). As an ongoing project during the year of my sabbatical I will develop a blog that chronicles my adventures "From Professor to Student and Back Again". It will capture what I am learning, the new ideas, the struggles, and it will allow me to stay connected with the Mt SAC ID students while I am away. As someone who isn't particularly fond of reading blogs, let alone writing one, this will definitely stretch me sometimes kicking and screaming I'm sure, but, I will ultimately come back an upgraded 2018 model teacher.

For interior design bloggers, Pinterest can bring amazing traffic to their sites. They can then use that traffic to become better-known and gain free exposure for their work. Pinterest benefits clients as well. It allows designers an easy way to share ideas with them and put together design schemes for their projects. Pinterest can also be used as a communication tool with remote clients. (Anderson, 2016)

Integrating the effects of e-commerce and online platforms such as, blogs, Pinterest, HOUZZ, Instagram, and interior design specific phenomenons of online crowdsourcing and e-decorating into curriculum is essential. It is important for our graduating interior design students to understand the effects these platforms are having on how interior design operates, and how they can take advantage of this phenomenon to catapult their success.

CONCLUSION

Admittedly, in some areas I have indeed become a dinosaur. I joke with my students about how I have become the "old" one, the elder. I have taught long enough to hire my students to teach in our program. I have seen my students grow in design firms to become Senior Designers, and I have been in a room with four generations of teacher student relationships where I, was the second generation.

As I advise my students often, to grow and evolve is to be pushed sometimes painfully, out of your comfort zone. I believe now is my opportunity to follow my own advice. Returning to school in an unknown format, brushing up on and learning new software programs, working in multiple interior design disciplines on design and construction projects, and lastly diving head first into the world of e-commerce, will definitely give me greater insight into the new world that my students are facing.

STATEMENT OF VALUE

Formal Study
- Up to date technical skill:
    - Auto-CAD
    - REVIT
    - Sketchup
    - Photoshop
    - 3D Printing
    - Adobe Software (Photoshop and Illustrator)
- Working knowledge of on-line classes from the students perspective to develop curriculum
- Improve integration of current technology into the program
- Insight into how interior design classes can be taught in on-line or hybrid format for program growth
- Ability to take a more hands on approach

Work Experience
- Experience multiple interior design environments
- Understand expectations for our students entering workplace
- Witness how technology is integrated into industry
- Promote the Mt SAC Interior Design Program
- Network with industry professionals for future internships, guest speakers and advisory board participation
- Enhance and integrate current examples and stories for lectures

Study of e-commerce and its effects on the interior design industry
- Understand what it is
- Understand how it works
- Understand the perceived value of the service
- Understand the perceived downfalls of the service
- Understand how is has opened up the field to entry level designers
- Network with industry professionals for future internships and advisory board participation
- Be prepared to inform students the positive and negative aspects of choosing an on-line interior design career

PRODUCT

The blog "From Professor to Student and Back Again" will serve as my product. It will be a fun way to stay in touch with my students and allow them to watch me go through the same struggles they do. I hope to get a lot of followers and include personalized links such as HOUZZ, Pinterest and Instagram. I have confidence I will be able to use information and insights that have been documented in the blog during lecture when I return. Possibilities such as recording interviews/ vender demonstrations and successfully rendered models could be inserted into lectures or watched during interior design club meetings.

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Cadteacher /Virtual design & Construction institute
3904 Groton Street
San Diego, CA 92110
Telephone: 619.758.9300
Email: learn@cadteacher.com
http://www.vdci.edu/index.php

Accreditations and Recommendations
Accreditation Council for Continuing Education and Training
cadteacher/VDCI is Nationally Accredited Institution with the Accrediting Council for Continuing Education and Training (ACCET) (http://accet.org) to offer Technology Certificates, Bundled Training and Individual Courses in CAD, BIM, C3D and Visualization software. Our ACCET ID code is 1465.

Bureau for Private and PostSecondary Education
cadteacher/VDCI is approved by the Bureau for Private and PostSecondary Education (BPPE) to offer Technology Certificates, Bundled Training and Individual Courses in CAD, BIM, C3D and Visualization software.

Autodesk Certification Center
cadteacher/VDCI is a Premiere-level Autodesk Authorized Training and Certification Center. All of our courses are approved by Autodesk for eLearning.

American Institute of Architects (AIA) Continuing Education Provider
cadteacher/vdci has been an AIA Continuing Education provider since the early 1990s. Members of the AIA and affiliated organizations qualify to receive Continuing Education Credit. All of our BIM courses are AIA HSW CEUs.

Proposed Classes
Intermediate Autocad : CAD 201
28 clock hours -- Equal to 28 hours of ON-SITE training -- US $395.00
Aug 25 - Sep 11, 2017
Course Description: The course material provided is identical in both our onsite and online training environments. The course is primarily designed for architects, interior designers, engineers, and others involved in the construction industry looking for an overview of Computer-Aided Design (CAD) AutoCAD.

REVIT: Introduction to REVIT: BIM 101
20 clock hours -- Equal to 20 hours of ON-SITE training -- US $395.00
Sep 15 - Oct 02, 2017
Course Description: The course material provided is identical in both our onsite and online training environments. The course is primarily designed for architects, interior designers, engineers, and others involved in the construction industry looking for an overview of building information modeling (BIM) using REVIT Architecture.

Intermediate REVIT: BIM 201
20 clock hours -- Equal to 20 hours of ON-SITE training -- US $395.00
Oct 06 - Oct 23, 2017
Course Description: The course material provided is identical in both our onsite and online training environments. The course is primarily designed for architects, interior designers, engineers, and others involved in the construction industry looking for an overview of building information modeling (BIM) using Revit Architecture.

Sketchup 1 DAC 211: Introduction
20 clock hours -- Equal to 20 hours of ON-SITE training -- US $300.00
Oct 27 – Nov 13, 2017
Course Description: This is a hands-on introduction to Google SketchUp, on the Windows platform. This course will walk through the basics of the software and develop preliminary design models and massing. Through the course we will learn about strategies and techniques to develop speed and efficiency in modeling and presentations.

Photoshop: Introduction To Photoshop: DAC 221
20 clock hours -- Equal to 20 hours of ON-SITE training -- US $300.00
Nov 017-Dec 04 2017
Course Description: The course is primarily designed for architects, interior designers, engineers, and others involved in the construction industry looking for an overview of using Photoshop in their professional practices.

Totals: 108+ Hours $1,785.00

<u>Residential Design</u>
about:space
http://www.aboutspacestudios.com/services.html
Design Services: space planning, three-dimensional design development, lighting design, custom millwork, fireplace, stairs and railing, surface finishes, technical CAD construction drawings, plan check and permitting and construction administration. Interior Decorating Services: furniture layout drawings, interior and exterior furnishings, area rugs, lighting, artwork and accessories, window coverings, bedding and linens, custom furniture design and installation management and supervision

<u>Contractor</u>
Archer Building Group, Inc.
http://archerbuilding.com/
Archer Building Group, Inc. is a residential and commercial construction company based in Southern California. We specialize in custom homes, complete remodels, and commercial tenant improvements. Archer Building Group, Inc. offers high quality construction delivered on time and on budget.

<u>Contract Design</u>
(NOTE: I have reached out to two firms and I am waiting for responses. I will confirm 1 of the 2 listed below)

Gensler
http://www.gensler.com/offices/los-angeles
Gensler designs interior spaces for living and working. Hitting the mark means designing not just for visual impact, but also for health, comfort, flexibility and ease of use. Our projects are international in scope and range from offices to stores, academic and civic buildings, convention centers, and entertainment and cultural venues.

HOK
http://www.hok.com/
HOK is a global design, architecture, engineering and planning firm. Their goal is to use design to enrich people's lives and help organizations succeed. HOK's mission is to deliver exceptional design ideas and solutions for our clients through the creative blending of human need, environmental stewardship, value creation, science and art.

about: space

345 Richmond Street • El Segundo, CA 90245
310-726-0137 • 310-726-0138

November 14, 2016

RE: **Elisabeth Eatman**
        Offer of Internship

I am writing this letter to confirm interest in having Elisabeth Eatman as an intern at About:Space, LLC, for the 17/18 academic school year.

I had the pleasure of working with Ms. Eatman, several years ago at a large commercial interior design firm. We have since kept in touch on a professional and personal level.

I am currently the owner/principal of About:Space, LLC. Our studio offers Residential and Commercial Interior Design Services including:

-Space planning, three-dimensional design development and lighting design
-Custom Millwork, fireplace, stairs and railings
-Surface finishes selection and specification
-Technical CAD Construction Drawings
-Plan Check, Permitting and Construction Administration

In addition we offer Interior Decorating Services ranging in scope from furniture layout drawings, interior and exterior furnishings. For Residential projects, we also provide purchasing services and installation management.
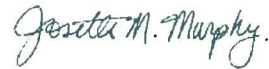
I would gladly welcome Ms. Eatman's, talent and knowledge to our team as an intern for the period of 120 hours. As an Intern, Ms. Eatman would provide interior design services for studio projects, to support the studio's senior staff (Senior Designers and Principal), interacting directly with clients, under studio supervision by the studio's senior staff.

Specifically, her duties would include:

-Assess project needs ("Programming")
-Present design options, budgets and schedules
-Create drawings, story boards, material palettes, FF&E packages, and other design tools.

I am looking forward to working with Ms. Eatman and sharing the current methods and systems we use at our firm.

Sincerely,

Josette M. Murphy.

Josette M. Murphy
Principal, About;Space, LLC

ARCHER
BUILDING GROUP, INC.

11/18/16

To whom it may concern,

I am writing this letter to confirm interest in having Elisabeth Eatman participate in a job shadowing opportunity at Archer Building Group, Inc., for the 17/18 academic school year.

I am currently the president of Archer Building Group, Inc. we are a residential and commercial construction company based in Southern California. We specialize in custom homes, complete remodels, and commercial tenant improvements.

Ms. Eatman will have the opportunity to observe the management of a residential or commercial construction project by shadowing a contractor and subcontractor.

Ms. Eatman comes highly recommended and I am looking forward to working with her and sharing the large body of information I have acquired through the years.

Thank you for the opportunity,

Benjamin Archer

Archer Building Group Incorporated
707 Torrance Blvd., STE #100, Redondo Beach, CA 90277
Phone: (310) 602-1492   Fax: (424) 226-3030

Page 12

Outline of progress made in securing an externship:

I am requesting addition time to secure an externship in the commercial arena. Due to the corporate nature of commercial design firms my proposal must be reviewed by several individuals and Human Resources.

Gensler
Gensler is the design firm where I started my commercial design career. I have several colleagues that I worked and went school with still working there, in addition to a former student who has advanced to a Sr. Design Associate. Gensler would be my first choice if they are open to hosting me. I have spoken Heather Spearman the manager of the internship program and she is reviewing my resume and sabbatical proposal.

HOK
HOK is a firm that I have visited many times for lectures and student competitions. I have always liked the energy of the space and admire the work they produce. I have reached out to the Directors of Human Resources at HOK and I am awaiting a response.

Recommendation of Sabbatical Leave for Lis Eatman

One of the major difficulties of being a professor in a CTE program is keeping your skills up to the demands of an ever changing field. This is particularly difficult when you are the only full-time faculty member of the program. I am pleased that with the recent tenure of a second full-time faculty member in the Interior Design program it now gives Lis the opportunity to take the time to dedicate herself to getting caught up with the technology that is required to be a leader in the field.

Lis' proposal of learning the technology that has been created since her schooling is very much needed for our program, as we currently rely on an adjunct faculty to teach these courses. Additionally, knowing her learning style and the fact that it has been proven that work-based learning is necessary for the success of CTE students, it is only fitting that Lis do an externship in addition to her new course work.

Finally, the investigation of how ecommerce should affect what we teach in our Interior Design program is a great way at looking at the future. It is great for Lis to not only want to get caught up with the current industry, but to also look at what we can add going forward. This might be a bit much to tackle in one sabbatical, but with good organization it should payoff. I thoroughly support Lis' proposal to take a sabbatical for formal study, work experience, and investigation of ecommerce.

If I can be of any further assistance in helping evaluate Lis' proposal please feel free to contact me.

Jennifer Galbraith
Dean Business Division

Mt. San Antonio College

November 28, 2016

To: Salary and Leaves Committee
Re: Elisabeth Eatman's Sabbatical Request

Dear Salary and Leaves Committee:

I am writing this recommendation in hearty support of Lis Eatman's sabbatical application. Since her first semester at Mt. SAC, Lis has worked indefatigably to improve the Interior Design (ID) program. This sabbatical would allow her to further enhance her noteworthy program.

Lis was hired in 2006. Upon her arrival, she discovered that Mt. SAC's ID program had been put on probation by the National Kitchen and Bath Association (NKBA), a non-profit trade association that provides accreditation for educational interior design programs. Over the course of a year, Lis restructured 21 ID courses, a feat that was recognized at Faculty Flex Day for Outstanding Curriculum Development. Lis then assembled a detailed portfolio for the NKBA which demonstrated program excellence via student work samples, a detailed self-study process, and an on-site evaluation. Lis' commitment to curriculum and program development produced striking results. Mt. SAC's ID program regained accredited status. In 2014, the NKBA named Mt. SAC its College of the Year, the highest recognition achievable. In 2015, Mt. SAC was named a School of Excellence, indicating we were one of the top three NKBA-accredited schools in the nation.

Lis' commitment to student development is also mirrored in student recognition and success. For the past two years, ID students have been awarded top honors at the International Interior Design Association (IIDA) student competition (southwest region).

Lis seeks to provide students with the most up-to-date learning environment to elevate their career prospects. Her interest in e-commerce is timely and responsive to the dynamic industry environment that she is training students to enter. Her sabbatical would combine theoretical exploration with real-world experience. Besides providing her with personal growth, this sabbatical would result in enhanced teaching effectiveness, industry contacts for work experience placements, and a strengthened Advisory board. Based on Lis' previous achievements, it is evident that this sabbatical will result in a greatly enhanced ID program at Mt. San Antonio College.

Sincerely,

Carol Impara
Department Chair, CSDT
X 3035

MT. SAC

Mt. San Antonio College

November 24, 2016

To whom it may Concern:

I am writing to recommend my friend and colleague Elisabeth Eatman, for a sabbatical in the 2017/18 school year.

Elisabeth is an interior designer by training; she worked at many interior design firms including Gensler several years prior to starting her teaching career. I met Elisabeth at California State University Long Beach where she was an adjunct faculty member and my History of Furniture and Interior Design instructor. Our paths diverged but met up again when I expressed an interest in teaching to a mutual friend. Elisabeth gave me my first teaching opportunity and now I am a full time faculty member here at Mt. SAC. I currently have the great pleasure of working with Elisabeth on a daily basis.

Recently, Elisabeth expressed her desire to "plug back in" to the design industry and get re-connected with the trends and tools out in the field, all in an effort to continue to be a progressive teacher and to tailor our program to better suit the industry, which our students are training to enter upon graduation.

The knowledge and experiences Elisabeth will bring back will help to cultivate our program and provide our students with pivotal information that they need in order to be successful in the future. Becoming current in new software, working in the trade, and understanding the new role the internet is playing in our commerce will help our program to thrive in the right direction, and meet the needs of our growing student population.

Although her knowledge and positive energy will be missed tremendously in the class room by not only myself but by our students, I am in full support of Elisabeth taking a year of sabbatical to advance and learn. I am as excited as she is to experience her journey, and I will stay in touch through her blog.

Best Regards,

Niki Tran. LEED AP
Professor of Interior Design, Program Coordinator
Tel: (909) 274-6488
Email: ntran@mtsac.edu

1 of 1

Task Name	Start	End	Duration (days)
2017 Fall Semester	8/28/2017	12/17/2017	111
Blog set up	8/28/2017	9/4/2017	7
Fall Blog	9/4/2017	12/15/2017	102
Intermediate Autocad: CAD 201	8/25/2017	9/11/2017	17
Intro to REVIT: BIM 101	9/15/2017	10/2/2017	17
Intermediate REVIT: BIM 201	10/6/2017	10/23/2017	17
Sketchup 1: DAC 211	10/27/2017	11/13/2017	17
Intro to Photoshop: DAC 221	11/17/2017	12/4/2017	17
2018 Spring Semester	2/26/2018	6/17/2018	111
Spring Blog	2/26/2018	6/16/2018	110
Externship about space (120 hrs)	2/26/2018	3/16/2018	18
Externship Archer Building (40 hrs)	3/26/2018	3/30/2018	4
Externship Commercial Firm (120 hrs)	4/2/2018	4/20/2018	18
E-commerse Invstigation	4/30/2018	5/21/2018	21
Consolodate reserch and complete Sabatical Report	5/21/2018	6/15/2018	25

17/18 FALL & SPRING SEMESTERS

REGULAR BOLG ACTIVITY

ONLINE CLASSES

EXTERNSHIPS

E-COMMERSE INVESTIGATION

CONSOLODATION & REPORT

From Professor to Student and Back Again Sabbatical Application for the 2017/2018 school year
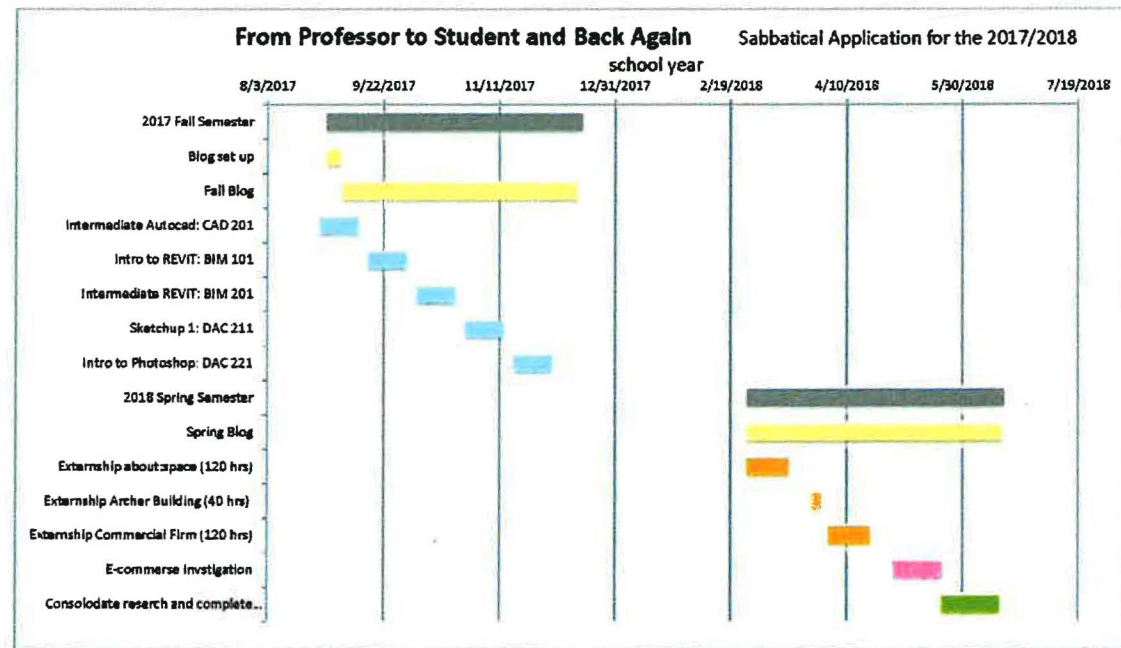
Proposal Response: Examination of Additional Hours

The sabbatical as proposed is three parts, one third formal study, one third work experience, and one third examination of e-commerce and its new role in interior design. An additional layer that will overlap all three proposed parts is a design blog that will chronical these activities and an act as a marketing tool for the Mt SAC Interior Design Program.

FORMAL STUDY:

I would like to leave this as is. I am proposing the equivalent of 6 units (108 hours) as a third of the year's work. (12 units = 216 hours)

STUDY OF ECOMMERCE:

In addition to the proposed e-commerce research, which will be documented as part of the blog, I would like to go through the **job search and application process (60+ hours)** of an on-line interior design firm. This will include developing a digital portfolio, writing a biography, and possibly participating in an online interview.

THE BLOG:

During the sabbatical year, I am seeking a total immersion back into the interior design world, reconnecting with good design, the design community, my mentors, other professors, and colleagues'. Interior design is experiential. It deals directly with the senses of sight, sound, touch, and smell. The moment when a person walks into an environment and their mood is shifted by the space is something that cannot be taught in the classroom or learned sitting behind a computer; it must be lived, which is why our program conducts numerous fieldtrips. Taking the time to sit with a fellow designer, talk about a space, examine the details, and deconstruct the meaning is all part of the education process. The joy of being in good design and the critical conversation when you are not in good design is, in part, what I am seeking to "fill up" on during my sabbatical.

My suggestion, in addition to blogging about the work experience and classes I will be taking, is to **visit one significant interior design destination, lecture or campus per week totaling 32 "field trips." Each field trip would be approx. 2 hours totaling 64 hours**. I included the Field Trip Assignment I give to my students in order to shed light on how spaces are examined critically. Los Angeles is not short on good design and I am anxious to get back into it. Below is a list of potential field trips in commercial, residential and hospitality design areas.

Commercial Field trips: Anqi, Philip Lim Flag Ship Store, Morphosis Astronomy Center, CalTech, Hollenbeck Police Department, Los Angeles Police Headquarters, Cal Trans Building, The Broad Museum, and The Hayden Tract

Restaurants: 71Above, Nobu, Katsuya, Faith and Flower, Maaude, Q sushi, Gracias Madre, Commissary, Hyde Sunset Kitchen, By Eater LA, Otum, Cassia, Simbala, Republique, The Rose, Herringbone, Roku, B.S. Taqueria, Viviane, Cliftons, Nick and Stef's, John and Vinny's, CUT, The Bazaar, Spago, and WP24 (Kang, 2016).

Boutique Hotels: Petit Ermitage, Ace Hotel, Palihouse West Hollywood, The Huntley, Farmer's Daughter Hotel, The LINE Hotel, The Varden Hotel, , and Custom Hotel, (Young, 2016).

Residential and Design Shows: Dwell on Design, Pasadena Showcase House, ASID Events, West Adams Home Tour, West Edge Design Fair, and Los Angeles Design Festival.

The idea of creating a blog came to me when a former student, Jami Alexander came back last year to talk to our business class about her now successful interior design business. When she was studying at Mt SAC and working as my student assistant, around 2009, she started an interior design blog, xoimagine.com/blog/. She developed her business name and brand Imagine Design in our portfolio development class. Although she had no work to show at that point, she posted places she visited, work she admired, and interesting articles. She was right on time with her idea to blog. She developed a fan base and currently has a successful and thriving business. She now posts before and after pictures with descriptions of her work, budgets and a link were she can be contacted.

Blogging has become such an important part of the interior design industry that there is a conference dedicated solely to the topic. The Design Bloggers Conference is specifically focused on the interests of interior design bloggers. Topics include: using content to build your business and personal brand, and new media and the interior design industry. The conference offers attendees a unique opportunity to participate in the intersection of interior design with the world of new media including blogging, social media, and more. (BDC, 2016) There's been an interior design blog boom in recent years, and as the housing market begins to heat up again there are likely fresh readers on the horizon, searching Google, Pinterest and Houzz for inspiration and ideas as they plan to tackle their kitchen or bathroom renovations (Owens, 2015). Blogging is an excellent marketing tool for our students looking to go into residential design and should be added as a topic in both our business and portfolio development classes.

I have already developed specific informative online accounts to communicate with and pass on information to my students, Facebook, Instagram and Houzz, @ iteachid. I have found it is an excellent way to keep in touch with students who have graduated or transferred and to get the word out about lectures, events, competitions, and job opportunities. I would like to utilize these more, connecting them to the blog would be an excellent way to achieve this.

Marketing has continually been a topic at our Advisory Board meetings over the last several years as we address how to grow the program. Mt SAC ID currently has Twitter, Snapchat, and Facebook pages that are often neglected. This year a stipend for a student worker was approved by our advisory board to write blogs about projects, classes, etc. and to keep our current social media up-to-date. As the assigned project supervisor this semester, I will be at a loss in regards to helping the student get started. In addition I will be at a disadvantage in communicating with him or her about what they are doing with the blog and how they are utilizing it. Developing a blog during my sabbatical period would allow me to gain the knowledge needed to effectively supervise the Mt SAC ID blog and other social media accounts.

I am committed to building a successful design blog, which will not only generate interest from our Mt SAC interior design students but hopefully from the interior design community in general, which would bring our program more exposure. One of the biggest drawbacks to blogging is that it's time consuming, and there is often a direct relationship between quality content and the time it takes to produce it. (Ihejirika, 2014). **I will allocate time, 1-2 times weekly to building my blog and filling it with rich content. In addition, I will need time to reply to comments and connect with readers. (8+ hours a week totaling 256 hours)**

There is no true way at this point to be able to quantify how much time this will take. I am however open to a mid-point review of hours and substance, with any needed adjustments to be made in the work experience portion in the second semester as noted below.

WORK EXPERIENCE:

I am proposing that this be a flexible number with a minimum of 120 hours of work in the field. **Once there is a better understanding of how much time the blog is taking, the work experience number may shift up if needed to satisfy the committee, with a maximum of 150 total hours.** The flexibility in work experience hours should not pose a problem, I am confident the employers I contacted would be willing to increase my hours as needed. In addition, there is a fourth firm that has expressed interest in hosting me.

CONCLUSION:

I am excited to relive the life of an Interior design student and aspiring young interior designer, through study in the on-line class room and in finished design spaces, a job search, working as an intern, and engaging new forms of media and marketing. The final project/outcome that is created via the blog will not only allow students to see what the process ahead of them is like, it will also market our program and act as a teaching tool in several of our classes.

ANTICIPATED HOURS:

Class Time	108
Home Work	108
E-commerce research	100
On-line Job Search	60
Field Trips	64
Blog/ Project Outcome	256
Work Experience	120
Total Anticipated Hours	816

WORKS CITED:

BDC. (2016). *Design Bloggers Conference.* Beverly Hills: Design Bloggers Conference.

Ihejirika. (2014). *Is Blogging a BIG Time Commitment?* Jerry Ihejirika.

Kang, M. (2016). *Los Angeles Restaurants With the Most Stunning Design.* LA: Eater LA.

Owens. (2015). *Why Are Advertisers Flocking to Interior Design Blogs?* Media Shift.

Wright, M. (2014). *5 Ways Technology Has Impacted Interior and Home Design.* New York: PSFK.

Young. (2016). *Top 10: the best boutique hotels in Los Angeles.* LA: The Telegraph.

Tab 2: Statement of Purpose

Social Media, e-commerce and technology have profoundly influenced the growing interior design industry. On this journey, "From Professor to Student and Back Again," my views on design, how it can be taught and how it can be learned have expanded. My ideas about promoting oneself as a designer in today's market have completely changed. I discovered how social media, mobile apps and digital connectivity are changing the nature of INTERIOR DESIGN. This year I was able to engage with mentors, colleagues and other interior designers in a way that was significant and impactful, but I was also able to stop and enjoy the design world in a way that I hadn't been able to for many years. Through a formal study, work experience and an examination of e-commerce and its new role in interior design, I was able to explore how technology has impacted and is continuing to globalize the interior design industry. I have discovered new ways in which interior designers network and have gained a working knowledge of new and powerful tools and technologies. Incorporating current trends of e-commerce, digital design and current marketing strategies into the Mt. SAC ID program will aid both current students and graduates as they transition into the workforce. The journey from student to intern, to searching for a job and the preparation that comes with that is one that has changed from when I graduated in 1999. This year has better enabled me to prepare my students for their future in the interior design industry.

One of the things I learned on this journey is that not all things turn out the way they are planned. Allowing things to flow and being open to new and unexpected experiences often creates a more successful outcome. My sabbatical proposal in a nut shell was to recreate the path of a graduating student in order to understand what it is like looking for a job in today's new marketplace. I accomplished this in five ways.

The first and overarching part of my sabbatical was utilizing social media to chronical my journey. I had little interest in maintaining platforms like Instagram and Facebook but quickly learned their value in the modern interior design field. I also knew very little about blogging, only that a blog had successfully helped launch a former student's career and had done the same for many other designers. The blog turned into something completely unexpected and will serve as a valuable tool for MT. SAC ID students for a long time to come.

Second, since I was attempting to recreate the experience of my design students, I incorporated formal academic study into my journey. All of my courses were completed as online distance learning allowing me to learn current design software as well as become familiar with navigating an online learning experience.

The third part of the journey was to complete work experience hours. This is where the original plan altered a bit. The plan was to complete 280 unpaid hours: 140 in a residential firm, 140 in a commercial firm and shadow a contractor for a day. This turned into 120 hours at a residential firm, working well over 160 hours with a contractor and

shadowing a well-known social media marketer. Although this was completely unexpected it was most definitely more beneficial than what I had proposed.

The fourth part of the sabbatical was to explore e-commerce and its effects on the interior design industry. The process of applying for a job as an online interior designer taught me how much digital technology has changed the way we as interior designers do business.

The final part of my year-long sabbatical involved various field trips throughout the region. A common thread throughout the Mt. SAC ID courses encourages the students to get out of the classroom and become active observers of the places and things that surround them. I held myself to the same standard, finding rich discourse with other designers along the way.

Before I started I did some research and took a few online classes to help me understand what I had gotten myself into. The most informative was with Dean Street Media, she asked questions that challenged me to rethink my goals. Questions like:

Who is this blog for, who is your ideal client and why do you want to connect with them?

What is the purpose of your blog, what does it offer the reader, what is your goal?

Why would anybody read your blog, what are the stories that you can tell?

What is your brand, are the images you're posting painting a picture of who you are in order to engage your followers?

These questions completely changed the intention of my blog and the way in which I viewed my sabbatical year. Here is what emerged.

Tab 3.1a: Sabbatical Report

THE BLOG : ITEACHID.NET

When I proposed developing a blog I had never read any blog consistently and really had no idea what one was meant to do. Developing the blog was definitely the most unfamiliar part of my sabbatical process. When the first submittal of my application was sent back for modification one of the uncertainties was what the blog was about, and that was for good reason. At the time I was not clear what the blog was to become. My original intention was to simply chronical the events of my sabbatical. However, what developed is much more useful to the Mt SAC ID population.

I discovered that social media is the freeway to get traffic to your blog or website. This added a whole new layer to my sabbatical work I had not anticipated. Not only was I going to be writing a blog, I would have to become social media savvy in order to generate any interest for my blog. I was not interested or equipped a year ago to manage any type of social media, and the thought of having to keep up in Instagram, Facebook, Twitter, Linked In and a blog was overwhelming. In addition, I realized the original idea for my website/blog had no purpose, I started to think about what my Instagram story would be, and in turn rethink the purpose of the blog.

My website is iteachid.net (I TEACH ID) which highlights my two main goals: to continue to educate my students through social media and to prepare them for transfer to a university or into the interior design workplace. As I went through my year I wrote articles that related to not only my sabbatical experience but the type of experiences a Mt SAC student will have upon completion of the program. Topics and articles include: **Transferring** (6 articles): Otis College of Art and Design, Art Center, California State University Long Beach, UCLA Extension, Woodbury and VDCI. **Portfolio Development** (3 articles) The Evolution of a Logo, Creative Resume Writing and Web Based Portfolios and **Internship**/Career Development (4 articles) Mentors, Questions Asked and Answered: Students, Questions Asked and Answered: Recent Grads, Questions Asked and Answered: What it Takes.

Each article gives pertinent information, sources and contacts that will help to give students the opportunity to reach out to industry, and do it in a way that is informed.

Tab 3.1a: Sabbatical Report

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Each article gives pertinent information, sources and contacts that will help to give students the opportunity to reach out to industry, and do it in a way that is informed.

Woodbury University

Location: Burbank, CA

Program Title: Interior Architecture

Department Chair: Christoph Korner christoph.korner@woodbury.edu 818-394-3325

Degree: Bachelor of Fine Arts

Program Length: 4 years. Mt SAC transfer student 2 ½-3 years based on portfolio

Website: https://woodbury.edu/program/school-of-architecture/programs/interior-architecture/

How is Woodbury's program different than others?

I sat down to speak to Christoph Korner, the program chair, about Woodbury's **Interior Architecture** Program. What stood out as a distinguishing factor in this design program is the exploration of process and concept develop in the studio classes. Conceptual thinking and intellectual concepts are the driving force behind the structure of a project. A force like "gravity" is studied, and through a series of conceptual evolutions and manipulations the concept manifests form and physical condition. For example, a student may be asked to create a new material of his or her choosing. The newly developed material acts as the concept and the driving force behind the final design. This concept driven way of teaching pushes students beyond the boundaries of traditional paradigms. It elevates the ideas, forms, and built environment. Traditional classes such as space planning and lighting design are technical skill based classes that support the studios and integrate problem solving in a more traditional way.

Woodbury provides their Sr. Level students the ability to customize their final thesis projects. If a student has a particular interest or specialty, their project can be devoted strictly to what they would like to focus on. For example, if during your time at Woodbury you discover that furniture design is your passion, your senior thesis project could be a furniture piece or series of related pieces.

Are Mt SAC Students transferring well prepared?

YES! Several Mt SAC students have transferred to Woodbury and are currently in the 4 year **Interior Architecture** program. Christoph has had wonderful things to say about our program and our students who have transferred. They are coming in well prepared and eager to continue their educational careers. Students' expectations of transferring, however, are often too high. Most hope they will enter directly into their 3rd year, but there is an additional studio class required that Mt SAC ID cannot provide and only Woodbury can offer.

I often advise students (even if they are not happy about it): It's a good thing to take a few lower division classes before jumping in full throttle. Why? It helps you get acclimated to a new culture, a new way of thinking and a new campus. In addition you will not be bogged down with classes in your final year. You will be able to focus primarily on your senior studio and what lies ahead.
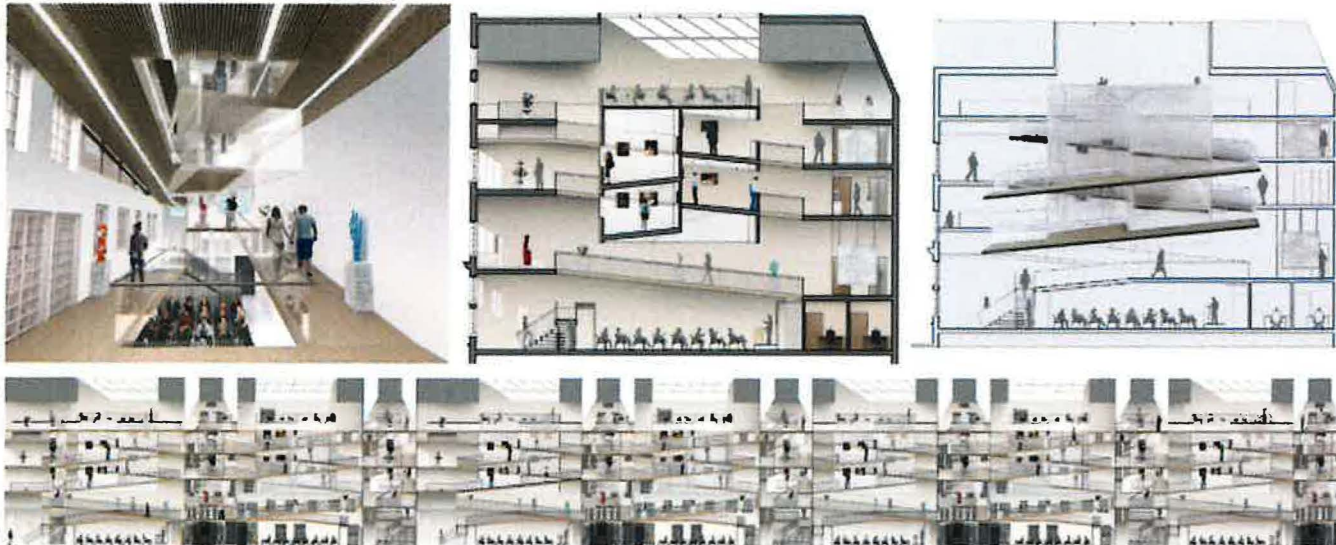
Interior Architecture Senior Yumin Zeng (Mt SAC transfer student) was selected as one of fourteen recipients of the Angelo Donghia Foundation 2015 Senior Student Scholarship.

Is there a portfolio required?

Yes! You are required to submit a portfolio of all the classes you wish to transfer conveying the range of work completed at Mt SAC. Projects must be organized and labeled by course, sorted from earliest to most recent course taken. Hand drawing should not be overemphasized, it is not important for determining transfer placements. The process – how you solved a problem and came to your design conclusion – is very important.

Woodbury also has a required portfolio review to enter the third year **Interior Architecture** program. Portfolios are graded based on a rubric by several faculty members. I was on this committee many years ago and it is not an easy process. Do your best to make your portfolio stand out. Keep it clean, organized and professional. Typically 70% of the students that apply for the 3rd year will pass. Transfer students have a bit more of a difficult time, another good reason to have the additional semester or two at Woodbury under your belt. Thus far all of the Mt SAC students that have applied have been accepted to Woodbury, and all have progressed through portfolio review and on to their 3rd year once they were eligible.

Additional information: https://wu2016.wpengine.com/admissions/undergraduate-admission/how-to-apply/Trends on Campus

What classes transfer?

Below is a link to Woodbury's transfer information both Mt SAC ID and the best general education courses to take. I would encourage you to take Mt SAC ID courses even if ART or ARCH courses are listed as acceptable. Our classes better align with both Woodbury's way of thinking and teaching.

http://1wbt411gsq722n1thn3wskiq.wpengine.netdna-cdn.com/wp-content/uploads/2016/10/Mount-San-Antonio-College-Interior-Architecture-2016-2017.pdf

What's the studio environment like?

Simple, effective... AND OPEN 24 HOURS! There is also access to a wood/metal shop, a materials resource library, a digital fabrication lab, a lighting lab, computing facilities and a render farm.

Campus Trends

There is a growing amount of interdisciplinary studies at Woodbury which embraces the growing trend of workforce fluidity we see in the current market. Woodbury's programs are flexible enough that students are crossing boundaries and majoring in two distinct areas. A student in the **Interior Architecture** program may be minoring in filmmaking. Students are then able to combine these artistic fields or move seamlessly into different freelance careers upon graduation. Woodbury is preparing for this new way of working and creating inner disciplinary majors. Stay tuned.

Where are students getting hired?

Christoph has found that Woodbury graduates think "bigger picture" and are excellent problem solvers. Once they're working in the field they seem to move up the ladder and into leadership positions very quickly. Bestor Architecture, BNIM, Callison, RTKL, CannonDesign, Chu + Gooding, Gensler, Gruen Associates, HDR, HED, HKS Architects, HOK, NBBJ, Omgivning, Perkins + Will, Wolcott Architecture Interiors, and ZGF are a few of the places they are being hired.

FROM PROFESSOR TO INTERIOR DESIGN STUDENT AND BACK

Elisabeth Eatman * Professor of Interior Design * Mt San Antonio College #MTSACID #ITEACHID

: CSULB : Taking the mystery out of transferring : What interior design program is best for you?

The **California State University, Long Beach Interior Design** program **CSULB ID** is my Alma Mater, and so visiting the campus is like going back home. I'm grateful to have had the opportunity not only attend **CSULB ID** but also to have taught there as well. It's always exciting to connect with the professors and colleagues that I haven't seen over the last several years. My education and teaching background from **CSULB ID** is what lead to the evolution of the current Mt SAC ID program. Our structure and curriculum was developed based on the knowledge, work ethic and rigger I gained here. **CSULB ID**'s methodology and implementation of philosophy is well proven. It gives its students a strong foundation of design and challenges the ideas of how shape and form can effect social, cultural and environmental awareness. I had the opportunity to sit down with Rachel Ryan, the undergraduate adviser, to look at the things that have changed since I have been there, and the things that will be changing on the **CSULB ID** campus.

California State University Long Beach Interior Design

Location: Long Beach, CA

Program Title: Interior Design

Department Chair: Martin Herman

Undergraduate Advisor: Rachael Ryan 562.985.4368 rachael.ryan@csulb.edu

For Department Tours please email: csulbdesignambassador@csulb.edu

Degree: Bachelor of Fine Arts

Program Length: 4 yr., Mt SAC transfer student 2 ½-3 years based on portfolio

Website: https://web.csulb.edu/depts/design/CSULB_DESN/Department_of_Design___BFA_Interior_Design___Home.html

How is CSULB's program different than others?

California State University, Long Beach prides itself on having a very high quality design education. Their faculty is a mix of tenured and part-time professors who continue to work in the field and possess an ongoing mastery of the skill sets required to succeed in industry. There is also a constant flow of guest lectures and critics who keep the design discussion current and relevant preparing students for industry.

CSULB ID has both a Bachelor of Fine Arts in Interior Design BFA and a Bachelor of Arts in Design BA. The BFA consists of 132 semester units. The first 2 years consist of foundation design work where you may be in studio with industrial design students and BA design students. In the 4th semester (end of the second year) you are required to submit a portfolio of work from your prior classes. For you as a transfer student this would mean many of your Mt SAC classes. Portfolios are reviewed by a panel of judges made up of **CSULB ID** professors. If your work ranks among the top you will be moved ahead to your 3rd year where the upper division design studios begin (the 3rd and 4th years of the program). If you choose this track you are most likely on the path to a career in the commercial interior design industry.

The Bachelor of Arts in Design program is shorter requiring only 120 semester units. It is structured for students who are interested in a more broad understanding of design. Many of the foundation classes overlap between the two programs and is strong in both. The two programs differ in how you decide to apply your knowledge. With this degree there is more opportunity to focus on a specific area of study such as lighting design, furniture design or user experience.

Are Mt SAC Students transferring well prepared?

YES! Mt SAC students have seamlessly transferred into both programs, and have proven to be successful in not only transferring, but passing portfolio review for the BFA program. We have gotten personal notes from faculty at CSULB in regards to how much they enjoy our students. Currently it is taking Mt SAC transfer students approximately 3 years to complete the CSULB ID program. There is a push however from the Cal State system to guarantee transfer students can complete in 2 years. The CSULB ID program is currently working on how to shift and combine classes in order to accomplish that, stay tuned.

As I mentioned, several classes are shared by both the BFA and BA programs. Often times transferring students are accepted into the BA program when ultimately the BFA is their goal. This should not be seen as a setback or a slight by any means. It is the opportunity to take the few classes Mt SAC ID cannot offer you and also prep your portfolio for review. Once you have reached the requirements to submit your portfolio and you've passed portfolio review you are then transferred into the BFA program.

Is there a portfolio required?

Yes! You must first apply to the college through the general admission process and meet the minimum major-specific requirements and competitive ranking based on the CSULB Supplemental Application. If you are successful in this process you will then be individually invited to submit a portfolio electronically through Slide Room to be reviewed by faculty.

CSULB Supplemental Application: http://www.csulb.edu/admissions/supplemental-application

BA and BFA: Transfer Students
https://web.csulb.edu/depts/design/CSULB_DESN/Department_of_Design___BFA_Interior_Design___Transfer_Students.html

Once you have completed all the required lower division courses you must complete a portfolio review to enter the CSULB ID BFA program, junior and senior studio courses. The portfolio review is a competitive evaluation process. Your portfolio must include the work you completed at Mt SAC and anything you completed at CSULB ID. You will want to go over ALL of your work in fine detail to improve it. You will have experienced significant growth from your first few classes at Mt SAC and you will probably want to redo a lot of your former work. Do not wait until the last minute, start early.

BFA Interior Design Roadmap:
http://web.csulb.edu/depts/design/CSULB_DESN/Department_of_Design___BFA_Interior_Design___Roadmap_files/BFA%20Interior%20Design-Roadmap%20AY2017-18-Transfer_1.pdf

The track for BA students is a bit different; there is not a second portfolio review. The first year consists of foundation level courses very similar to that of the BFA program, however in the 3rd and 4th semesters students are allowed to select from a list of upper division design electives of which you must take a minimum of 16 units. This is where you have the opportunity to follow a specific design career and create a program to suit your particular needs, desires and interests.

What classes transfer?

Most of our classes transfer. We have found the students who complete the Mt SAC ID program are more successful once they enter **CSULB ID**. Although all of the classes do not transfer directly, they set up a good foundation and skill level for going into the portfolio review. They may however articulate for a class that is not officially documented, but only if your portfolio is outstanding. So let's all be outstanding!

What's the studio environment like?

The junior and senior studio spaces are set up very much like corporate workspaces. Students share semi private workstations and have keys to access their respective studios 24 hours a day. Many, many, many hours are spent in studio. Each class has the ability to slightly customize the environment by bringing in sofas, futons and microwaves to make the environment cozier. Once you are in your upper division studios your professors come to you so this is your only classroom environment.

Where are students getting hired?

Once a year, prior to graduation **CSULB ID** host a Sr. Show. The seniors are responsible for setting up the work, inviting guests and hosting the show. Professionals from industry are invited and this is one of the many opportunities graduating students have to promote themselves and their abilities to prospective employers. **CSULB ID** students also receive many exciting design opportunities including competitions, job and internship prospects. **CSULB ID** graduating students are highly sought after in industry.

TAKING THE MYSTERY OUT OF TRANSFERRING: WHAT INTERIOR DESIGN PROGRAM IS BEST FOR YOU?

Instagram : Iteachid

I TEACH ID

Tab 3.1b: Sabbatical Report

INSTAGRAM : iteachid

My Instagram page by the same name iteachid has developed into a tutorial of sorts for different interior design related topics. I have and will continue to developed visual snippets of Mt SAC ID classes. My goal is trifold: to attract and help students who will have examples of design related material at their fingertips at all times; to stay connected with them once they have graduated; and to attract potential students by showing off our great program.

My Instagram "story" is one of an educator of interior design through images. I decided to take one topic at a time creating a block of related information. I am currently posting images of hand sketching (related topic ID27). Prior to that was color theory (related topic ID20), and my first block consisted of images representing Ching terms (related topic ID10 & 10L). Each image has a brief description in the notes and many hashtags to attract viewers. As you scroll to the bottom of my feed you will notice my growth, I began with no clear idea so the first images are not supporting my story.

iteachid   Edit Profile

121 posts   **333** followers   **1,048** following

I Teach Interior Design // Lis
Professor • Interior Designer•Blog iteachid.net #interiordesigners
iteachid.net

POSTS   IGTV   SAVED   TAGGED

A SKETCH A DAY KEEPS THE *dullness* AWAY
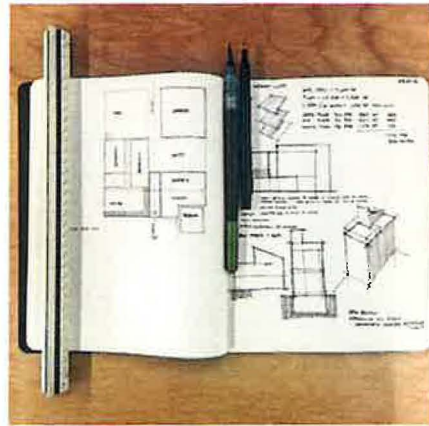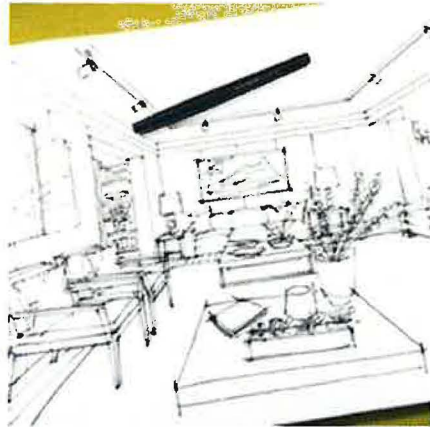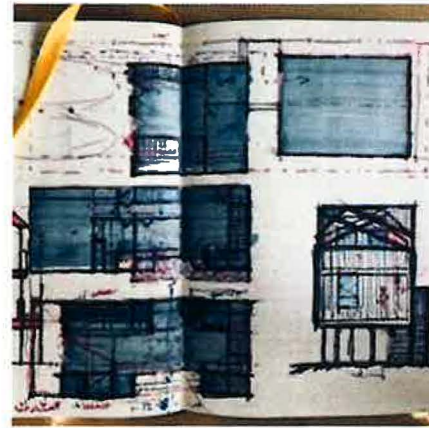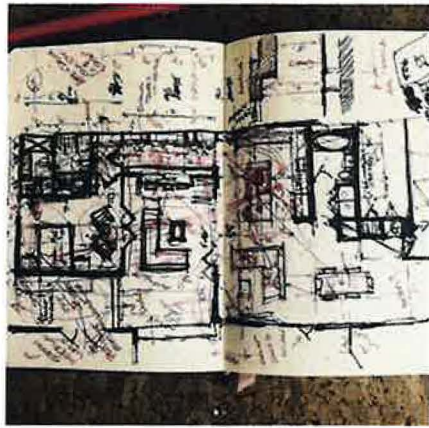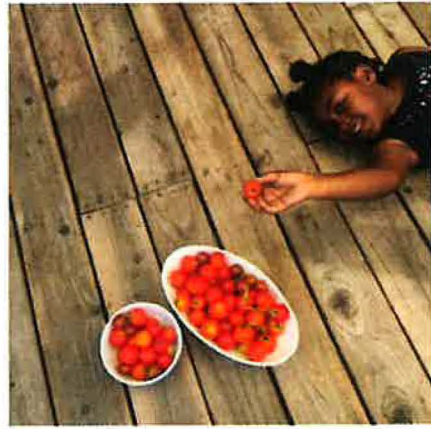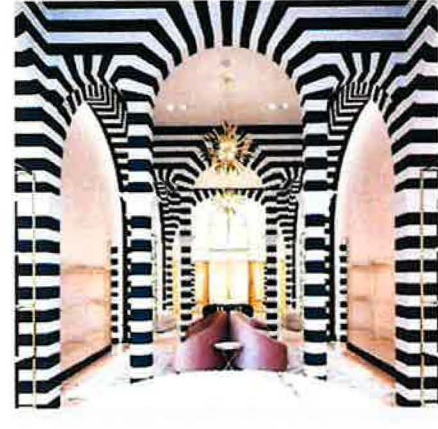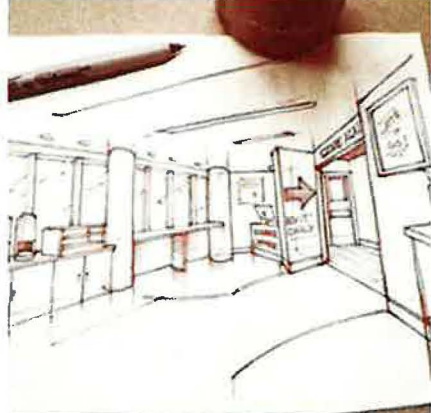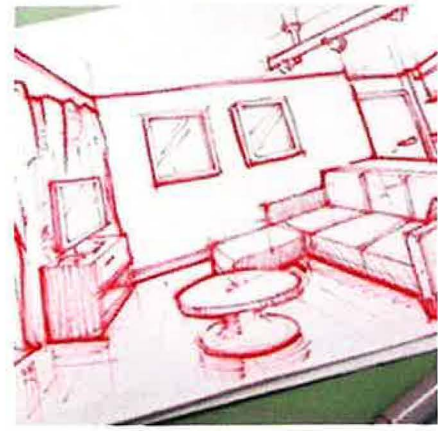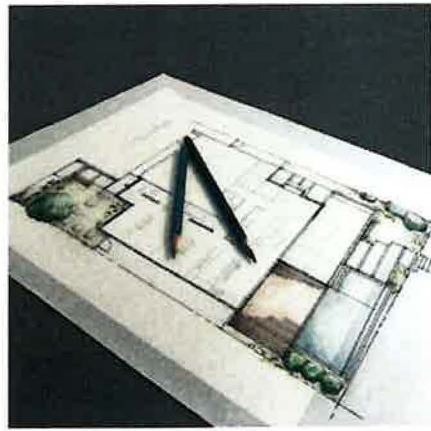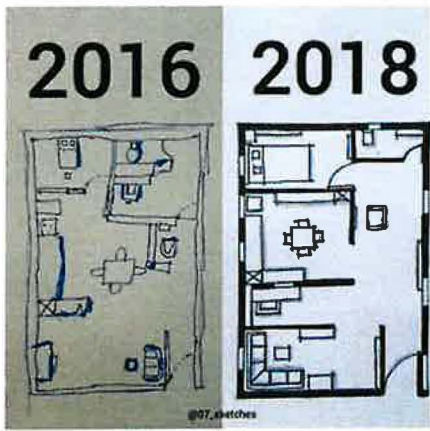
low-key

/lō ˈkē/ ◀))

adjective
adjective: **low-key**; adjective: **low-keyed**

having a predominance of dark or muted tones.

high-key

/ˈhī kē/ ◀))

adjective

having a predominance of light or bright tones.

ach·ro·mat·ic

/ˌakrəˈmadik/ ◀))

adjective
adjective: **achromatic**

1 without color.
   "achromatic gloom"

HEY GUYS
REMEMBER
THESE!
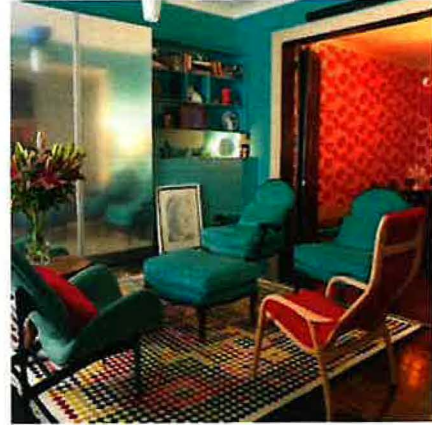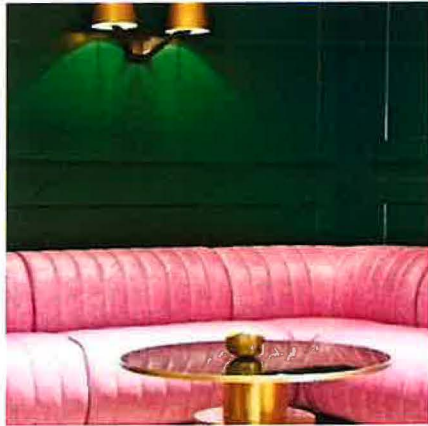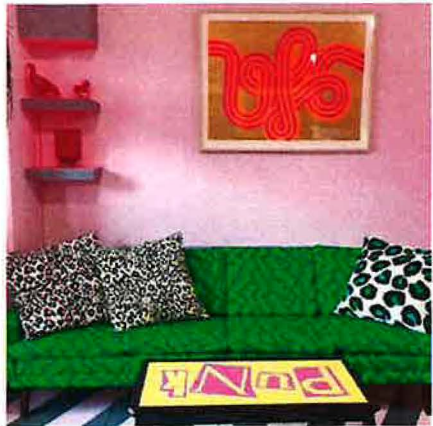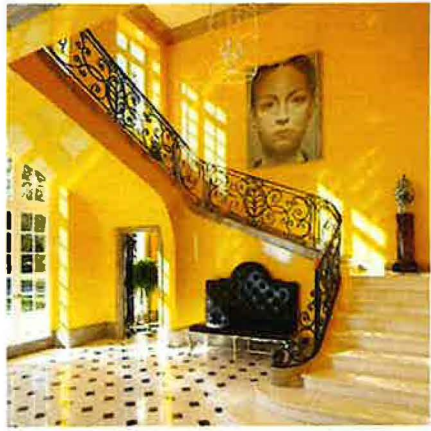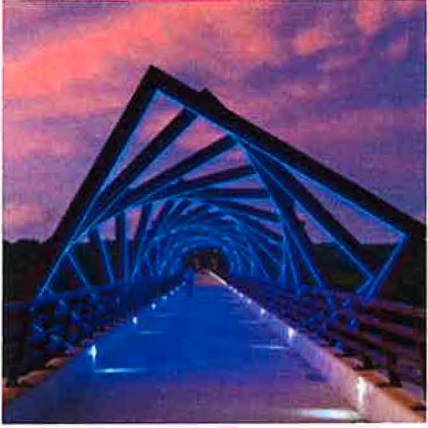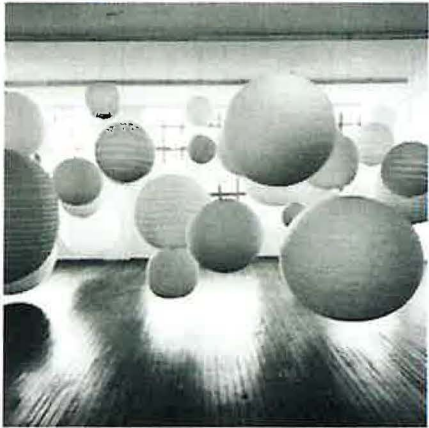
YOU MADE IT!

Mt SAC ID, Week 1 DONE!

Welcome back, I'll see you in the Fall!

Woodbury School of Architecture will be hosting a SOA Transfer Portfolio Workshop

Go to iteachid.net for details and registration. Link in bio

DESIGNERS
are meant to be
LOVED
not to be
UNDERSTOOD

What are the key qualities of an Interior Designer?

JUANITA MOORE, Pr
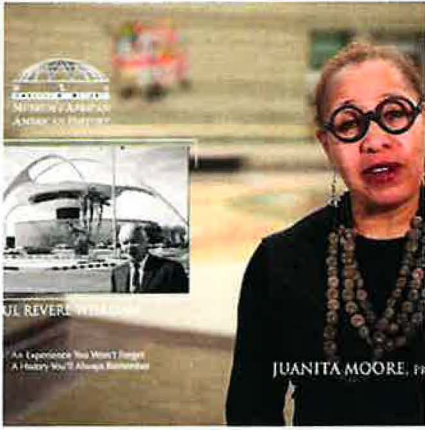
THE **ONLY** WAY
TO DO
GREAT WORK
• IS •
TO LOVE
WHAT YOU DO

A
B

I TEACH ID

I TEACH ID

Tab 3.2: Sabbatical Report

FORMAL STUDY

The first part of my journey was to go back to school in order to catch up with the technology my students are already being taught. I chose the Virtual Design & Construction Institute (VDCI) for several reasons. One, I wanted the experience taking classes online to gain an understanding of what does and doesn't work for me in the online educational environment. Two, VDCI is used by many professional industry organizations for continuing education course work. Last, their schedule of classes was extensive and abundant.

As a student I was reminded of the challenges that I had long ago forgotten. Having no idea what you are doing or what the end result should be. Many times I've said to my students, "It's no big deal to start over, it's the process that counts, the second time will be much easier and the third time it will be perfect." Saying it and living it are two different things. I felt the same frustration when I was stuck, the same relief when projects were submitted and turned in and the same panic after missing a deadline (completely by accident, my project was completed days before... yup I was that student). And I felt the same anxiety waiting for grades to be submitted.

I enrolled in and completed five classes, two Revit classes (beginning and intermediate), two SketchUp classes (beginning and intermediate) and a Photoshop class. Each had twenty hours of instruction and twenty additional hours of time required to work on the projects. My proposal was to take one SketchUp class and one advanced AutoCAD class. Once I started the AutoCAD class I realized it was information I already knew, and I opted to take a second SketchUp class to allow me to assist my students in a more meaningful way.

I better understand which classes at Mt SAC ID need to be revised in order to keep up with industry and which classes need to be added. Most importantly, I gained an extreme amount of empathy.

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Start Page
Communication
Classes
Attendance
Reports & Transcripts
Progress Reports
Mid-Term Reports
Academic Transcripts
Files & Documents

Reports & Transcripts

Academic Transcript

Academic Transcript

Student Id	66568
Student Name	Elisabeth Eatman
Program	
Cumulative GPA	3.668
Total Credit Hours	100

Unofficial Transcript.

This transcript may not be used to apply to any program. Students must request official transcript when transferring.

Quarter 3 - Summer 2017

COURSE NUMBER	COURSE TITLE	START DATE	END DATE	ATTEMPTED CREDIT HOURS	EARNED CREDIT HOURS	GRADE	GP
DAC 221	INTRODUCTION TO PHOTOSHOP	08/25/2017	09/11/2017	20	20	B+	3.33
DAC 211	INTRODUCTION TO SKETCHUP	09/15/2017	10/02/2017	20	20	A	3.67
						GPA	3.500
					Total Credit Hours		40

Quarter 4 - Fall 2017

COURSE NUMBER	COURSE TITLE	START DATE	END DATE	ATTEMPTED CREDIT HOURS	EARNED CREDIT HOURS	GRADE	GP
DAC 212	INTERMEDIATE SKETCHUP	10/06/2017	10/23/2017	20	20	A	3.67
BIM 101	INTRODUCTION TO REVIT	10/27/2017	11/13/2017	20	20	A+	4.00
						GPA	3.835
					Total Credit Hours		40

Quater 1 - Winter 2018

COURSE NUMBER	COURSE TITLE	START DATE	END DATE	ATTEMPTED CREDIT HOURS	EARNED CREDIT HOURS	GRADE	GP
BIM 201	INTERMEDIATE REVIT	01/05/2018	01/22/2018	20	20	A	3.67
						GPA	3.670
					Total Credit Hours		20

Sketch Up

I TEACH ID

Tab 3.2a: Sabbatical Report

SKETCHUP : beginning & intermediate

SketchUp is a program that designers from all walks of life use to communicate their ideas three-dimensionally. I was told by my students before I left that this was a very easy program to use. I would have to disagree. It is not intuitive or logical and was particularly challenging for me because it did not use logical building standards that I am accustomed to. It utilizes two-dimensional shapes that are pushed, pulled, cut and stretched into three-dimensional volumes and then applies pictorial textures to the surfaces. I was extremely challenged by this program and although I proposed taking only one class I decided to take the intermediate as well to obtain a broader skill set and overcome the mental barrier. These classes in particular took me well over the forty hours of video lecture. I redid the final project three times before getting to a place where I was happy with the end result.

Classroom Application: ID27 & ID56

SketchUp is an excellent tool to help students visualize their ideas. It is currently incorporated into the ID27 Rapid Visualization class where students learn quick hand sketching techniques. It will also be included in a new class, ID56 Integrated Drawing Techniques for Interior Design, that incorporates both digital and hand drawing methods for presentation. In advanced studios I would much prefer students use Revit for 3D-modeling because it supports knowledge on how structures are actually built.

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Practical Applications Taught by Practicing Professionals

Progress Report

Subject	DAC 211 INTRODUCTION TO SKETCHUP
Instructor Name	David Sellers
Student	66568 Elisabeth Eatman

Times Absent	0.0	**Times Tardy**	0.0
Actual Hours	0	**Scheduled Hours**	0
Attendance Rate	.00%	**Scheduled End Date**	

Accumulated Grade A
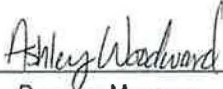
Date	Test	Score	Out of	Percentage	Comments
	DAC 211 - Final Submission (Submission Box:13107)	98	100	98%	
	DAC 211 - Mid Term Submission (Submission Box:13106)	100	100	100%	
	Graded Forum - Components and Groups (Discussion: 15472)	10	10	100%	
	Lesson 1 - Quiz (Assessment:23318)	4	5	80%	
	Lesson 2 - Quiz (Assessment:23319)	8	10	80%	
	Lesson 3 - Quiz (Assessment:23320)	7	8	87.5%	
	Lesson 4 - Quiz (Assessment:23321)	3	4	75%	
	Lesson 5 - Quiz (Assessment:23322)	3	4	75%	
	Lesson 6 - Quiz (Assessment:23323)	3	4	75%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Final Submittal	40%	98%	39.2%	98%	39.2%
Assessments	30%	80%	24%	80%	24%
Midterm Submittal	20%	100%	20%	100%	20%
Discussion Forums	10%	100%	10%	100%	10%
Accumulated Total			**94% (A)**		**94% (A)**

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virtual design & construction institute

recognizes that all requirements for the course

INTRODUCTION TO SKETCHUP

have been achieved by

Elisabeth Eatman

_____
Program Manager

10/2/2017

_____
Principal

cadteacher
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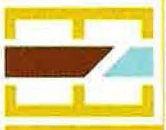
Progress Report

Subject	DAC 212 INTERMEDIATE SKETCHUP
Instructor Name	David Sellers
Student	66568 Elisabeth Eatman

Times Absent	0.0	**Times Tardy**	0.0
Actual Hours	0	**Scheduled Hours**	0
Attendance Rate	.00%	**Scheduled End Date**	

Accumulated Grade A

Date	Test	Score	Out of	Percentage	Comments
	DAC 212 - Final Submission (Submission Box:13210)	95	100	95%	Roof connected to walls group.
	Graded Forum - Layers (Discussion: 15530)	10	10	100%	
	Lesson 1 - Quiz 1 (Assessment:23541)	5	6	83.3%	
	Lesson 2 - Quiz 2 (Assessment:23542)	4	5	80%	
	Lesson 3 - Quiz 3 (Assessment:23543)	5	5	100%	
	Lesson 4 - Quiz 4 (Assessment:23544)	4	5	80%	
	Lesson 5 - Quiz 5 (Assessment:23545)	5	5	100%	
	Lesson 6 - Quiz 6 (Assessment:23546)	3	5	60%	
	SketchUp 2 DAC 212 Mid Term Submission (Submission Box:13209)	100	100	100%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Final Submission	40%	95%	38%	47.5%	19%
Assessments	30%	83.9%	25.2%	41.9%	12.6%
Midterm Submission	20%	100%	20%	50%	10%
Discussion Forums	10%	100%	10%	50%	5%
Accumulated Total			94% (A)		47% (F)

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Elisabeth Eatman

_____
Program Manager

10/23/2017

_____
Principal

cadteacher
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Final Project Animation

Video located in on line portfolio:
https://elisabeth-okvg.format.com/ (password: iteachid)

Revit

I TEACH ID

Tab 3.2b: Sabbatical Report

REVIT : beginning & intermediate

The next set of classes I took were Revit Beginning and Revit Intermediate. Revit is a powerful drawing tool that way surpasses anything I have ever experienced in the industry prior to this. AutoCAD (which is the program I have used for years in industry) acts much like a pencil and paper: lines are drawn on a screen and remain two-dimensional. Revit on the other hand is a three-dimensional drawing system. Groups of lines are assigned three-dimensional characteristics. When you draw a wall, what appears to be two flat lines when viewed from above, can then be rotated to reflect the structure from all sides. The lines are also assigned information pertaining to the construction type, material, height, thickness and more. With a few clicks this information can then be loaded into a schedule or other documents for pricing quotes. Once walls have been drawn on a two-dimensional plan, a simple click of a button into another screen gives you a three-dimensional view. I found this program to be relatively simple to use because it is very similar to AutoCAD.

Classroom Application : ID25 & ID26 Space Planning I & II

Although REVIT is a phenomenal program, in my opinion it is a hindrance to students in the early classes such as ID25 and ID26, Space Planning I & II. Since Mt SAC ID started to incorporate Revit into the program I noticed a decrease in the ability to read and detail elevations, section cuts and how to draw to scale. Many students had no idea what they were drawing even though their drawings were accurate and beautifully detailed. What I discovered is that drawing two-dimensionally in REVIT gives you all the answers three-dimensionally. Students are able to create elevations, sections and models without having to think about or understand what they are doing.

For example, one of the projects that I have students work on in ID25 is a stair. Students are given a set of parameters and the stair must be designed to code based on their research and lecture information. In Revit you set the width of your stair and drag along a line. Revit creates not only the rise and run but inserts handrails and guardrails where needed. Thus solving all the "problems" set for the student to solve. Revit will continue to be offered, however students will not be permitted to use it in ID25 and ID26 allowing them to gain a basic working knowledge of orthographic drawings.

Classroom Application : ID22 Design Drawing for Interior Design

There has been a running argument among interior design educators, our advisory board members and within our program as to whether hand drafting is still necessary. AutoCAD and Revit are industry standards, and some campuses are eliminating hand drafting from their programs. As much as I understand that decision I also know that it is very challenging to teach a student basic symbols, line weights, page setup etc. while also trying to teach them a computer program. The Mt SAC ID program currently has a

full semester of hand drafting. I firmly believe hand drawing is an important and necessary stepping stone to learning how to put together a cohesive and clear set. My perspective has shifted however; a full semester is not needed. The tools we use to draw have evolved greatly and spending so much time perfecting a technique that will not be used in a real life application is overkill. My goal will be to evaluate and redesign ID22 with the current professor to consist of the hand drawing/basic skills the first eight weeks and AutoCAD the second.

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Progress Report

Subject	BIM 101 INTRODUCTION TO REVIT
Instructor Name	DEREK HUEFFMEIER
Student	66568 Elisabeth Eatman

Times Absent	0.0	**Times Tardy**	0.0
Actual Hours	0	**Scheduled Hours**	0
Attendance Rate	.00%	**Scheduled End Date**	

Accumulated Grade A+

Date	Test	Score	Out of	Percentage	Comments
	Autodesk Course Evaluation Form (Submission Box:13261)	N/A	0.0	N/A	
	BIM 101 - Final Submission (Submission Box:13260)	100	100	100%	
	BIM 101 - Mid-Term Submission (Submission Box:13259)	98	100	98%	
	Graded Discussion - BIM vs. CAD (Discussion: 15569)	10	10	100%	
	Lesson 1 - The Basics of BIM Review (Assessment:23656)	4	4	100%	
	Lesson 2 - Hands On - Windows (Assessment:23657)	5	5	100%	
	Lesson 2 - Hands On-Grid Systems (Assessment:23659)	5	5	100%	
	Lesson 2 - Hands On-Wall Types (Assessment:23658)	5	5	100%	
	Lesson 3 - Hands On - Attach Walls to Roof (Assessment:23662)	5	5	100%	
	Lesson 3 - Hands On - Create a Floor (Assessment:23661)	5	5	100%	
	Lesson 3 - Hands On - Create a Roof (Assessment:23663)	5	5	100%	
	Lesson 3 - Hands On - Stairs and Railings (Assessment:23660)	5	5	100%	
	Lesson 4 - Documenting Your Design (Assessment:23664)	3	4	75%	
	Lesson 4 - Hands On - Create Rooms (Assessment:23665)	5	5	100%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Final	40%	100%	40%	100%	40%
Hands-On Assessments	20%	100%	20%	100%	20%
Midterm	20%	98%	19.6%	99.3%	19.9%
Reading Assessments	10%	87.5%	8.8%	87.5%	8.8%
Discussions/Participation	10%	100%	10%	100%	10%
Course Evaluation	0%	N/A	N/A	N/A	N/A
Accumulated Total			**99% (A+)**		**99% (A+)**

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Elisabeth Eatman

Ashley Woodward
Program Manager

11/13/2017

Al Whitley
Principal

cadteacher
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Progress Report

Subject	BIM 201 INTERMEDIATE REVIT
Instructor Name	DEREK HUEFFMEIER
Student	66568 Elisabeth Eatman

Times Absent	0.0	Times Tardy	0.0
Actual Hours	0	Scheduled Hours	0
Attendance Rate	.00%	Scheduled End Date	
Accumulated Grade	A		

Date	Test	Score	Out of	Percentage	Comments
	Autodesk Course Evaluation (Submission Box:13485)	N/A	0.0	N/A	
	BIM 201 - Final Submission (Submission Box:13484)	100	100	100%	
	BIM 201 - Mid Term Submission (Submission Box:13463)	100	100	100%	
	Graded Forum - Schedules and Legends (Discussion: 15749)	5	10	50%	
	Lesson 1 - Family Editor - Video Review (Assessment:24246)	15	15	100%	
	Lesson 1 - Hands On - Parametric Families (Assessment:24245)	5	5	100%	
	Lesson 2 - Annotating Your Design (Assessment:24249)	15	20	75%	
	Lesson 2 - Documenting Your Design (Assessment:24250)	25	30	83.3%	
	Lesson 2 - Hands On - Legends (Assessment:24248)	5	5	100%	
	Lesson 2 - Hands On - Schedules (Assessment:24247)	5	5	100%	
	Lesson 3 - Walls and Curtain Walls - Video Review (Assessment:24251)	8	16	50%	
	Lesson 4 - Detailing Your Design (Assessment:24253)	15	15	100%	
	Lesson 4 - Hands On - Creating a Detail from a DWG (Assessment:24252)	5	5	100%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Final	40%	100%	40%	100%	40%
Hands-On Assessments	20%	100%	20%	100%	20%
Midterm	20%	100%	20%	100%	20%
Reading Assessments	10%	81.2%	8.1%	85.9%	8.6%
Discussions/Participation	10%	50%	5%	50%	5%
Course Evaluation	0%	N/A	N/A	N/A	N/A
Accumulated Total			94% (A)		94.5% (A)

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

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_____
Principal

cadteacher
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Progress Report

Subject	BIM 101 INTRODUCTION TO REVIT
Instructor Name	DEREK HUEFFMEIER
Student	66568 Elisabeth Eatman

Times Absent	0.0	**Times Tardy**	0.0
Actual Hours	0	**Scheduled Hours**	0
Attendance Rate	.00%	**Scheduled End Date**	

Accumulated Grade A+

Date	Test	Score	Out of	Percentage	Comments
	Autodesk Course Evaluation Form (Submission Box:13261)	N/A	0.0	N/A	
	BIM 101 - Final Submission (Submission Box:13260)	100	100	100%	
	BIM 101 - Mid-Term Submission (Submission Box:13259)	98	100	98%	
	Graded Discussion - BIM vs. CAD (Discussion: 15569)	10	10	100%	
	Lesson 1 - The Basics of BIM Review (Assessment:23656)	4	4	100%	
	Lesson 2 - Hands On - Windows (Assessment:23657)	5	5	100%	
	Lesson 2 - Hands On-Grid Systems (Assessment:23659)	5	5	100%	
	Lesson 2 - Hands On-Wall Types (Assessment:23658)	5	5	100%	
	Lesson 3 - Hands On - Attach Walls to Roof (Assessment:23662)	5	5	100%	
	Lesson 3 - Hands On - Create a Floor (Assessment:23661)	5	5	100%	
	Lesson 3 - Hands On - Create a Roof (Assessment:23663)	5	5	100%	
	Lesson 3 - Hands On - Stairs and Railings (Assessment:23660)	5	5	100%	
	Lesson 4 - Documenting Your Design (Assessment:23664)	3	4	75%	
	Lesson 4 - Hands On - Create Rooms (Assessment:23665)	5	5	100%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Final	40%	100%	40%	100%	40%
Hands-On Assessments	20%	100%	20%	100%	20%
Midterm	20%	98%	19.6%	99.3%	19.9%
Reading Assessments	10%	87.5%	8.8%	87.5%	8.8%
Discussions/Participation	10%	100%	10%	100%	10%
Course Evaluation	0%	N/A	N/A	N/A	N/A
Accumulated Total			**99% (A+)**		**99% (A+)**

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Progress Report

Subject	BIM 201 INTERMEDIATE REVIT
Instructor Name	DEREK HUEFFMEIER
Student	66568 Elisabeth Eatman

Times Absent	0 0	**Times Tardy**	0 0
Actual Hours	0	**Scheduled Hours**	0
Attendance Rate	.00%	**Scheduled End Date**	

Accumulated Grade A

Date	Test	Score	Out of	Percentage	Comments
	Autodesk Course Evaluation (Submission Box 13465)	N/A	0 0	N/A	
	BIM 201 - Final Submission (Submission Box 13464)	100	100	100%	
	BIM 201 - Mid Term Submission (Submission Box 13463)	100	100	100%	
	Graded Forum - Schedules and Legends (Discussion 15749)	5	10	50%	
	Lesson 1 - Family Editor - Video Review (Assessment 24246)	15	15	100%	
	Lesson 1 - Hands On - Parametric Families (Assessment 24245)	5	5	100%	
	Lesson 2 - Annotating Your Design (Assessment 24249)	15	20	75%	
	Lesson 2 - Documenting Your Design (Assessment 24250)	25	30	83 3%	
	Lesson 2 - Hands On - Legends (Assessment 24248)	5	5	100%	
	Lesson 2 - Hands On - Schedules (Assessment 24247)	5	5	100%	
	Lesson 3 - Walls and Curtain Walls - Video Review (Assessment 24251)	8	16	50%	
	Lesson 4 - Detailing Your Design (Assessment 24253)	15	15	100%	
	Lesson 4 - Hands On - Creating a Detail from a DWG (Assessment 24252)	5	5	100%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Final	40%	100%	40%	100%	40%
Hands-On Assessments	20%	100%	20%	100%	20%
Midterm	20%	100%	20%	100%	20%
Reading Assessments	10%	81 2%	8 1%	85 9%	8 6%
Discussions/Participation	10%	50%	5%	50%	5%
Course Evaluation	0%	N/A	N/A	N/A	N/A
Accumulated Total			**94% (A)**		**94.5% (A)**

Elisabeth Eatman From Professor to Student and Back Again

Sabbatical Leave Report for the 2017/2018 school year

vdci

virtual design & construction *institute*

Presented in the State of California, County of San Diego, City of San Diego

virtual design & construction *institute*

recognizes that all requirements for the course

INTERMEDIATE REVIT

have been achieved by

Elisabeth Eatman
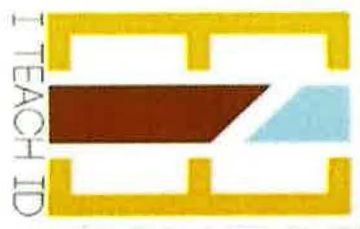
Ashley Woodward
Program Manager

1/22/2018

Al Whitley
Principal

cadteacher
Practical Applications Taught by Practicing Professionals

3904 Groton Street   San Diego   California 92110

Photoshop

Tab 3.2c: Sabbatical Report

PHOTOSHOP

Photoshop was a lot of fun and only as challenging as I made it for myself. The projects were straightforward, simple and easy to follow. Although this is the class that challenged me the least, it's also the only class I received a grade lower than an A. All the classes were balanced between videos, reading assignments, tests and discussion forums. The other classes used the textbook as a support or reference source. Photoshop was much more book based. I found the tests challenging because they were not directly related to the work that had been completed but solely based on the reading. Seven minutes was a standard amount of time allotted for the tests. Although I read the chapters/sections required to complete the projects, I made a conscious decision to not complete the 800-page text simply to score perfectly on the tests.

Interestingly enough this is something I talk to my students about all the time. I have some very talented and creative students, truly artists, and their projects are beautiful. There are some students who simply tend to be late turning in assignments or are just not good test takers thus reducing the letter grade. They are often discouraged and frustrated because they do not receive As. I typically reassure the very talented ones that it is important to turn work in on time and get good grades, but most importantly in this industry is your portfolio. Depending on the circumstance it may be more important to maintain your sanity and develop a great project and sacrifice the letter grade.

Classroom Application : ID23 and ID34 Computer Aided Drafting A & B

I would love to see MT SAC ID computer classes turn into hybrid or flipped classes. I believe this gives the best of both worlds. Having sat in on both ID23 and ID34, Computer Aided Drafting A & B, I have noticed some students simply pick up the lessons more quickly than others leaving them waiting patiently to proceed while the rest of the class catches up. I believe that giving students the ability to work through the lecture at home on their own time while using class time to practice the skill with the professor present is the best of both worlds.

vdci portal

Practical Applications Taught by Practicing Professionals

Progress Report

Subject	DAC 221 INTRODUCTION TO PHOTOSHOP
Instructor Name	David Sellers
Student	66568 Elisabeth Eatman

Times Absent	0.0	**Times Tardy**	0.0
Actual Hours	0	**Scheduled Hours**	0
Attendance Rate	.00%	**Scheduled End Date**	
Accumulated Grade	B+		

Date	Test	Score	Out of	Percentage	Comments
	Final Submission (Submission Box:13030)	100	100	100%	
	Lesson 1 - Quiz 1 - Chapter 1 Review (Assessment:23150)	2	5	40%	
	Lesson 2 - Quiz 2 - Chapter 2 Review (Assessment:23151)	2	5	40%	
	Lesson 2 - Quiz 3 - Chapter 3 Review (Assessment:23152)	6	8	75%	
	Lesson 3 - Quiz 4 - Chapter 4 Review (Assessment:23153)	9	10	90%	
	Lesson 3 - Quiz 5 - Chapter 7 Review (Assessment:23154)	3	5	60%	
	Lesson 3 - Quiz 6 - Chapter 8 Review (Assessment:23155)	4	5	80%	
	Lesson 4 - Quiz 7 - Chaper 9 Review (Assessment:23156)	5	5	100%	
	Midterm Submission (Submission Box:13029)	100	100	100%	
	The User Interface (Discussion: 15424)	5	10	50%	

Test Category	Weight	Score	Weighted Score	Class Average	Weighted Class Average
Assessments	30%	72.1%	21.6%	72.1%	21.6%
Final Submission	30%	100%	30%	60%	18%
Midterm Submission	30%	100%	30%	100%	30%
Discussion Forums/Participation	10%	50%	5%	50%	5%
Accumulated Total			**87% (B+)**		**75% (C)**
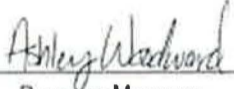
vdci

virtual design & construction institute

Presented in the State of California, County of San Diego, City of San Diego

virtual design & construction institute

recognizes that all requirements for the course

INTRODUCTION TO PHOTOSHOP

have been achieved by

Elisabeth Eatman

Program **Manager**

9/11/2017

Principal

cadteacher
Practical Applications Taught by Practicing Professionals

3904 Groton Street   San Diego   California 92110

CITY OF DEL MAR PUBLIC PARKS

Powerhouse Park

Powerhouse History. In 1928, the Powerhouse was built to replace the Stratford Inn's original power-house. ... In July 1955, after the hotel was sold during a bankruptcy sale, only the Del Mar Plunge and the Powerhouse remained unsold. It was not until 1958 that the powerhouse found an owner and was turned into a nightclub. permit to please recycle all of the paper, plastic, cans and bottles that are brought to our facilities, parks and beaches.

Sea Grove Park

On August 14, 1882, the first California Southern Railroad train rode the tracks of its new route from San Diego to San Bernardino. Theodore M. Loop - the contractor and engineer who worked on the project - had acquired acreage and built a home on the north shore of Los Peñasquitos Creek, a setting he described as "the most attractive place on the entire coast."

Del Mar Beaches

The beach in Del Mar is one of the most beautiful and enjoyable in San Diego. The two plus miles of sandy beach offers a great place to relax, walk, or run. Two coastal parks, Power-house and Seagrove Parks, are located just above the 15th Street surf break, providing a great spot to picnic with friends and family. The Powerhouse Park also features a barefoot friendly, dog free "tot-lot," where kids can play on swings, slides, and climb.

Tab 3.2d: Sabbatical Report

ON-LINE LEARNING : review

I found both pros and cons in the online learning format. Taking online classes to learn a computer based program were very helpful since I could pause, rewind or zoom into the lecture whenever needed. You can go at your own pace through online courses. There were many instances where I had to review a lecture several times before I was able to get it right. In a classroom situation this would not have been possible to do and I would have felt left behind and frustrated. There were set project deliverables and due dates but the flexibility to get them done when time permitted was helpful.

The downside is that the professor is not immediately available to ask a quick question. The professors' turnaround time was excellent, about 24 hours, but I often felt like I could have been done with my projects sooner had the responses been on hand in the moment.

Tab 3.7: Sabbatical Report

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

Tab 3.3: Sabbatical Report

EXTERNSHIP

The internship process was also a very interesting one. Having been in the interior design industry now for more than half my life it's been a very long time since I've started from the bottom. It was humbling to say the least. My internship experience varied from my proposal, but I would say for the better. My first internship was with a contractor. I worked on a project from its conceptualization through the completion of construction and will continue with the homeowner selecting furniture when the budget becomes available. My second internship was with a small residential firm where it was originally discussed I would be assigned to a project. After speaking with the owner about the social media component of my sabbatical she decided to put me in charge of developing a social media package for the firm. I learned a tremendous amount about marketing and advertising one's brand in today's climate of e-commerce.

Contractor Roland Saint

I TEACH ID

Tab 3.3a: Sabbatical Report

CONTRACTOR : Roland Saint

My first externship was with a contractor that I had met many years' prior while working at Gensler. He was a general manager on a project that was being built across from our office. He was one of the few African Americans in a leadership position so we bonded quickly at our original meeting. He has since retired from commercial work and started his own business. We reconnected through a mutual friend and I told him I would be on sabbatical during the summer. He agreed to allow me to shadow him for a day to a client meeting on an ongoing project. That one-day meeting evolved into a six-month project. I developed a plan for a backyard remodel, followed up several times a week on the jobsite and met with the client and the contractors, ultimately seeing the project through to completion.

When given the opportunity to dive back into the design world I jumped on it. I was able to reconnect with both the good and bad of the industry, staying up until 2am finishing documents for the next day, arguing with a subcontractor that had no regard for my job or work, last minute client changes, unforeseen obstacles of the site that had to be worked around and budget management.

It reminded me how lucky I was as a young designer to work with a well-known and respected firm where disrespectful pushback from contractors was unheard of. Interior designers are regularly on job sites where subcontractors question their decisions and knowledge of construction. I was not only reminded of the early mornings and long days at the site but that being a woman on an all-male team is not easy and is something that needs to be prepared for.

I did hold my own, and I was given the opportunity to dig trenches, use a paint spray gun, lay brick, lay artificial grass and a few other things I wasn't expecting. Roland kept saying you're here to learn so let's go! Although a lot of it was based in sarcasm and with a chuckle I never turned down the opportunity to try something new.

Working with Roland and most of the other subs was great. I was able to awaken my AutoCAD skills, apply my design abilities to a project and work for a very grateful client.

ROLAND SAINT
CONSTRUCTION SERVICES

8/3/2018

To whom it may concern,

Elisabeth Eatman worked with me from September 25, 2017 to March 9, 2018 and successfully completed well over 160 hours.

Ms. Eatman is a professional, personable, and talented woman her ability to win over clients and communicate with members of my team was excellent. Her enthusiasm and knowledge about design added a new and valuable component to the project, and the homeowners couldn't have been more pleased.

Ms. Eatman was willing to learn and participate in all the components of the construction process. Her ideas were well received by both the homeowner and myself. Her presence on the team reinforced the standards of a quality project. I am very happy to have worked with Ms. Eatman and hope that we will be able to work together again.

Roland Saint

Roland Saint Construction Services

(310) 213-1704
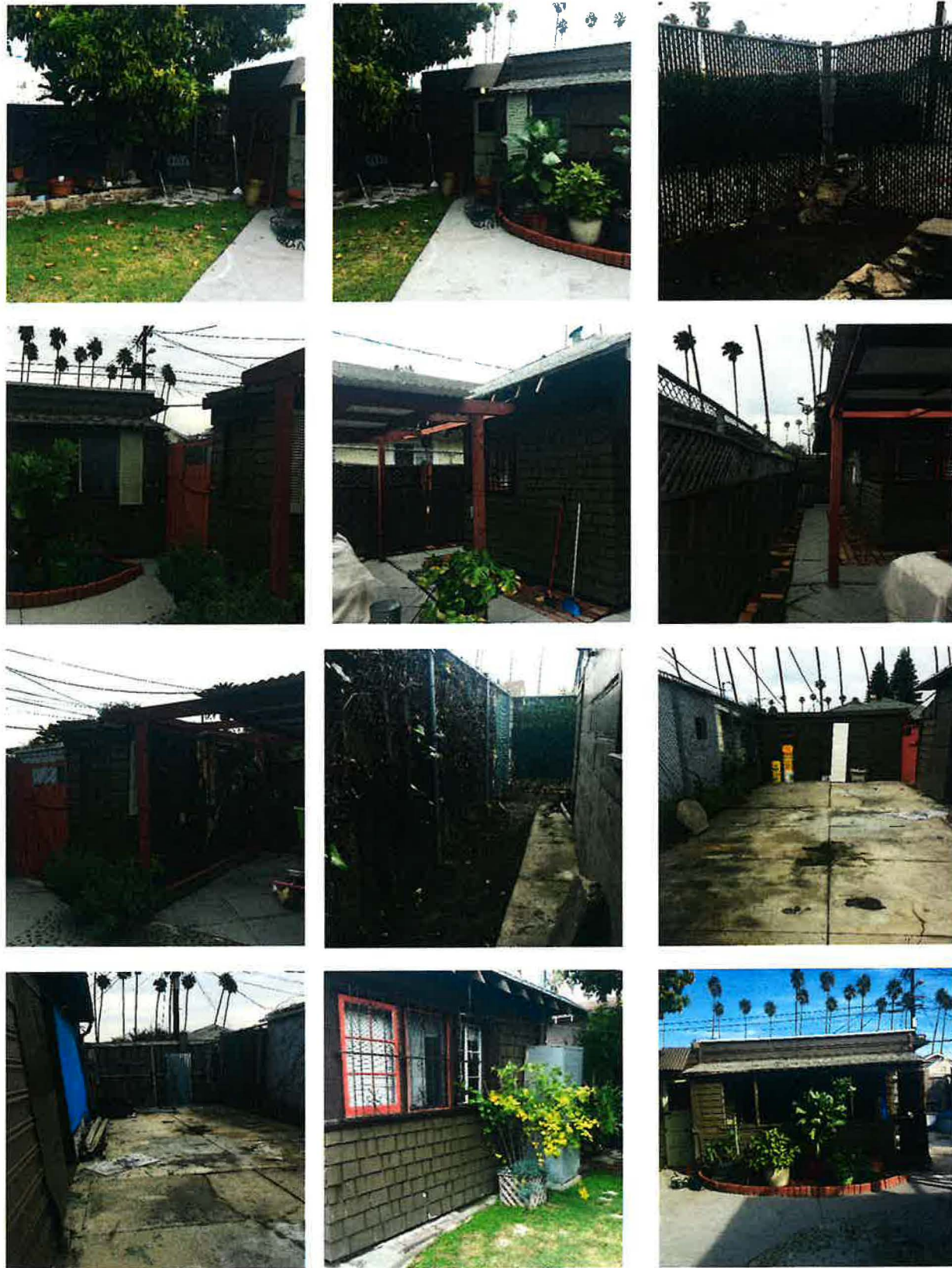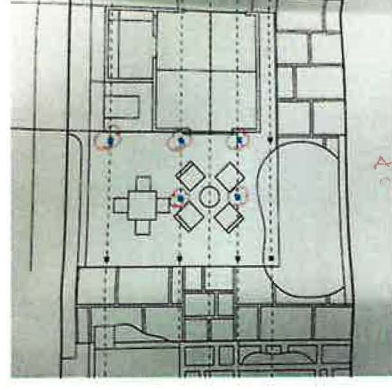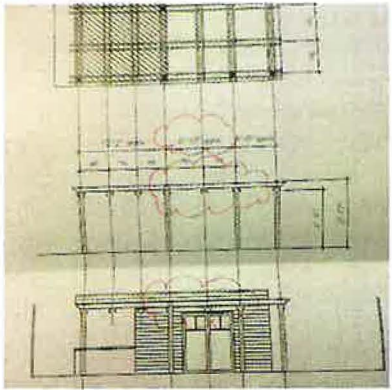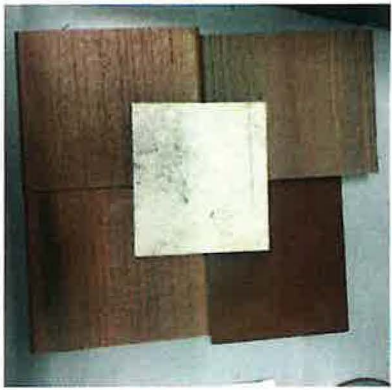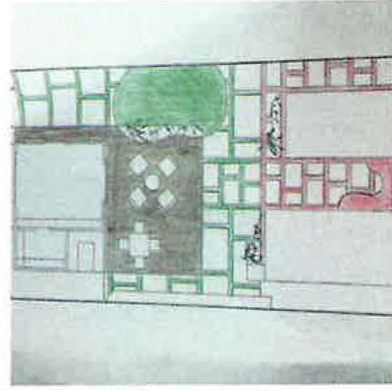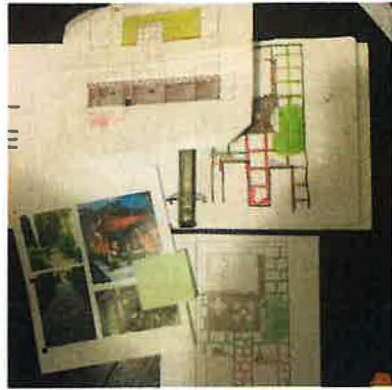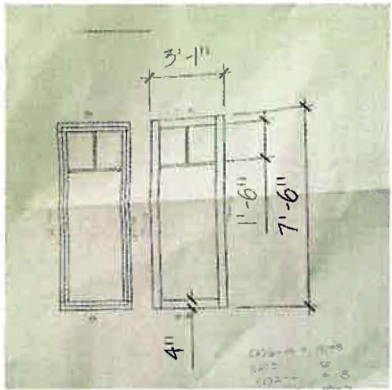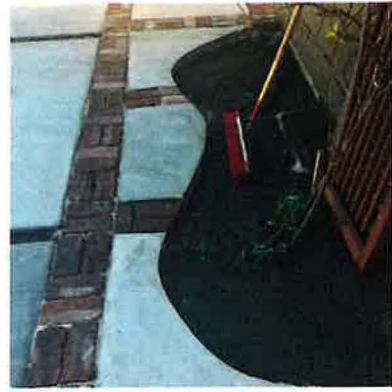
I Design AND BUILD! NOT FOR HIRE.... But love helping neighbors...(323)8728689
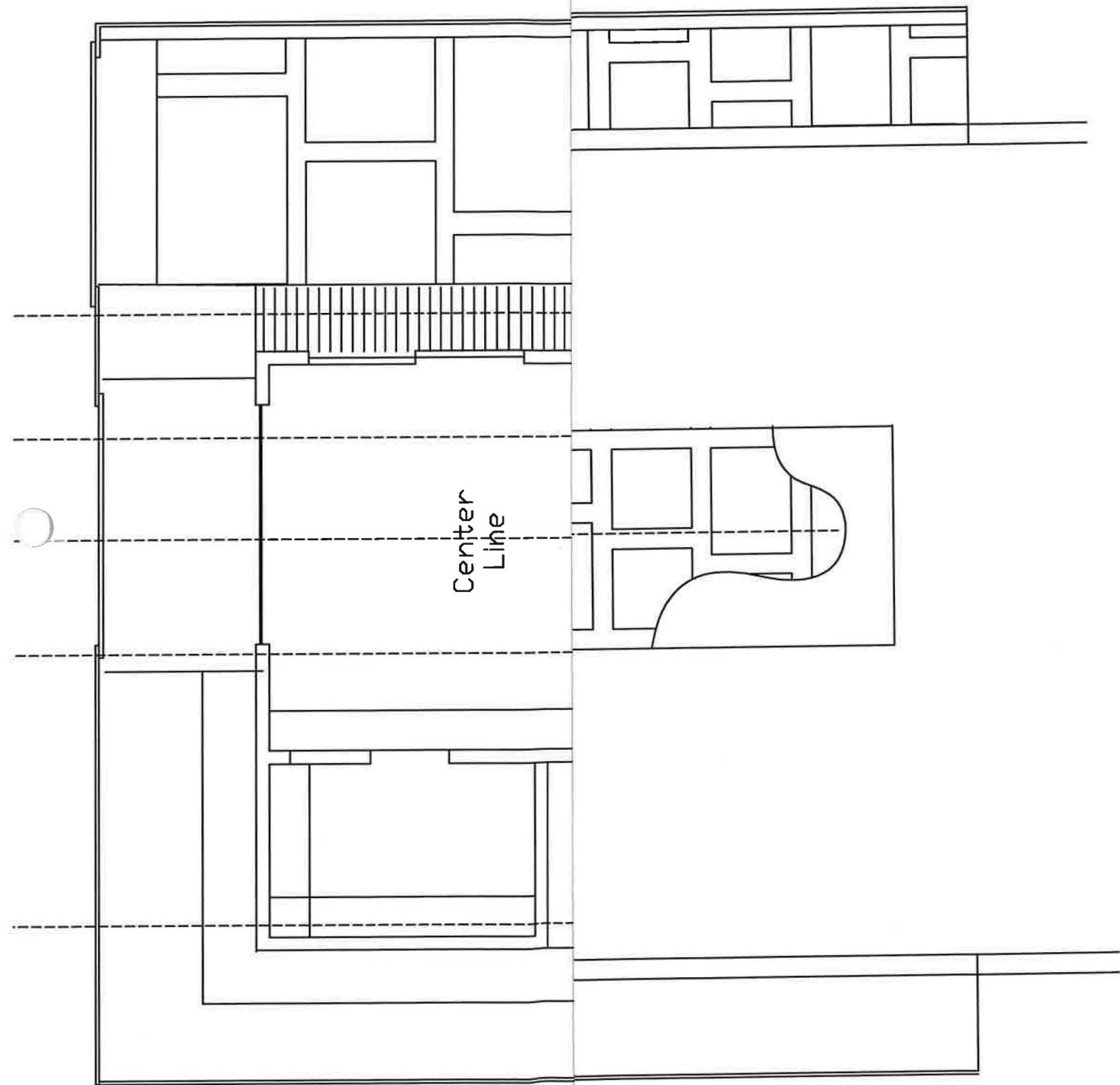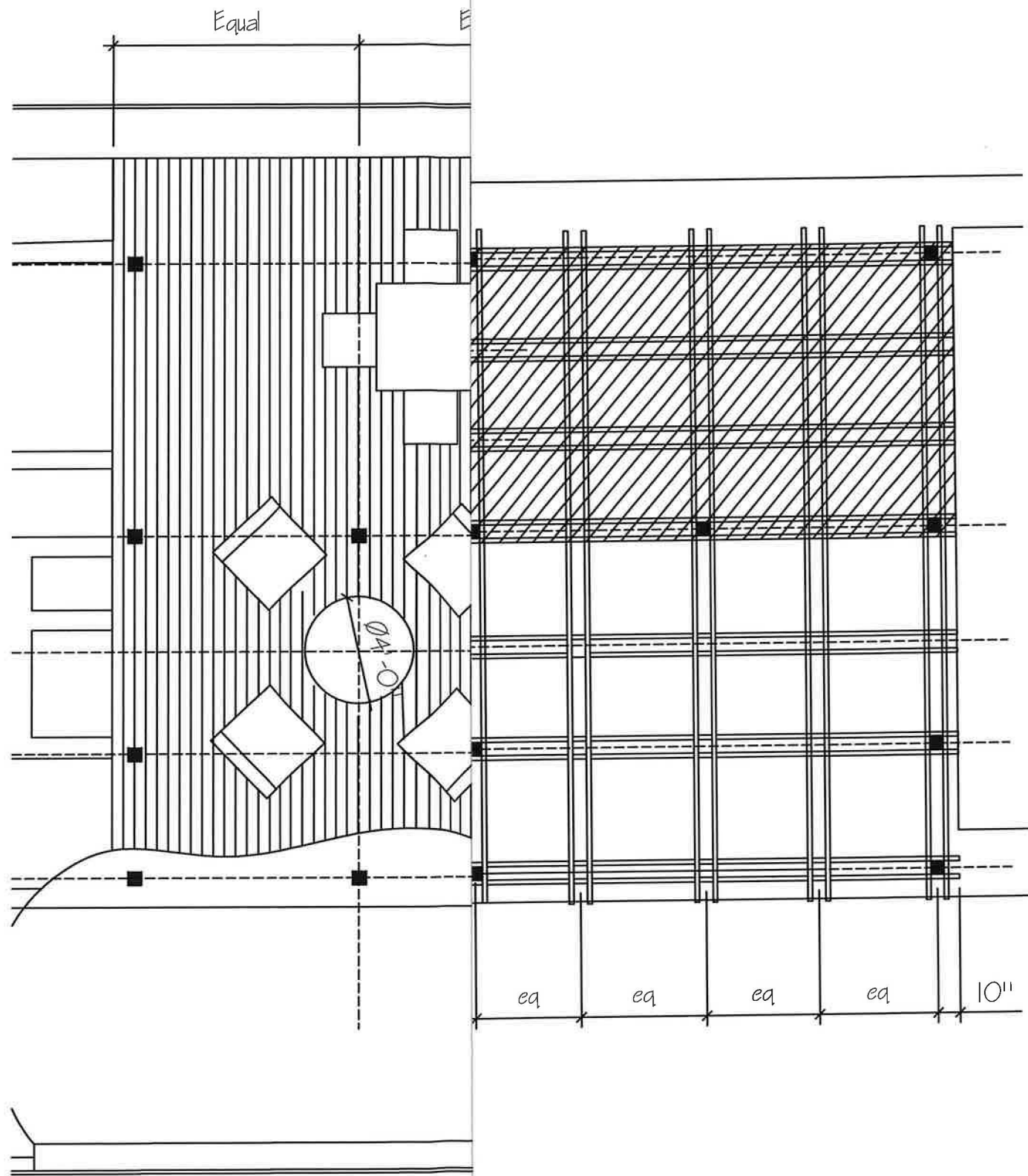
Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

Center
Line

FIRE PIT LOCATION

Equal   E

Equal

Ø4'-0"

eq   eq   eq   eq   10"

Pergola   Scale $\frac{3}{16}$" = 1'-0"

Social Media Consultant

I TEACH ID

Tab 3.3b: Sabbatical Report

SOCIAL MEDIA CONSULTANT : Rachel Townsend

Social media, specifically Instagram, became the driver of my sabbatical year. (described in the Introduction) I decided to shadow and interview Rachel Townsend, a social media consultant, who has been in the social media industry for several years. She has many celebrities and well-known people as clients.

In my panic to get people to my blog (ITEACHID.NET) I went on a research mission. I attended several online classes and read several articles such as Instagram for Bloggers 101, The Ultimate Guide to Social Media Tools In 2017 and Ivy Webinar: How to Create a Content Marketing Strategy for Interior Design

After gathering a lot of information, I was overwhelmed with the thought of having to develop not only the blog but social media accounts to generate traffic to the blog. It was way more work than I had anticipated. I decided this could be something to "hire out" since it was not part of my original sabbatical proposal.

I met with Rachel Townsend to discuss what exactly she did, what her take was on the social media aspect of marketing and her billable hours. As a social media manager Rachel creates strategies and "clones" or "Frankensteins" for her clients, perfect little pieces of their work, ideals and lifestyle. She explained how she asks a series of questions and uses the client's answers to speak in their voice.

Rachel believes that Instagram is the most powerful of all the social media platforms, especially for visual people, because Instagram more than anything else is a photo-sharing application. Instagram is also smart phone based, so all of its information is at the tips of your fingers. She believes that marketing on Instagram far exceeds the reach of a website or blog. "Think about it, when you go home at night after work do you think hey I'm going to check out some websites. Or do you think I'm going to sit on the sofa and flip through Instagram?" Websites continue to function as a way to get more detailed information but Instagram is the way to get your name or brand recognized.

Rachel believes that 1000 followers is a good number and recommends only posting two to three times a week to get the full Instagram "rotation." She also believes that there are four "Instagram Types," an Expert, an Educator, an Advocate and an Influencer. You can be one or more of these different types of Instagram users at one time. An Expert is someone who is an expert in the field. For example, a medical doctor giving health and wellness advice. An Educator is someone who is showing you how to do something, like how to put together an Ikea bed. An Advocate is a person who is politically or culturally trying to encourage their followers for the good, to benefit their health and

wellbeing or to inspire. Lastly, Influencers are users who seek popularity in order to convince people to select a certain brand. This is very prevalent in the fashion industry where someone will convince a designer that they are well followed on Instagram, persuade the designer to send them cloths to wear and post in order to gain popularity and sales for the designer's brand.

I decided not to use Rachel's services, but we would meet again later.

Classroom Application : ID36 Professional Practices & ID37 Business Practices
As a young designer it is now important to create a professional interior design profile to begin to describe who you are as a designer. What are your goals, who do you admire? To post not only completed work but the process, allowing bits of your personality to shine through. When the public, potential clients, or potential firms look at your Instagram (and they will because it is now a standard part of resume culture to list all your social media accounts) they will see a potential designer who has a long history and interest in the industry, the way they think about design, their design style and how current they are.

Program Application : ITEACHID : #MTSACID
I created a professional Instagram account during my sabbatical to have access to the design industry and my students. I currently have 121 posts, 330 followers and am following 1052 design related users. All of these contacts and posts are industry related and this is just the tip of the iceberg. I was blown away by the enormity of the design connections one could make.

My goal is to be an educator. I post sequences that relate to topics in the classes I teach throwing in a few personal posts to show that I am a real professor. My hope upon returning to class is that my students will follow me and use images I've posted as inspiration and examples.

I research several automated posting apps, Hootsuite, Ripl and Social Eazie before Rachel introduced me to Later. Later is an Instagram partner so posting automatically is easy. My favorite feature is the 9 block which allows you to design what your Instagram aesthetic will look like before you post, making sure your colors and images are balanced and harmonious.

In each of my posts I have several hashtags (#) one of which is #mtsacid. A hashtag is a type of metadata tag used on social networks such as Instagram, allowing users to apply dynamic, user-generated tagging which makes it possible for others to easily find messages with a specific theme or content. [1] When someone searches for that hashtag they will yield each post that has been tagged with it. So when a current or prospective student searches #mtsacid he or she will get a wealth of beautiful images including those that my students have posted.

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[1] (Wikipedia, 2018)

aboutspacestudios Following

53 posts **178** followers **228** following

About Space Studios
Design is a journey, and you don't always know your final destination when you embark. Come, let's explore together!
aboutspacestudios.com

Followed by **laneylainc**, **mugrdechianarmen**, **madelinemanansala** + 1 more

about: space LLC

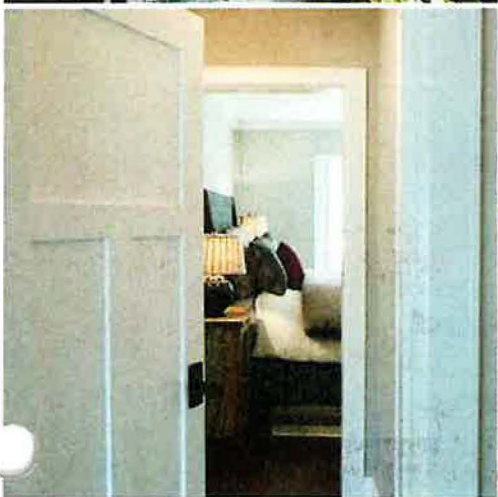POSTS   TAGGED

el
segundo
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wa|k
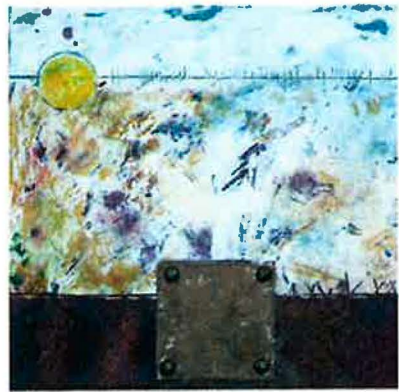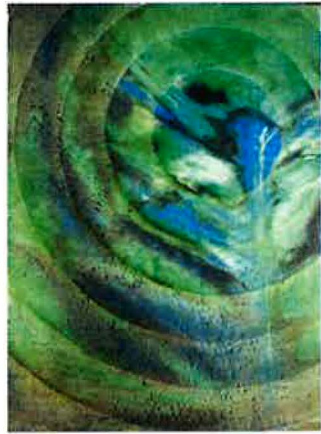
Vacation Bliss
Near the Sand • Manhattan Beach, California

I COULD SAY

THINGS
WITH COLOR
AND SHAPES
THAT I COULDN'T
SAY ANY
OTHER WAY ...
THINGS I HAD
NO WORDS FOR
–GEORGIA O KEEFE

I TEACH ID

Tab 3.3c: Sabbatical Report

ABOUT SPACE STUDIOS

My second internship was with About Space Studios, a small residential firm located in EL Segundo. Josette Murphy, owner and Principle Designer at About Space Studios, and I have known each other for many years and worked closely together at Gensler. Our initial conversations during the planning process were that I would join a design team in her office and work on a single project. However, once I started telling Josette about the work I had been doing in social media and the huge effect it was having on the interior design industry her goals for me shifted. She requested that I work on her much-needed social marketing image, and I was happy to oblige.

Her primary goals when I started were to create a marketing presentation that would run on the monitor displayed in her street facing window, research Search Engine Optimization (SEOs) and help her achieve a higher ranking on the Houzz website. Although I was very unfamiliar with all of these topics I felt it was an excellent opportunity to learn more about how social media has impacted interior design and truly give Josette something that she needed. In our initial meeting Josette was dead set against any social media she would have to maintain, however I was certain Instagram was a great way to market and it was my goal to convince her.

Marketing Presentation

My first challenge was to create a marketing presentation for her front window display. We started here because it allowed me the opportunity to get to know her projects, website and aesthetic. I decided to use Prezi, a map like presentation platform. It is a visual storytelling software and is now used alternatively to traditional slide-based presentation formats like PowerPoint.[2] I took a few days to familiarize myself with the program, reviewing lots of YouTube videos and emailing the Prezi help desk. Ultimately I put together two presentations that can be interchanged not only as an introduction to clients but also for the display.

Houzz

Houzz is a website and online community about architecture, interior design, decorating, landscape design and home improvement.[3] About Space Studios' Houzz account features project photos, several client recommendations and two Best of Houzz awards. Josette had experienced some success with attracting clients, however she was interested in improving her Houzz search engine ranking, becoming one of the

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[2] (Prezi, 2018)
[3] (Wikipedia, the free encyclopedia, 2018)

first listings when homeowners in her area search for an interior designer. This can be done either through paid sponsorship or organically based on a listing's relevance to the search terms.[4] Josette preferred to increase her ranking organically.

My task was to research and understand About Space Studios' current standing on the Houzz search engine, figuring out ways to increase their search standing and ultimately attract more homeowners in the South Bay area. After some inquiry I went through each project photo and tagged them with the desired zip codes and city names from the South Bay, areas that Josette was interested in attracting. Once this was completed About Space Studios moved up significantly on the Houzz search engine listing. I was interested to see what a Houzz Sponsorship would do to improve her ranking, so I continued the investigation.

I contacted Dominica Amidei, the About Space Studios' account representative, and learned that with the Houzz Pro+ program you are able to target specific geographic regions and circulate images and custom branding consistently to homeowners. According to Dominica, Pro+ ensured About Space Studios would receive consistent and relevant exposure in their preferred market. Josette was hesitant to pay for the Houzz Pro+ membership, but after going back and forth a few times, and speaking with Dominica, she decided to pay for the sponsorship with Houzz. Josette has received a lot of additional interest since signing up for the Houzz Pro+ membership but she has not signed on any new clients.

SEO Research

My last challenge was increasing About Space Studios' search engine optimization (SEO). An SEO is the process of affecting the online visibility of a website or a web page in a search engine's unpaid results—often referred to as "natural," "organic," or "earned" results. Prior to my externship I had no idea what an SEO was. I began my search via the internet, contacting several SEO marketing firms such as Notice U Marketing, MOZ Analytics, Web IT MD and Spit Fire Social to better understand the process. We received several quotes and information suggesting that switching our web-hosting service would offer better results. Currently About Space Studios' website is hosted on Weebly, an American web-hosting service, but Wordpress is the preferred platform of SEO marketing firms.

I ultimately contacted Jeremy Ginsburg from Notice U Marketing, a Las Vegas marketing firm, and worked with him via email and phone. Jeremy explained that as a platform, Weebly would be very difficult to work with. Wordpress communicates with Google in a way that Weebly does not, referring to a "dance" between the platform and the search engine. He would add a lot of written content because "Google sees words not pictures." For example, tagging posts and photos with words like "best" and

---

[4] (Munish Minhas, 2014)

"El Segundo" associates our website as the best and most relevant fit for searches El Segundo. Although moving the website to Wordpress would be a substantial amount of work and investment, he felt it would ultimately pay off in the end. He also explained that SEO work is not for short-term goals but for long-term strategies that require at least a year to show results. Josette decided against SEO upgrades even though it was her initial priority.

While I had Jeremy's attention I asked about his impression of social media and how it affects marketing. I was gathering evidence that this was the direction About Space Studios needed to go, even though Josette was initially against it. In Jeremy's opinion, Instagram, Facebook and other social media sites were important for the success of About Space Studios. They are good for a business's reputation by telling the public who you are, but they are not the prime driver to success. "Social Media gets people to use your website, and the website is what proves your worth and closes the deal."

Instagram

When I started my internship, Josette expressed she had neither the time nor the interest in maintaining Instagram or any other social media. Because I was convinced that Instagram should be a part of her marketing strategy, I suggested that Josette hire a consultant who would maintain the accounts for her. I convinced her to meet with Rachel Townsend, the social media consultant from earlier in the year. After the initial consultation Rachel was hired and a second meeting was set up to start the interview process.

Being a part of the meeting with Rachel and Josette was absolutely fascinating. Rachel's interview was very much like the interior design programming process. She had a list of questions that were divided into 3 topics: what's important to you, what are your ideologies and what are your goals, roles and principles? She explained that she asks these questions to new clients in order to learn their "voice." This allows her to add captions to posts and respond to comments as her client would, either using actual quotes from the interview process or something very similar. Topics discussed included life style, personal ideals, design style, favorite authors, favorite quotes, favorite flower and how much Josette wanted her children and personal life to be included in the About Space Studios social media profile. Listening to Josette talk about her interior design ideals and how she believes that design is truly a problem solving tool was incredible and inspiring.

By the end of the third meeting a beautiful story/concept had emerged. Josette's husband is a contractor and woodworker so DESIGN.LOVE.WOOD became the underlying concept for the Instagram profile. This would be her story. The love of design, the love of wood, the love of family and the love of working together. It was so powerful to be designing with two inspirational and creative women.

The last task of my internship was to create a database of images for Rachel to post. Josette and I sat down and reviewed hundreds of images that I categorized and sorted for Rachel. She creates a nine block, a block of nine images, as they would appear on an Instagram feed for approval prior to posting three images a week on Instagram and Facebook on behalf of About Space Studios.

about: space

305 Richmond Street • El Segundo, CA 90245
P 310-726-0137 • F 310-726-0138

July 26, 2018

RE: **Elisabeth Eatman**
        Externship Verification, 2017-18

To whom it may concern:

This Letter is to confirm employment for Elisabeth Eatman, as it relates to her externship for Mt. San Antonio College.

As the Owner/Principal of About Space, LLC, I can confirm Elisabeth Eatman recently completed an externship with our company where she acted as our social media coordinator.

Elisabeth completed 120 hours in our El Segundo office. The externship began on March 27, 2018 ended on May 16, 2018.

Her activities included creating a marketing presentation, social media site updates such as Houzz, Instagram, and Facebook and research of SEO and a marketing videos.

We sincerely hope that Elisabeth enjoyed her externship and was able to take advantage of this opportunity which we feel was of great benefit to both her and our firm.

If I can this be of further assistance, please contact me at (310) 726- 0137 or via e-mail at josette@aboutspacestudios.com

Respectfully,

About: space

Josette M. Murphy.

Josette Murphy, Principal

Eatman_Exeternship_07.26.18

1.

2.

3.

4.

5.

6.

Design Services

- space planning
- three-dimensional design development
- lighting design
- custom millwork, fireplace, stairs and railings
- surface finishes
- technical CAD construction drawings
- plan check and permitting
- construction administration

find about space studios

about: space

7.

Design Services

find about space studios

about: space

8.

Interior Decorating Services

- furniture layout drawings
- interior and exterior furnishings
- area rugs, lighting, artwork and accessories
- window coverings
- bedding and linens
- custom furniture design
- purchasing services (residential projects)
- installation management and supervision

find about space studios

about: space

9.

Interior Decorating Services

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about: space

10.

We are responsible

On a typical project, the budget and schedule are established early in the process. We follow excellent project management and communication practices throughout the entire project.

find about space studios

about: space

11.

We are responsible

find about space studios

about: space

12.

We work as a team

We work as a team

13.

14.

find : about space studios

🌐 http://www.aboutspacestudios.com
⚡ About Space Studios
📷 aboutspacestudios
f About Space Studios
in Josette Murphy

about:space

15.

16.

modern coastal
dining room & front door

modern coastal
sitting room

17.

18.

modern coastal
living room

about:space

19.

modern coastal
living room

about:space

20.

modern coastal
tv room

about:space

21.

modern coastal
master bed

about:space

22.

modern coastal
master bath

about:space

23.

modern coastal
guest bedroom

about:space

24.

modern coastal
hall to guest bed & guest bath

find about space studios

about:space

25.

modern coastal
laundry

find about space studios

about:space

26.

find about space studios

about:space

27.

find : about space studios

http://www.aboutspacestudios.com

About Space Studios

aboutspacestudios

About Space Studios

Josette Murphy

about:space

28.

vacation bliss
entry

find about space studios

about:space

29.

vacation bliss
living room

find about space studios

about:space

30.

vacation bliss
living room

find about space studios
about: space

vacation bliss
kitchen & dining room

about: space

31.

32.

vacation bliss
dining room

find about space studios
about: space

vacation bliss
kitchen

find about space studios
about: space

33.

34.

vacation bliss
kitchen

find about space studios
about: space

vacation bliss
kitchen

about: space

35.

36.

vacation bliss
master bath
about:space

vacation bliss
bathroom
about:space

37.

38.

about:space

39

find : about space studios

http://www.aboutspacestudios.com

About Space Studios

aboutspacestudios

About Space Studios

Josette Murphy

about:space

40.

architectural simplicity
living room
about:space

architectural simplicity
dining & living room
about:space

41.

42.

architectural simplicity
bathroom

find about space studios

about:space

architectural simplicity
bedroom

find about space studios

about:space

43.

44.

architectural simplicity
kitchen

find about space studios

about:space

architectural simplicity
sitting room

find about space studios

about:space

45.

46.

architectural simplicity
foyer & exterior

find about space studios

about:space

architectural simplicity
dining & pool

find about space studios

about:space

47.

48.

architectural simplicity
outside view

visit about space studios

about:space

visit about space studios

about:space

49.

50.

Tab 4: Sabbatical Report

E-COMMERCE & JOB SEARCH

Pounding the pavement as we used to call it, has now turned into browsing the web. I was unprepared for how much technology, social media and online platforms have changed the way my students will be searching for career opportunities. In this phase of my sabbatical I worked with an online graphic designer to create a logo, updated my resume, developed a web based portfolio, created content for the portfolio and applied for a design position at an online interior design firm.

LOGO

The first step I took in the process of rebranding myself was to develop a new logo. My logo has evolved over the years and I decided that the educational component of my career should be incorporated. I decided to use an online graphic designer for several reasons: 1. It would save me a ton of time, 2. It would give me the experience of working with someone creative via e-commerce, 3. It was relatively inexpensive, and 4. I would get a high quality product.

RESUME

I found that present-day resumes are very different from those in the past, especially for individuals in creative fields. Many resume examples I found were purely graphic, using only symbols. There are also many artistic templates both free and ones to purchase. As a professor, I am totally against design students purchasing templates. They should be using their design voice and creating their own. However, in the interest of time and trying something new I found a template for a few dollars and decided to use it. I discovered that unlike in the past, social media information is a must on resumes, along with having a photograph of yourself or your projects.

PORTFOLIO

Since graduating from college, portfolios have dramatically changed. My student portfolio consisted of my classwork in a large black spiral bound case. When I applied for the Mt SAC position, it was requested that I submit a digital portfolio which I developed in PowerPoint. Portfolios are now web based meaning you create a website to house your work so that it can be viewed anywhere. Many portfolio websites are much like social networking pages where individuals or companies can seek out new talent. Portfolios can accumulate likes and comments and some portfolio websites offer portfolio reviews.

Putting my portfolio together was not an easy task since I've been out of industry for over ten years. My work felt a bit dated and only reflected corporate design. Since my target audience was residential e-design firms, I needed to create content appropriate

for residential clients. I researched several online interior design firms and noticed that rather than showing plans, renderings or finished projects, the designers instead opted to use image and inspiration boards to showcase their design aesthetic.

I discovered several online resources to create inspiration boards: Inspiration Board Doc, Mood Board, Canva, Olio Board and Polyvore. They all have the same basic graphic editing features as PowerPoint with the addition of libraries stocked with images of furniture and accessories to use in your boards. This additional feature eliminates having to go back and forth to the internet to shop for items.

I found one that I really liked, Polyvore, and created several digital image boards. I was having a great time entering contests hosted by groups on the site, getting likes, making contacts and creating work that would be incorporated into my portfolio. Unexpectedly Polyvore was bought by another company and all of the work housed on the site by hundreds of thousands of designers was lost. It was a major uproar in the community. I was a new user with only four boards but there were numerous users who had been on the site for many years and without warning lost all of their work and contacts. I've found during this year that this is how technology based apps work. They change or go away unexpectedly. I've experienced changes within Instagram, Facebook, Polyvore and multiple other web sites that make you stop what you're doing and the way that you're doing it and adjust to a new rule, regulation or buy out. It is rather frustrating. I retrained myself in Olio Board and continued making inspiration boards for my portfolio.

In addition to the digital image boards, I incorporated commercial design content from my time at Gensler as well as images of my home. I finished my portfolio, selected the web-based platform to showcase it and with a click of a button I uploaded my resume and portfolio to Homepolish, a website for online interior design services. The application process was very easy, a series of questions such as what type of design I prefer, my experience, what type of price points I'm used to working with and my availability. I received an e-mail back within minutes saying that they have received my application and would get back with me within the next several weeks to discuss an opportunity.

E-COMMERCE & ONLINE DESIGN

The interior design industry is being revolutionized online. Interior design has always been thought of as a luxury service. Traditionally, homeowners would obtain design services from local firms or independent designers. The process would include several in-person meetings, before, during and after project completion. However, the interior design market is rapidly losing these preconceived boundaries.

In today's global marketplace interior design is unhindered by geographical distance. Online interior designers can be chosen purely based on their skill and vision. With the serge of e-commerce many furniture manufactures have teamed up with well know e-

designers to sell furniture. They provide the designers with digital images of their inventory, and this allows designers to select furniture and create vision boards much more quickly than in the past. Customers are able to receive more designs via the online platforms and designers realize they can use this technology to engage more customers.

Another benefit is that there is no negotiation of price in online design. Most of the time everything is already laid out for both the client and designer up front. Packages are purchased and customers simply input the programming information to begin the process. In the traditional model, homeowners would interview multiple firms or select a designer based on recommendations. Consulting with interior design firms takes time and is very energy consuming. In addition, a traditional designer charges between $50 and $200 an hour, not including overhead fees. An automated platform eliminates a lot of the human labor and therefore labor prices, resulting in a much lighter fee for the same services.

A traditional interior designer will visit a client's space, takes measurement and asks about their lifestyle and decorating style. With online design services, the client must do most of the legwork, sending information, photos, likes and dislikes to the designer via an online platform. Once the design firm has evaluated the information, the client receives design concepts from multiple designers based on their requirements and budget. The client selects what designer they want to work with. That designer then finalizes the design in photorealistic 3D renderings incorporating new and existing items, a color palette, floor plan, elevations and an online shopping list. The client then implements the designer's ideas: hiring tradespeople as needed, purchasing the materials and installing them based on the designer's layout.

The online interior design world is an excellent way for students to enter into the interior design industry. Developing a library of vision boards and room scenes is a great way to get noticed by a potential online client. Online design platforms allow young designers to expand their professional network outside of the traditional system by creating digital portfolios and connecting to their potential clients via digital marketing like Instagram or online portfolio sites.

After a bit of research and weeding out, I narrowed down the top six online decorating firms; Decorilla, Decorist, Havenly, Homepolish, Laurel and Wolf and Stellar Interior Design.

Logo

I TEACH ID

FROM PROFESSOR TO INTERIOR DESIGN STUDENT AND BACK

Elisabeth Eatman * Professor of Interior Design * Mt San Antonio College #MTSACID #ITEACHID

Here we go again + THE EVOLUTION OF A LOGO

The Evolution of a Logo

All interior design students at some point design a logo for their projects and portfolio. As you do this keep in mind that you are creating a brand for yourself. What is the story you are trying to tell? Who are you as a designer? These are the questions I was asked and continue to ask myself as I grow as a designer. Over time the answers will change and you may find the need or desire to update your logo and brand. Here is my journey and my answers to these questions.
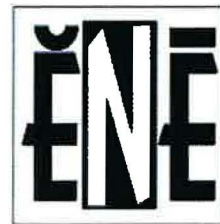
1999

Above is my original logo created at Santa Monica College in 1993 in a drafting class. It's my initials with a short and long e pronounced "any," as in I will be able to create "any" design for a client.

It was revamped in the portfolio class at Cal State Long Beach around 1999. I had a professor who rejected every new idea I presented. For weeks his only feedback was "think outside of the box." REALLY!?! Well, at one o'dark thirty in the morning the day the logo was due I thought "f*** it" there is creativity in my box! I slapped a box around the older logo and turned it in. This logo and story has stuck with me my entire career.

Well, at one o'clock in the morning the day the logo was due. I thought "bleep it" **there is creativity in my box!** I slapped a box around the older logo and turned it in. Weather I liked it or not it has stuck with me my entire career.

2001

I decided in 2001 to applied for a position as an instructor at Santa Monica College after several years of working in the industry. As I updated my portfolio with industry work I began to understand that my creativity as an interior designer affects those around me. I revised the logo to reflect that idea by pushing the letter 'N' out of the box and into a different environment.

ELISABETH EATMAN

2006

Around 2006, when I began to move my career into teaching, I was honestly sick of looking at the same logo so I simplified it dramatically. I still loved the idea of the box so I kept that element and added my name above, bolding out Lis and Eatman since that is the name I most commonly go by. My name and a box... that is all.

Now : 2018

So now as I think about this new chapter in my life, what I know for sure is what my professor so many years ago was trying to get me to see, that really, there is no box. The "perceived box" is simply the limits one puts on one's self.

Working with Envato Studio, an online graphic design resource, was great. I was able to compare prices, portfolios and recommendations at my leisure. I decided to work with Szabolcs Zöld, a 26-year-old graphic designer who lives in Oradea city, Romania. His portfolio was fresh and fun, just what I was looking for. There was an upfront fee of $65 for three days or 5 revisions.

I sent him the stories I shared with you and the request to evolve the logo into something cleaner and more fun. I also sent him a few sketches. In my process sketches below I reflected the E in order to reinforce the idea of the box, now broken open.
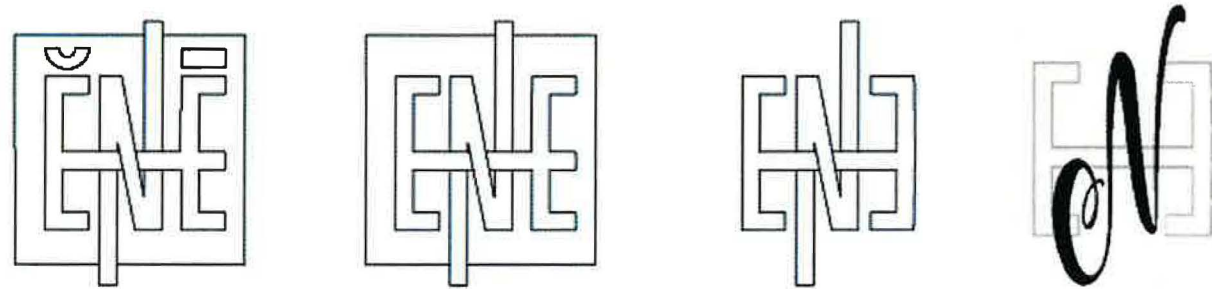
The process was really fun. Each email I received felt like I was opening a gift for Christmas. We shared process files and feedback easily through messaging and Envato's job management tools. Here are a few of his ideas and evolution.

Once there were a few I liked I asked my friends, piers and students to vote. Here are the results A: 54 B : 28 C : 18

A   B   C
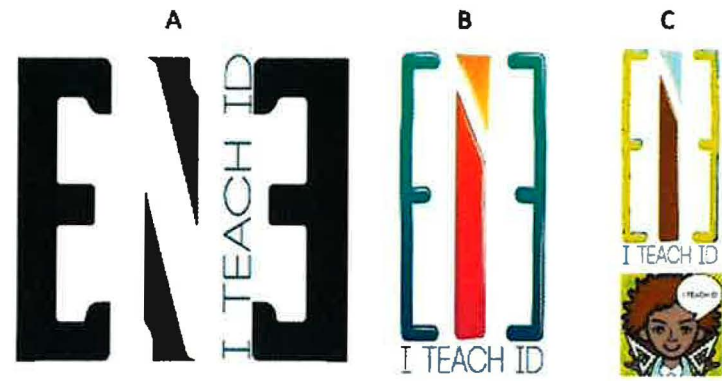
After a few more revisions this is where we landed. I guess I didn't listen to you, sorry... LOL! I decided on a combination of both A and B. I really like all 3 color stories so you will see them all in different applications. Thank you all for your input!

The Pros and Cons I found of working with a designer online

The pros:

- I received MANY versions of a logo with lots of new ideas and revisions.
- They were done by a professional at a level I may not have been able to achieve.
- I didn't have to spend the time myself, and the entire process took about 2 weeks.
- The designer was very kind and was willing to do as many revisions as I wanted until I was satisfied (we did 4).
- He received comments and implemented them.

The cons:

- Never being able to meet in person or speak on the phone felt very disconnected. A large part of the design process for me is to look at expressions, to hear inflection and tone, and gauge enthusiasm as ideas are presented.

7 Replies to "Here we go again + THE EVOLUTION OF A LOGO"

Sandy W.

SEPTEMBER 7, 2017 AT 12:56 AM

Your website is amazing Lis! We miss you already here at Mt. SAC and are cheering for you as you go on this journey! Now we can follow you through your blog! Great job and good luck! 🟡

iteachid

SEPTEMBER 11, 2017 AT 11:18 PM

Thank you so much! I'm having a great time. So far so GOOD!

E. To

SEPTEMBER 7, 2017 AT 11:08 PM

The last thumbnail definitely has a feminine feel to it. Of all the thumbnails, I like the bottom left the best. 🟡

iteachid

SEPTEMBER 11, 2017 AT 11:17 PM

Great! Thank you!

Jeannette Torres

SEPTEMBER 15, 2017 AT 3:30 AM

I like the last one, but it's too dark and the E's are drowned out by the vibrant colors. So proud of you...it's hard to go back and be s student and I looked around the first day and thought geez is this right because I could be their mother or maybe grandmother. Every semester I face the struggle of being a working single mother and student, tell myself "your are insane " and work my behind off to pass. This semester I found an internship and feel the progress finally. So breath, yoga, Pilates, and know you can do it. I miss you, but am so excited to read this blog and watch your journey, thank you ❤️

iteachid

JANUARY 10, 2018 AT 12:25 AM
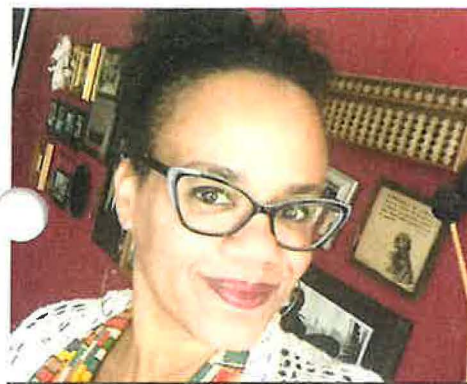
Thank you!

Carol Impara

Hi Lis! What would you say your "new" logo is going to be? We miss you here at Mt. SAC! Your blog is lovely.

Resume

Profile

Growing up in Los Angeles, in a family full of artists, I knew design was my calling from an early age. My strong sense of space and color lead me to my first love, Interior Design. After completing my BFA at California State University Long Beach in Interior Architecture, I worked with several Interior Design firms both large and small. My projects included commercial, residential and hospitality. I moved into teaching Interior Design in 2001. I found so much joy in sharing my knowledge with up and coming designers I decided to make it my full time career. After being in education for more than 15 years, I have a deep desire to reconnect with clients and the joy that Interior Design brought into my life. I am excited to explore the online design platform, working with individuals to realize their perfect space.

Elisabeth N Eatman
interior designer + educator

📍 1100 North Grand Avenue Walnut California 91789

📞 909.274.2936   ✉ eeatman@mtsac.edu

🌐 www.iteachid.net

EDUCATION

2005

ARCHITECTURE & URBAN DESIGN
University of California Los Angeles
Los Angeles California

1999

BFA + INTERIOR ARCHIECTURE
California State University Long Beach
Long Beach California

1990

ASSOSIATES OF ART + INTERIOR DESIGN
Fashion Instit of Design & Merchandising
Los Angeles California

FOLLOW ME

Instagram:
instagram.com/iteachid

Facebook:
facebook.com/Elisabeth Eatman

Linkedin:
linkedin.com/Elisabeth Eatman

Pintrest:
pinterest.com/iteachid

SKILLS AND EXPERTISE

Creativity

Teamwork

Communication

Hard Work

Innovate

AutoCAD

Revit

Wordpress

Photoshop
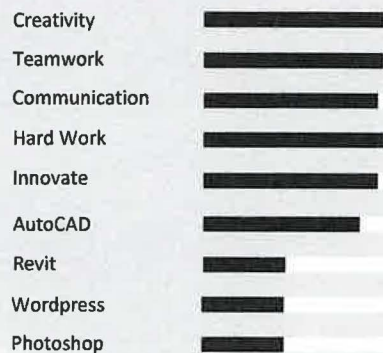
TEACHING EXPERIENCE

Aug 2006
Present

PROFESSOR OF INTERIOR DESIGN + MT. SAN ANTONIO COLLEGE
Fundamentals of Interior Design + Materials for Interior Design + Space Planning I & II + Interior Design Studio I & II + Administrative Duties: Curriculum, Student Learning Outcomes, Student Advising, Scheduling, Advisory Board Meetings

Feb 2003
Aug 2006

ADJUNCT FACULTY + WOODBURY UNIVERSITY
Interior Space Planning: Programming, The Behavioral Aspects of Space, the use of Furniture Standards Universal Design and Building Codes + Materials for Interior Design - Materials, Components, Technology, Furniture and Decorative Elements

Aug 2010
Jun 2011

ADJUCNT FACULTY + CALIFORNIA STATE UNIVERSITY LONG BEACH
Fundamentals - Two Dimensional Design and Color: Elements and Principles of Design and the Creative Process of Identifying and Solving Design Problems + History of Furniture: Historic Development of Structure, Interior Spaces, Furniture and Decorative Arts Throughout the World Ancient to Present

Aug 2001
Jun 2006

ADJUNCT FACULTY + SANTA MONICA COLLEGE
Interior Design Careers: Career Options in the Design Industry, Communication Skills, Interview Process, Branding an Identity + Internship Coordinator

PROFESSIONAL EXPERIENCE

Aug 2018
Present

FREELANCE DESIGNER/social media consultant + ABOUT SPACE
Responsibilities Include: Design Assistance on various projects + Social Media Development and Management

Feb 2003
Sept 1999

FREELANCE DESIGNER + ENE DESIGNS
Clients Included: StudioMA + AboutSpace + The Thompson Collaborative
Projects Included: Cheesecake Factory Corporate Offices + Universal Music, Albert's Town House +Legal Aid Foundation + The Dolan Residence

Sept 1999
Feb 2003

ASSOCIATE DESIGNER + GENSLER
Responsibilities Included: Concept and Design Development + Programming, + Construction Documentation + Construction Administration
Projects Include: C.B. Richard Ellis + Pillsbury Madison Sutro + Heath Net + Lifetime Television + Weston Benshoof + Laundry by Shelli Segal + Warner Music Group

Aug 1998
Sept 1999

DESIGNER + PACIFICA DESIGN GROUP
Responsibilities Included: Heading Hospitality Projects + Consulting with Property Owners + Executing and Expediting Purchase Orders + Supervising Installations
Projects Included: Carlyle Inn + The Inn at Venice Beach

Portfolio

I TEACH ID

I TEACH ID

Thank You For Applying to Homepolish Designer Careers

1 message

designcareers@homepolish.com   Mon, Jul 30, 2018 at
<designcareers@homepolish.com>   2:50 PM
To: powelle333@gmail.com

Dear Elisabeth,

Thank you for applying to Homepolish Designer Careers! Your application has
been received and we will review it right away.

Homepolish recognizes the importance of balancing designer availability and
client interest in each city, and is continually building our designer community
to reflect the current needs of our clients, which means bringing designers
onto our team at a pace that takes this into consideration.

Be it a couple weeks, or a few months, we're excited to continue a dialogue.
We're looking forward to determining if you're the right fit for Homepolish
clients given your skill set and professional experience, and will reach out if it
feels like there is a match for one of our openings.

Thanks!
Homepolish Designer Careers

FROM PROFESSOR TO INTERIOR DESIGN STUDENT AND BACK

Elisabeth Eatman * Professor of Interior Design * Mt San Antonio College #MTSACID #ITEACHID

Online Design, How Does It Work?

The interior design industry is being revolutionized online. Interior design has always been thought of as a luxury service. Traditionally, homeowners would obtain design services from local firms or independent designers. The process would include several in-person meetings, before, during and after project completion. However, the interior design market is rapidly losing these preconceived boundaries.

In today's global marketplace interior design is unhindered by geographical distance. Online interior designers can be chosen purely based on their skill and vision. With the serge of e-commerce many furniture manufactures have teamed up with well know e-designers to sell furniture. They provide the designers with digital images of their inventory, and this allows designers to select furniture and create vision boards much more quickly than in the past. Customers are able to receive more designs via the online platforms and designers realize they can use this technology to engage more customers.

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After a bit of research and weeding out, I narrowed down the top six online decorating firms; Decorilla, Decorist, Havenly, Homepolish, Laurel and Wolf and Stellar Interior Design.

1. DECORILLA ONLINE INTERIOR DESIGNERS

Service: All clients experience a complete and personalized online interior design help beginning with an initial one-on-one consultation and interactive questionnaire to start. You receive design concepts from multiple designers based on your

requirements and budget with constant designer communication. Your selected designer works with you to finalize your design in photorealistic 3D renderings (incorporating new and existing items together to scale), they create a color palette, floor plan, and online shopping list using great designer discounts. Among other things, clients say they love the: in-home and phone consultations, savvy user friendly online platform, realistic 3D renderings for easy visualization, and online shopping assistance with 10% to 25% discounts at popular stores like Wayfair and Crate and Barrel.

Cost: each room has 3 online interior design services to choose from, ranging from $449 to $1699. Customized packages starting at $75 are also available.

Turnaround: 3-5 weeks; projects may be expedited or extended according to client timelines

Glassdoor employee review: 4.5 out of 5 (14 reviews)

Website: https://www.decorilla.com/
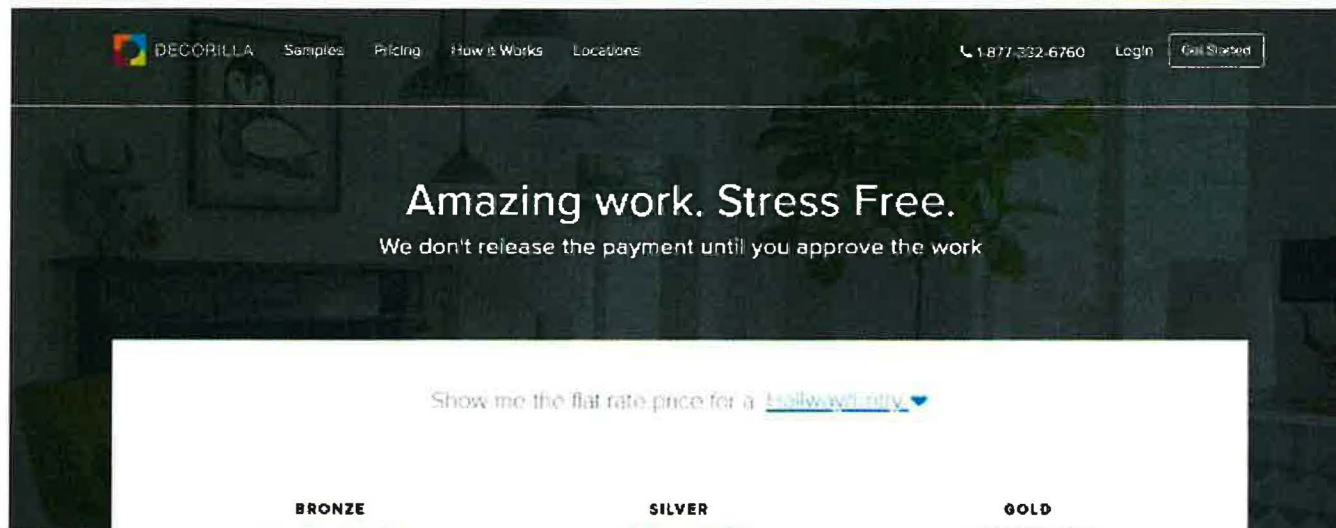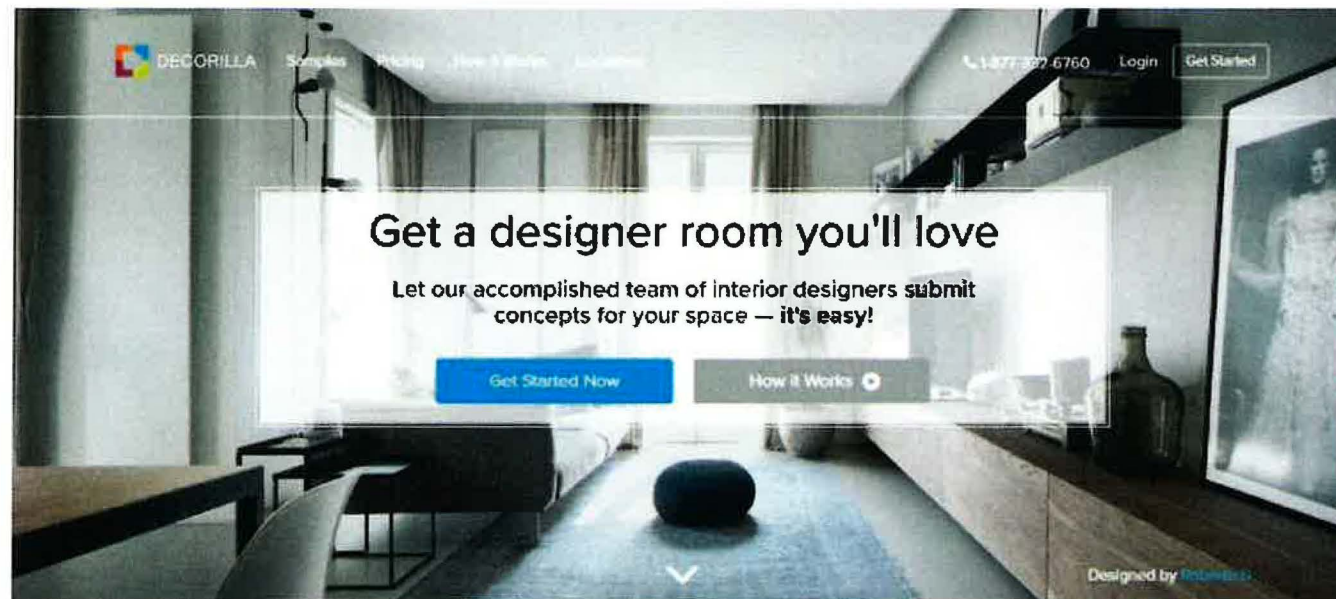
2. DECORIST

Service: Get started by choosing the room you need help with. After choosing a room design package, you'll provide details about your room and budget, likes and dislikes, and upload your room and inspiration photos. Our designers are hand-picked

from the best in the industry. We match you with an online interior designer based on your unique style and budget. You may also start a project by choosing a designer you want to work with. Your designer creates two initial design concepts based on your project details. After you provide feedback, your designer works with you to finalize your online interior design. Your final design includes a complete room design, custom floor plan, set-up instructions, and shopping list. We get you the best prices from your favorite retailers and access to amazing wholesale finds—all in one cart! It's the fastest, easiest way to get all your beautiful new pieces hassle free. Our dedicated Decorist Purchasing Team will handle all the details for you.

Cost: starting at $299/room

Turnaround: 2 weeks

Glassdoor employee review: 3.9/5 (9 reviews)

Website: http://wsroominabox.com
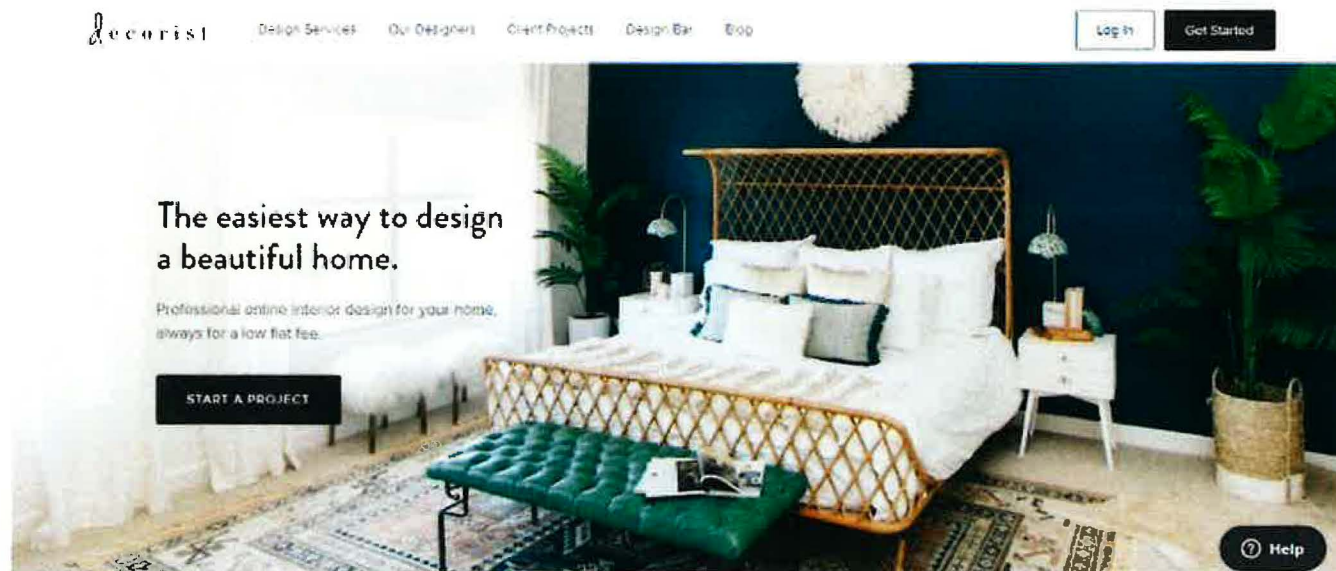
3. HAVENLY DESIGN

Service: From decor advice or furniture recommendations to whole room designs, Havenly offers wonderful correspondence with an online interior designer. The process starts with taking a style quiz followed by having you upload images and

measurements of your space. With your information, your online interior designer proposes some themes and looks, and provides a final concept board complete with layout, new furniture and accessories. The initial themes from a Havenly designer are in a moodboard format and the final concept is a 2D layered rendering which helps to better visualize the room.

The difference between Havenly vs Laurel and Wolf is that Havenly offers concepts from one designer, but Laurel and Wolf and other online interior design services like Decorilla provide visual concepts from multiple designers. Both Havenly and Laurel and Wolf offer moodboards and two-dimensional layered renderings, but not realistic 3D renderings.

Cost: Online interior design services include a sprucing up service, the Havenly Mini, starting at $79 per room. For $199, the Havenly Full includes concept boards and product suggestion found in the Havenly Mini, plus furniture layout and additional revision time.

Turnaround: as little as 1 to 2 weeks with Havenly Mini and 2 to 3 weeks with Havenly's Full online interior design help package.

Glassdoor employee review: 3.8 out of 5 (75 REVIEWS)

Website: https://havenly.com/
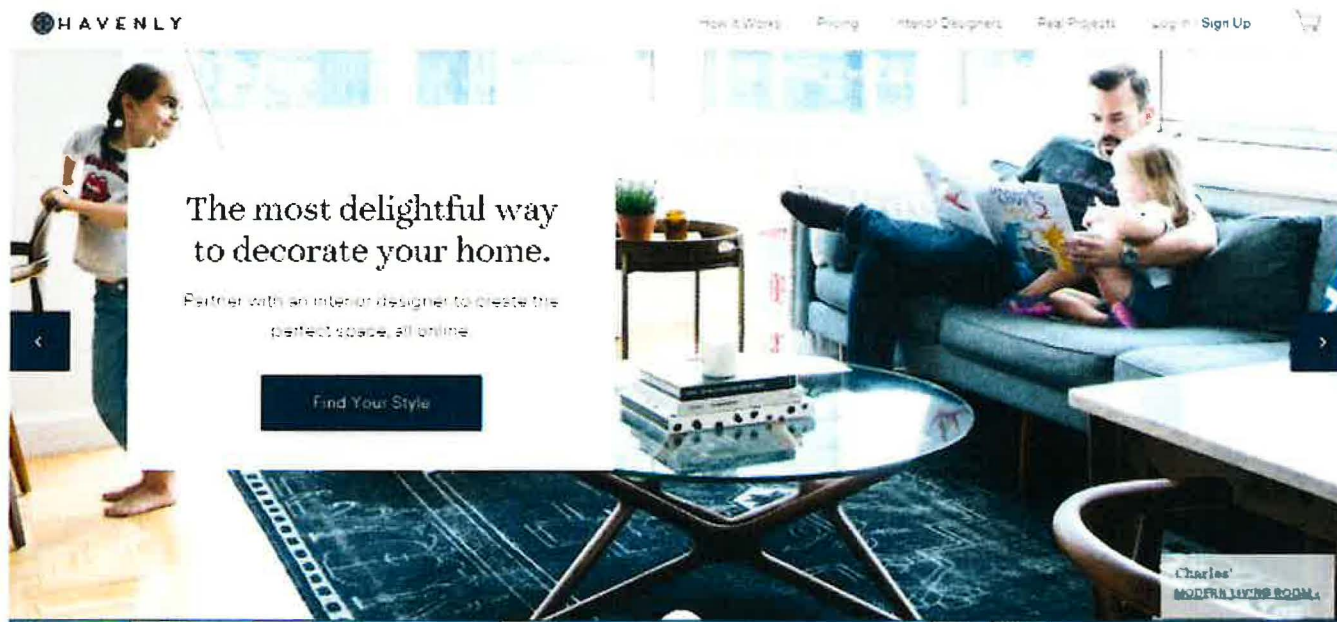
4. HOMEPOLISH

Service: Sign Up & Meet Your Designer

Fill out your details, and we'll either select a designer for you or set you up with a Homepolish designer you already love. Then enjoy a complimentary, one-on-one consultation. Review Your Proposal & Purchase Design Time

Based on your needs and project scope, your designer will create a custom proposal outlining tasks, products to purchase, and a recommended design fee. A DEDICATED

ACCOUNT MANAGER You'll have our entire support team at your service, including a dedicated, on-call Account Manager who can answer any questions and keep your project running smoothly.

PURCHASING CONCIERGE Our easy-to-navigate Shopping List lets you and your designer easily collaborate on items to purchase. Once you're ready, our Concierge team will place your orders across hundreds of vendors—and manage all the logistics.

A VETTED NETWORK OF RENOVATION SPECIALISTS When your project needs it, we'll select reliable contractors and architects for you, saving you from a stressful bidding process, and partner with your designer to keep things moving—from contracts and billing to everything in between.

Cost: The cost proposal are sent after the consultation.

Turnaround: When your designer presents you with your proposal post consultation, they'll be able to give you an estimate on timing.

Glassdoor employee review: 4.2 out of 5 (34 REVIEWS)

Website: www.homepolish.com

Making the world a better space.™

Homepolish was founded with a simple idea: interior design needed a redesign for the way we live now.

Discover the design service
tailored to your company needs

Sign up and we'll select the perfect
design team for your project.

Your email   NEXT

ALREADY HAVE AN ACCOUNT? LOG IN >
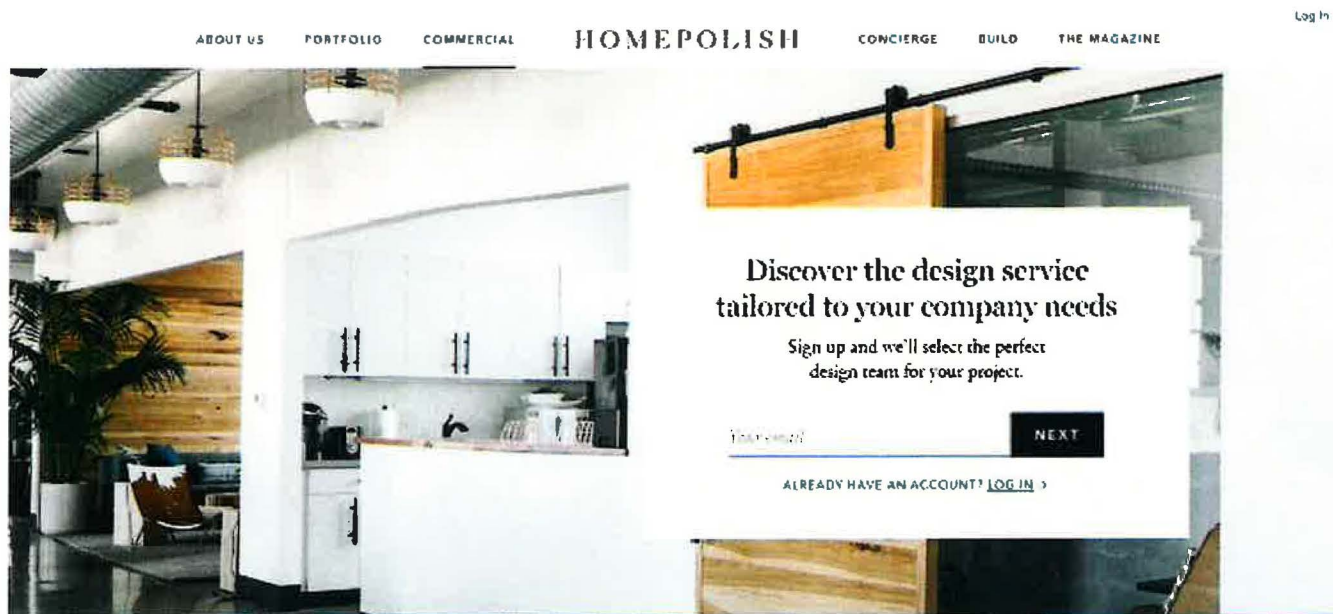
5. LAUREL & WOLF

Service: Laurel & Wolf starts their process with a style quiz that includes uploading photos of the space and providing dimensions. Clients will receive initial first looks to review from various designers submitting for the job. The site's communication platform allows clients to interact with their designer to get online interior design help. At the end, customers will receive a final design package that includes a style board, floor plan with measurements, a shopping list, and setup instructions.

Cost: Depending on which package you select, they start with light at $79 per room and signature at $249 per room, but Laurel and Wolf almost always has discounts of up to 50% off so it can end up being a lot less!

Turnaround: A design project typically takes about 2 weeks for a single room project. If you're doing a multi-room project, you'll have 3 additional days per room during the Design Time phase of your project.

Glassdoor employee review: 2.5 out of 5 (47 REVIEWS)

Website: https://www.laurelandwolf.com/

LAUREL&WOLF
INTERIOR DESIGN

HOW IT WORKS   BEFORE & AFTER   PRICING   LOGIN

GET STARTED

INTERIOR DESIGN FOR EVERYONE

Collaborate with a Professional Designer Online to Create Your Dream Space

GET STARTED
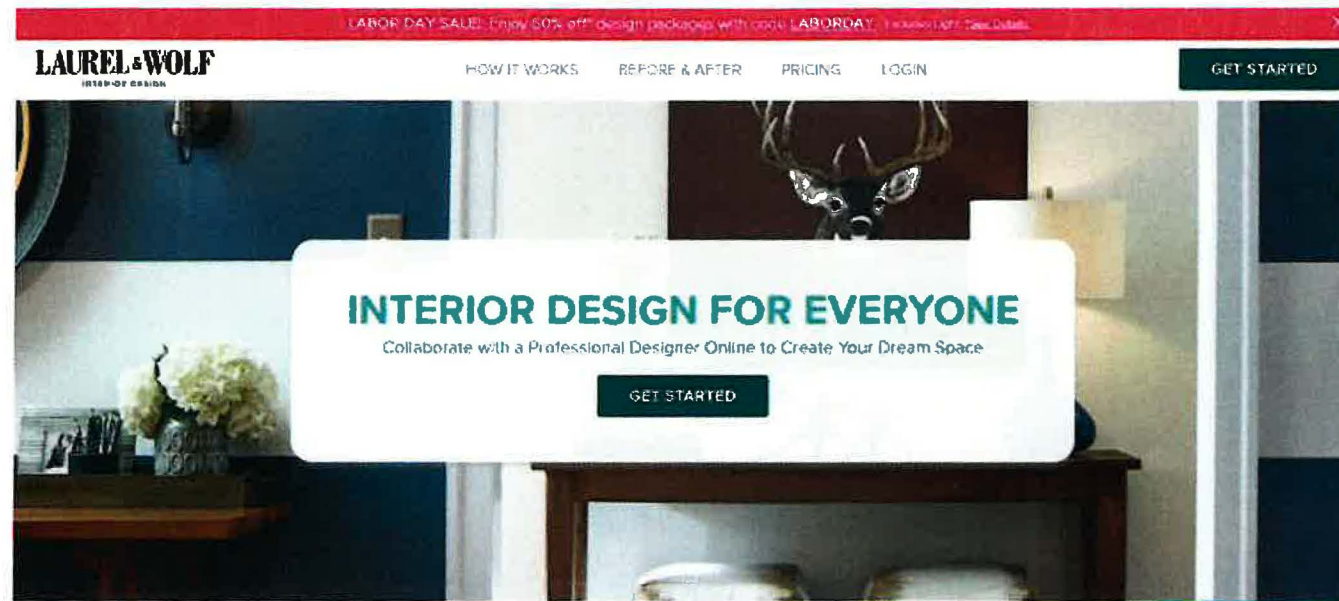
PRICING

LIGHT	CLASSIC	SIGNATURE
$79	$149 $74.50 /room	$249 $124.50 /room
• Match with a designer	• Match with a designer	• Match with a designer
• Custom final design plan	• Custom final design plan	• Custom final design plan
• Personalized shopping list	• Personalized shopping list	• Personalized shopping list

Leave a message

6. STELLAR INTERIOR DESIGN

Service: A completed questionnaire, room sizes, and photos are preliminary information needed to get started. Designs include inspirational concept boards, material boards (paints, fabrics, wallpaper, window treatments, flooring), a product purchase list, an optional floor plan and a room guide with detailed guidelines on implementing your new design. Stellar Interiors offers clients a la carte online interior design help and design consultations by phone.

Cost: Paint consultations start at $85 and room designs range from $375-$475 depending on the need for floor plans.

Turnaround: 1-2 weeks

Glassdoor employee review: 3.2 out of 5 (32 REVIEWS)

Website: https://www.stellarinteriordesign.com/

ROOM IN A BOX

(this service is a little different in that design packages are already created. You simply choose one.)

Service: Get access to designer Windsor Smith's famous mix of historical references and crazy-good details, all delivered to you in a beautiful peacock blue box. A room rendering to show what the room will look like when completed. A to-scale floor plan to show the room arrangement. A collection of images and swatches recommended for your room mounted on a board. This should give you an idea of the overall look for the space. A look book that includes all the furniture and accessories, along with sourcing, recommended for the space. Samples of the fabrics, wallpapers, and paint colors recommended for the space.

Cost: Starting at $900/room

Turnaround: Not Mentioned

Glassdoor employee review: No rating

Website: http://wsroominabox.com

Designer: Windsor Smith

Shopping List & Paint Colors

Bedroom

Since your room gets plenty of sun-light your color options are quite broad.

For your main color, we chose to use white/off-white as it offers a fresh, clean, feel to the space. White and off-white colors are often a favorite for walls because they are light, neutral, and match most color schemes. They are known to make rooms feel more airy and spacious.

Use an eggshell finish paint which has a very light touch of shine (similar texture to an eggshell as implied by its name). This finish is very often used for walls and is more durable and easier to clean than matte finish.

Bedroom Colors

Color	Name	Company / Code	Link	Area
	Mountainscape	Benjamin Moore / 870	http://www.benjaminmoore.com/en-us/paint-color/mountainscape	Master bedroom

Shopping List

Photo	Name	Description	Link	Dimensions	Deconila Discount
	West Elm Bubble Knit Pillow Cover - Horseradish Quantity: 2	Made from super soft hand-knit cotton, our Bubble Knit Pillow Cover was hand-crocheted by skilled artisans in India	http://www.westelm.com/products/bubble-knit-pillow-cover-horseradish-t2078/?pkey=cpillows%7Cpillow-covers%2C429496373-6&group=1&sku=0250858	12"w x 21"l	10% Off
	West Elm Decorative Pillow Insert Quantity: 2	Style: Feather	http://www.westelm.com/products/pillow-insert-12x21-b259-1/	12"x21"	10% Off

Shopping List & Paint Colors   —

Living Room

Using lighter colors in your medium sized room will make it feel more airy and bright.
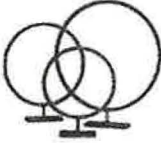
For your room color, we chose to use light blue with a bit of gray tone because it is neutral and seen as elegant and classy. It complements many colors such as white, navy blue, and yellow, and works well as part of a color scheme in any room.

Use an eggshell finish paint as it has a very light touch of shine (similar texture to an eggshell as implied by its name). This finish is very often used for walls and is more durable and easier to clean than matte finish.

Living Room Colors

Color	Name	Company / Code	Link	Area
	beacon gray	Benjamin Moore HC-169	http://www.benjaminmoore.com/en-us/paint-color/beacongray	living room

Shopping List

Photo	Name	Description	Link	Dimensions	Decorilla Discount
	West Elm Silk Hand-Loomed Pillow – Shale Quantity: 2	Natural beauty, handcrafted by Our Tasar, a sustainable silk cooperative in rural India, these silk + cotton pillows come in a range of saturated shades.	http://www.westelm.com/products/silk-hand-loomed-pillow-cover-shale-t14713/?pkey=cpillows&cm_src=pillows%5Clokarel-sltoka-ret-jhup	20x15	10% Off
	Crate and Barrel Circlet Stands, Set Quantity: 1	Handsewn chrome round-wire rings lend patina taken a geometric shape. Come in three different sizes. Cluster all three for maximum effect.	http://www.crateandbarrel.com/circlet-stands/s13429	Circlet Small Stand 12"W x 5.5x15"H, Circlet Medium Stand 10"W x 5.5x18"H, Circlet Large Stand 10"W x 5.5x24"H	10% Off

Tab 5: Sabbatical Report

FIELD TRIPS

The final part of my sabbatical was to complete 32 field trips. My original proposal was to solely visit beautiful spaces, and I did get a lot of those in. I did, however, also visit trade shows, college campuses and simply took in all of what LA has to offer by stopping and looking at murals and visiting antique shops and galleries. I found it extremely refreshing and exhilarating to be in design conversation with other academics, designers still working in industry and my former students. To hear their views about design and adventures with clients reminded me of the love and passion that I have for design, but also the joy of teaching young designers and then watching them grow into professionals.

This year allowed me space to slow down and enjoy places I've always wanted to see and experience. The sabbatical work gave me a reason to sit and enjoy well designed spaces the way they are meant to be enjoyed. To ponder, to examine and discuss the details, for this I am grateful.

Field Trip Documentation

#	Location	Web-Site
Architecture		
1	Disney Concert Hall	https://www.laphil.com/
2	Broad	https://www.thebroad.org/
Design Firm		
3	Gensler	https://www.gensler.com/offices/los-angeles
Galleries		
4	Marciano Art Foundation	https://marcianoartfoundation.org/
5	CAAM	https://la.curbed.com/maps/black-architects-los-angeles-projects-map
Hotels		
6	Culver Hotel	http://www.culverhotel.com/
7	LA Peer Hotel	https://www.lapeerhotel.com/luxury-hollywood-hotel-photos/
Misc		
8	Antique Stores	
9	Kaiser Permanente BH	https://thrive.kaiserpermanente.org/care-near-you/southern-california/west-los-angeles/locations/baldwin-hills-crenshaw/facility-renderings/
10	Murals	
11	Union Station	
Restaurants		
12	Nobu	https://www.noburestaurants.com/las-vegas-caesars-palace/experience/
13	71 Above	https://www.71above.com/
14	Anqi by House of An	http://www.houseofan.com/anqi/
15	Industrial Urban Farm	http://industrielfarm.com/
16	Tocaya Oganica	http://www.tocayaorganica.com/
17	Lukshon by Sang Yoon	http://lukshon.com/
18	Union on Yale	http://www.uniononyale.com/
19	Bordot	http://bardotrestaurant.com/
20	Catalina Kitchen	https://www.terranea.com/southern-ca-dining
21	Din Tai Fung	http://dintaifungusa.com/
22	Raise Lounge	http://www.playhpc.com/dining/raise-lounge

23	Anaheim Packing District	https://www.anaheimpackingdistrict.com/
24	Viale dei Romani	http://www.vialedeiromani.com/lobby-bar/
25	Urbana	
26	Sage	

	Showrooms	
27	BoConcept	https://www.boconcept.com/en-us/
28	Helms Bakery District	https://helmsbakerydistrict.com/
29	South Coast Collection	http://socoandtheocmix.com/design/
30	Perch	https://www.pirch.com/home

	Universities	
31	CSULB	https://www.csulb.edu/design/bachelor-of-fine-arts-interior-design
32	OTIS	https://www.otis.edu/extension/catalog/certificate/interior-design
33	Art Center	http://www.artcenter.edu/academics/undergraduate-degrees/environmental-design/overview.html
34	UCLA	http://arcid.uclaextension.edu/miaprogram-2/
35	Woodbury	https://woodbury.edu/program/school-of-architecture/programs/interior-architecture/
36	CSUN	https://www.csun.edu/health-human-development/family-consumer-sciences/interior-design

1 Disney Concert

2 The Broad

3 Gensler

4 Marciano Art Foundation

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

5 CAAM

6 Culver Hotel

7 LA Peer Hotel

8 Antique Stores

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

9 Kaiser Permanente Baldwin Hills

10 Mural Hunt

11 Union Station

12 Nobu

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

13 71 Above

14 Anqi by House of An

15 Industrial Urban Farm

16 Tocaya Oganica

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

17 Lukshon by Sang Yoon

18 Union on Yale

19 Bordot

20 Catalina Kitchen

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year
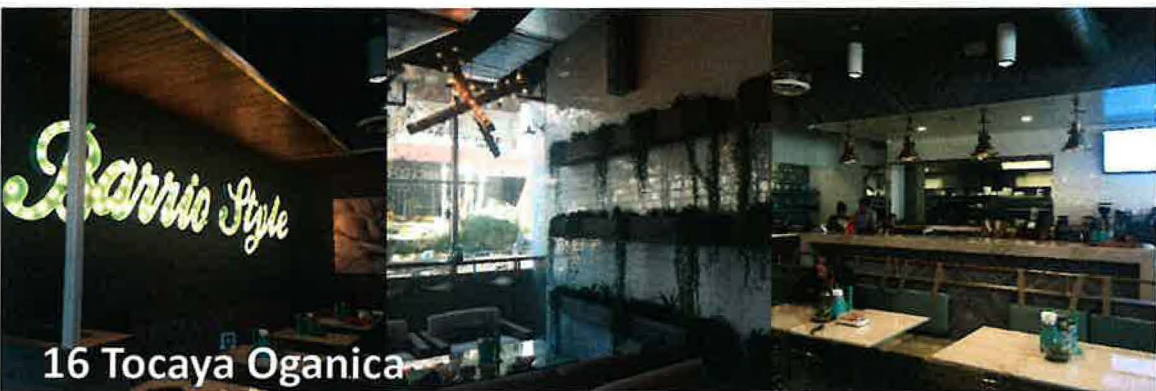
21 Din Tai Fung
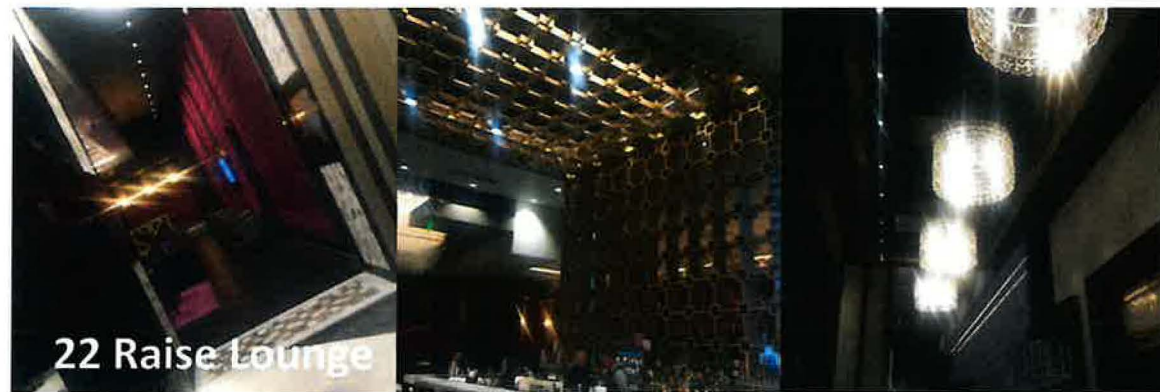
22 Raise Lounge

23 Anaheim Packing District

24 Viale dei Romani

25 Urbana

26 Sage

27 BoConcept

28 Helms Bakery District

29 South Coast Collection

30 Pirch

31 CSULB

32 Otis

Elisabeth Eatman From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

33 Art Center — Environmental Design

34 UCLA

207 Design CENTER — Interior Architecture Studio — 35 Woodbury

36 CSUN

Elisabeth Eatman — From Professor to Student and Back Again
Sabbatical Leave Report for the 2017/2018 school year

Tab 6: Summary of Accomplishments

THE BLOG : ITEACHID.NET

1. Transferring
   a. Otis College of Art and Design - Visit and Blog Article
   b. Art Center, California State University Long Beach - Visit and Blog Article
   c. UCLA Extension - Visit and Blog Article
   d. Woodbury - Visit and Blog Article
2. Branding Development
   a. Logo
      i. Design Development
      ii. Blog Article- Evolution of a Logo
   b. Resume
      i. Design Developed using a Template by Envato Market
      ii. Research Articles
         Standard resume vs. Creative resume
         Will a Creative Resume Help You Get Hired?
         Are Creative Resumes a Good Idea?
   c. Web Based Portfolios
      i. Portfolio Design Development
      ii. Blog Article Web Based Portfolios
      iii. Research
         Wix
         SquareSpace
         Format
         Creative Cloud
         Behance
         How to Create Your Interior Design Portfolio
3. Internship/Career Development
   a. Blog Article- Mentors (pending publish)
   b. Blog Article- Questions Asked and Answered: Students
   c. Blog Article- Questions Asked and Answered: Recent Grads
   d. Blog Article- Questions Asked and Answered: What it Takes

INSTAGRAM : ITEACHID

1. Article Read
   a. Instagram for Bloggers 101
   b. The Ultimate Guide to Social Media Tools in 2017
2. Webinar Attendance
   a. Discover 5 secrets to multiply your following and revenue with Instagram

      b. Ivy Webinar: How to Create a Content Marketing Strategy for Interior Design

3. Story Creation
4. Social Media Management System Investigation
   a. Hootsuite
   b. Repost
   c. Ripl
   d. Later
   e. Scocial Eazie
   f. Boomerange
5. Photo Editors
   a. Grids
   b. Pic Collage
6. Posting Content
   a. Find content that relates to story
   b. Organize photos
   c. Research hashtags
   d. Schedule posts on social media management system

FORMAL STUDY

1. Sketch up
   a. Beginning
   b. Intermediate
2. Revit
   a. Beginning
   b. Intermediate
3. Photoshop

EXTERNSHIP

1. Contractor : Roland Saint
   a. Design Work
      i. Plans
      ii. Elevations
      iii. Reflected Celling Plan
      iv. Client Meeting
      v. Job Site Meetings
      vi. Material Selection
      vii. Budget Management

    b. Labor
        i. Digging Trenches
        ii. Paint with a Spray Gun
        iii. Laid Brick
        iv. Lay Artificial
2. Shadow : Social Media Consultant : Rachel Townsend
    a. Initial meeting: September 18th 2018
    b. 1st Meeting with Josette: April 30th 2018
    c. 2nd Meeting with Josette: May 9th 2018
    d. Fallow up phone call: July 26th 2018
3. Residential Frim : About Space Studios : Josette Murphy
    a. 2 Prezi Presentations
    b. Search Engine Optimization (SEOs) research
        i. Research Articles
            What is SEO? It's Simpler Than You Think!
            4 Steps to Grow Your Organic Search Traffic
        ii. Contact SEO marketing firms
            Notice U Marketing
            MOZ Analytics
            Web IT MD
            Spit Fire Social
            Schedule and attend multiple meetings with Notice U
            Marketing
    c. Houzz Research
        i. Initial contact and presentation with representative
        ii. Schedule and attend meeting with representative and Josette
        iii. Negotiate Agreement
        iv. Sign and accept agreement
        v. Tagged images with zip codes and city names
    d. Instagram
        i. Schedule and attend meeting with Rachel Townsand and Josette
        ii. Create image database
    e. Video
        iii. Research and find local videographers
        iv. Schedule and attend initial meeting
    f. Social Media Cohesiveness
        v. Change all social media account names to About Space Studios
            1. HOUZZ
            2. Instagram
            3. Facebook

1. Logo Design
    a. Envato Studio, Szabolcs Zöld
2. Resume Research
    a. Blog Article-Creative Resumes Yeah or Nah (pending publish)
    b. Standard Resume vs. Creative Resume
    c. Are Creative Resumes a Good Idea?
    d. Will a Creative Resume Help You Get Hired?
3. Portfolio Research
    a. Portfolio link:
    b. Blog Article- Web Based Portfolios (pending publish)
    c. Web based portfolio sites researched
        i. Wix
        ii. SquareSpace
        iii. Format
        iv. Creative Cloud
        v. Behance
    d. Inspiration Board Development
    e. Inspiration Board Research and Analysis
        i. Mood Board
        ii. Canva
        iii. Olio Board
        iv. Polyvore

E-COMMERCE & ON-LINE DESIGN FIRMS

1. Articles Read
    a. 7 Best Online Interior Design Services
    b. A Guide to Online Design Services
    c. The Online Interior Design Services to Know
2. Online Design Firms Research
    a. Decorilla
    b. Decorist
    c. Havenly
    d. Home Polish
    e. Laurel and Wolf
    f. Stellar Interior Design.
3. Blog Article- Online Design, How does it work?

FIELD TRIPS

Architecture
1. Disney Concert Hall
2. LA Peer Hotel
3. The Broad

Design Firm
4. Gensler

Galleries
5. Maurice& Paul Marciano Art Foundation
6. CAAM

Hotels
7. Culver Hotel

Misc.
8. Antique stores
9. Kaiser Permanente Baldwin Hills
10. Murals

Restaurants
11. Nobu
12. 71 Above
13. Anqi by House of An
14. Industrial Urban Farm
15. Tocaya Oganica
16. Lukshon by Sang Yoon
17. Union on Yale
18. Urbana
19. Bordot
20. Catalina Kitchen
21. Din Tai Fung
22. Anaheim Packing District
23. Raise Lounge
24. Barrio Style
25. Sage

Showrooms
26. Helms Bakery District
27. Anaheim Show Rooms

Universities
28. CSULB
29. OTIS
30. Art Center
31. UCLA
32. Woodbury
33. CSUN

Tab 7: On-Line Links

Website
http://iteachid.net/

Articles

Here we go again + THE EVOLUTION OF A LOGO
https://iteachid.net/2018/04/17/here-we-go-again-the-evolution-of-a-logo/

Taking the mystery out of transferring: What interior design program is best for you?
http://iteachid.net/2018/01/23/taking-the-mystery-out-of-transferring-what-interior-design-program-is-best-for-you/

CSULB : Taking the mystery out of transferring : What interior design program is best for you?
https://iteachid.net/2018/02/05/csulb-taking-the-mystery-out-of-transferring-what-interior-design-program-is-best-for-you/

Woodbury : Taking the mystery out of transferring : What interior design program is best for you?
http://iteachid.net/2018/01/23/taking-the-mystery-out-of-transferring-what-interior-design-program-is-best-for-you-woodbury/

Cal Poly Pomona UCLA Extension Master of Interior Architecture : Taking the mystery out of transferring: What interior design program is best for you?
http://iteachid.net/2018/01/23/taking-the-mystery-out-of-transferring-what-interior-design-program-is-best-for-you-cal-poly-pomona-ucla-extension-master-of-interior-architecture/

Art Center College of Design : Taking the mystery out of transferring: What interior design program is best for you?
http://iteachid.net/2018/01/23/art-center-college-of-design/

Otis College of Art and Design : Taking the mystery out of transferring: What interior design program is best for you?
http://iteachid.net/2018/01/23/otis-college-of-art-and-design/

Online Design, How does it work?
http://iteachid.net/2018/08/31/online-design-how-does-it-work/

Questions Asked and Answered: Students
http://iteachid.net/2018/08/31/part-1-questions-every-interior-design-student-should-ask-while-in-school/

Questions Asked and Answered: Recent Grads
http://iteachid.net/2018/08/31/part-2-questions-every-interior-design-student-should-ask-upon-graduation/

Questions Asked and Answered: What it takes
http://iteachid.net/2018/08/31/part-3-questions-every-interior-design-student-should-ask-when-looking-for-your-first-job/

Written & Pending Publishing
Web Based Portfolios
Field Trip Finds
Mentors, why you need one
Creative Resumes Yeah or Nah

PORTFOLIO
https://elisabeth-okvg.format.com/   (Password: iteachid)

PREZI
About Space 1: https://prezi.com/view/3vHJHChyOHxolTgKO89o/
About Space 2: https://prezi.com/view/Mwsk4E67e9xm48w3lzYl/

INSTAGRAM
https://www.instagram.com/iteachid

FACEBOOK
https://www.facebook.com/Professor.Eatman

PINTREST
https://www.pinterest.com/OGiteachid/

Tab 2: Statement of Purpose

Social Media, e-commerce and technology have profoundly influenced the growing interior design industry. On this journey, "From Professor to Student and Back Again," my views on design, how it can be taught and how it can be learned have expanded. My ideas about promoting oneself as a designer in today's market have completely changed. I discovered how social media, mobile apps and digital connectivity are changing the nature of INTERIOR DESIGN. This year I was able to engage with mentors, colleagues and other interior designers in a way that was significant and impactful, but I was also able to stop and enjoy the design world in a way that I hadn't been able to for many years. Through a formal study, work experience and an examination of e-commerce and its new role in interior design, I was able to explore how technology has impacted and is continuing to globalize the interior design industry. I have discovered new ways in which interior designers network and have gained a working knowledge of new and powerful tools and technologies. Incorporating current trends of e-commerce, digital design and current marketing strategies into the Mt. SAC ID program will aid both current students and graduates as they transition into the workforce. The journey from student to intern, to searching for a job and the preparation that comes with that is one that has changed from when I graduated in 1999. This year has better enabled me to prepare my students for their future in the interior design industry.

One of the things I learned on this journey is that not all things turn out the way they are planned. Allowing things to flow and being open to new and unexpected experiences often creates a more successful outcome. My sabbatical proposal in a nut shell was to recreate the path of a graduating student in order to understand what it is like looking for a job in today's new marketplace. I accomplished this in five ways.

The first and overarching part of my sabbatical was utilizing social media to chronical my journey. I had little interest in maintaining platforms like Instagram and Facebook but quickly learned their value in the modern interior design field. I also knew very little about blogging, only that a blog had successfully helped launch a former student's career and had done the same for many other designers. The blog turned into something completely unexpected and will serve as a valuable tool for MT. SAC ID students for a long time to come.

Second, since I was attempting to recreate the experience of my design students, I incorporated formal academic study into my journey. All of my courses were completed as online distance learning allowing me to learn current design software as well as become familiar with navigating an online learning experience.

The third part of the journey was to complete work experience hours. This is where the original plan altered a bit. The plan was to complete 280 unpaid hours: 140 in a residential firm, 140 in a commercial firm and shadow a contractor for a day. This turned into 120 hours at a residential firm, working well over 160 hours with a contractor and shadowing a well-known social media marketer. Although this was completely unexpected it was most definitely more beneficial than what I had proposed.

The fourth part of the sabbatical was to explore e-commerce and its effects on the interior design industry. The process of applying for a job as an online interior designer taught me how much digital technology has changed the way we as interior designers do business.

The final part of my year-long sabbatical involved various field trips throughout the region. A common thread throughout the Mt. SAC ID courses encourages the students to get out of the classroom and become active observers of the places and things that surround them. I held myself to the same standard, finding rich discourse with other designers along the way.

Before I started I did some research and took a few online classes to help me understand what I had gotten myself into. The most informative was with Dean Street Media, she asked questions that challenged me to rethink my goals. Questions like:

Who is this blog for, who is your ideal client and why do you want to connect with them?

What is the purpose of your blog, what does it offer the reader, what is your goal?

Why would anybody read your blog, what are the stories that you can tell?

What is your brand, are the images you're posting painting a picture of who you are in order to engage your followers?

These questions completely changed the intention of my blog and the way in which I viewed my sabbatical year. Here is what emerged.

Tab 3.1a: Sabbatical Report

THE BLOG : ITEACHID.NET

When I proposed developing a blog I had never read any blog consistently and really had no idea what one was meant to do. Developing the blog was definitely the most unfamiliar part of my sabbatical process. When the first submittal of my application was sent back for modification one of the uncertainties was what the blog was about, and that was for good reason. At the time I was not clear what the blog was to become. My original intention was to simply chronical the events of my sabbatical. However, what developed is much more useful to the Mt SAC ID population.

I discovered that social media is the freeway to get traffic to your blog or website. This added a whole new layer to my sabbatical work I had not anticipated. Not only was I going to be writing a blog, I would have to become social media savvy in order to generate any interest for my blog. I was not interested or equipped a year ago to manage any type of social media, and the thought of having to keep up in Instagram,

Facebook, Twitter, Linked In and a blog was overwhelming. In addition, I realized the original idea for my website/blog had no purpose, I started to think about what my Instagram story would be, and in turn rethink the purpose of the blog.

My website is iteachid.net (I TEACH ID) which highlights my two main goals: to continue to educate my students through social media and to prepare them for transfer to a university or into the interior design workplace. As I went through my year I wrote articles that related to not only my sabbatical experience but the type of experiences a Mt SAC student will have upon completion of the program. Topics and articles include: **Transferring** (6 articles): Otis College of Art and Design, Art Center, California State University Long Beach, UCLA Extension, Woodbury and VDCI. **Portfolio Development** (3 articles) The Evolution of a Logo, Creative Resume Writing and Web Based Portfolios and **Internship**/Career Development (4 articles) Mentors, Questions Asked and Answered: Students, Questions Asked and Answered: Recent Grads, Questions Asked and Answered: What it Takes.

Each article gives pertinent information, sources and contacts that will help to give students the opportunity to reach out to industry, and do it in a way that is informed.

Tab 3.1b: Sabbatical Report

INSTAGRAM : iteachid

My Instagram page by the same name iteachid has developed into a tutorial of sorts for different interior design related topics. I have and will continue to developed visual snippets of Mt SAC ID classes. My goal is trifold: to attract and help students who will have examples of design related material at their fingertips at all times; to stay connected with them once they have graduated; and to attract potential students by showing off our great program.

My Instagram "story" is one of an educator of interior design through images. I decided to take one topic at a time creating a block of related information. I am currently posting images of hand sketching (related topic ID27). Prior to that was color theory (related topic ID20), and my first block consisted of images representing Ching terms (related topic ID10 & 10L). Each image has a brief description in the notes and many hashtags to attract viewers. As you scroll to the bottom of my feed you will notice my growth, I began with no clear idea so the first images are not supporting my story.

Tab 3.2: Sabbatical Report

FORMAL STUDY

The first part of my journey was to go back to school in order to catch up with the technology my students are already being taught. I chose the Virtual Design &

Construction Institute (VDCI) for several reasons. One, I wanted the experience taking classes online to gain an understanding of what does and doesn't work for me in the online educational environment. Two, VDCI is used by many professional industry organizations for continuing education course work. Last, their schedule of classes was extensive and abundant.

As a student I was reminded of the challenges that I had long ago forgotten. Having no idea what you are doing or what the end result should be. Many times I've said to my students, "It's no big deal to start over, it's the process that counts, the second time will be much easier and the third time it will be perfect." Saying it and living it are two different things. I felt the same frustration when I was stuck, the same relief when projects were submitted and turned in and the same panic after missing a deadline (completely by accident, my project was completed days before... yup I was that student). And I felt the same anxiety waiting for grades to be submitted.

I enrolled in and completed five classes, two Revit classes (beginning and intermediate), two SketchUp classes (beginning and intermediate) and a Photoshop class. Each had twenty hours of instruction and twenty additional hours of time required to work on the projects. My proposal was to take one SketchUp class and one advanced AutoCAD class. Once I started the AutoCAD class I realized it was information I already knew, and I opted to take a second SketchUp class to allow me to assist my students in a more meaningful way.

I better understand which classes at Mt SAC ID need to be revised in order to keep up with industry and which classes need to be added. Most importantly, I gained an extreme amount of empathy.

Tab 3.2a: Sabbatical Report

SKETCHUP : beginning & intermediate

SketchUp is a program that designers from all walks of life use to communicate their ideas three-dimensionally. I was told by my students before I left that this was a very easy program to use. I would have to disagree. It is not intuitive or logical and was particularly challenging for me because it did not use logical building standards that I am accustomed to. It utilizes two-dimensional shapes that are pushed, pulled, cut and stretched into three-dimensional volumes and then applies pictorial textures to the surfaces. I was extremely challenged by this program and although I proposed taking only one class I decided to take the intermediate as well to obtain a broader skill set and overcome the mental barrier. These classes in particular took me well over the forty hours of video lecture. I redid the final project three times before getting to a place where I was happy with the end result.

Classroom Application: ID27 & ID56

SketchUp is an excellent tool to help students visualize their ideas. It is currently incorporated into the ID27 Rapid Visualization class where students learn quick hand sketching techniques. It will also be included in a new class, ID56 Integrated Drawing Techniques for Interior Design, that incorporates both digital and hand drawing methods for presentation. In advanced studios I would much prefer students use Revit for 3D-modeling because it supports knowledge on how structures are actually built.

Tab 3.2b: Sabbatical Report

REVIT : beginning & intermediate

The next set of classes I took were Revit Beginning and Revit Intermediate. Revit is a powerful drawing tool that way surpasses anything I have ever experienced in the industry prior to this. AutoCAD (which is the program I have used for years in industry) acts much like a pencil and paper: lines are drawn on a screen and remain two-dimensional. Revit on the other hand is a three-dimensional drawing system. Groups of lines are assigned three-dimensional characteristics. When you draw a wall, what appears to be two flat lines when viewed from above, can then be rotated to reflect the structure from all sides. The lines are also assigned information pertaining to the construction type, material, height, thickness and more. With a few clicks this information can then be loaded into a schedule or other documents for pricing quotes. Once walls have been drawn on a two-dimensional plan, a simple click of a button into another screen gives you a three-dimensional view. I found this program to be relatively simple to use because it is very similar to AutoCAD.

Classroom Application : ID25 & ID26 Space Planning I & II

Although REVIT is a phenomenal program, in my opinion it is a hindrance to students in the early classes such as ID25 and ID26, Space Planning I & II. Since Mt SAC ID started to incorporate Revit into the program I noticed a decrease in the ability to read and detail elevations, section cuts and how to draw to scale. Many students had no idea what they were drawing even though their drawings were accurate and beautifully detailed. What I discovered is that drawing two-dimensionally in REVIT gives you all the answers three-dimensionally. Students are able to create elevations, sections and models without having to think about or understand what they are doing.

For example, one of the projects that I have students work on in ID25 is a stair. Students are given a set of parameters and the stair must be designed to code based on their research and lecture information. In Revit you set the width of your stair and drag along a line. Revit creates not only the rise and run but inserts handrails and guardrails where needed. Thus solving all the "problems" set for the student to solve. Revit will continue to be offered, however students will not be permitted to use it in ID25 and ID26 allowing them to gain a basic working knowledge of orthographic drawings.

Classroom Application : ID22 Design Drawing for Interior Design

There has been a running argument among interior design educators, our advisory board members and within our program as to whether hand drafting is still necessary. AutoCAD and Revit are industry standards, and some campuses are eliminating hand drafting from their programs. As much as I understand that decision I also know that it is very challenging to teach a student basic symbols, line weights, page setup etc. while also trying to teach them a computer program. The Mt SAC ID program currently has a full semester of hand drafting. I firmly believe hand drawing is an important and necessary stepping stone to learning how to put together a cohesive and clear set. My perspective has shifted however; a full semester is not needed. The tools we use to draw have evolved greatly and spending so much time perfecting a technique that will not be used in a real life application is overkill. My goal will be to evaluate and redesign ID22 with the current professor to consist of the hand drawing/basic skills the first eight weeks and AutoCAD the second.

Tab 3.2c: Sabbatical Report

PHOTOSHOP

Photoshop was a lot of fun and only as challenging as I made it for myself. The projects were straightforward, simple and easy to follow. Although this is the class that challenged me the least, it's also the only class I received a grade lower than an A. All the classes were balanced between videos, reading assignments, tests and discussion forums. The other classes used the textbook as a support or reference source. Photoshop was much more book based. I found the tests challenging because they were not directly related to the work that had been completed but solely based on the reading. Seven minutes was a standard amount of time allotted for the tests. Although I read the chapters/sections required to complete the projects, I made a conscious decision to not complete the 800-page text simply to score perfectly on the tests.

Interestingly enough this is something I talk to my students about all the time. I have some very talented and creative students, truly artists, and their projects are beautiful. There are some students who simply tend to be late turning in assignments or are just not good test takers thus reducing the letter grade. They are often discouraged and frustrated because they do not receive As. I typically reassure the very talented ones that it is important to turn work in on time and get good grades, but most importantly in this industry is your portfolio. Depending on the circumstance it may be more important to maintain your sanity and develop a great project and sacrifice the letter grade.

Classroom Application : ID23 and ID34 Computer Aided Drafting A & B

I would love to see MT SAC ID computer classes turn into hybrid or flipped classes. I believe this gives the best of both worlds. Having sat in on both ID23 and ID34,

Computer Aided Drafting A & B, I have noticed some students simply pick up the lessons more quickly than others leaving them waiting patiently to proceed while the rest of the class catches up. I believe that giving students the ability to work through the lecture at home on their own time while using class time to practice the skill with the professor present is the best of both worlds.

Tab 3.2d: Sabbatical Report

ON-LINE LEARNING : review

I found both pros and cons in the online learning format. Taking online classes to learn a computer based program were very helpful since I could pause, rewind or zoom into the lecture whenever needed. You can go at your own pace through online courses. There were many instances where I had to review a lecture several times before I was able to get it right. In a classroom situation this would not have been possible to do and I would have felt left behind and frustrated. There were set project deliverables and due dates but the flexibility to get them done when time permitted was helpful.

The downside is that the professor is not immediately available to ask a quick question. The professors' turnaround time was excellent, about 24 hours, but I often felt like I could have been done with my projects sooner had the responses been on hand in the moment.

Tab 3.3: Sabbatical Report

EXTERNSHIP

The internship process was also a very interesting one. Having been in the interior design industry now for more than half my life it's been a very long time since I've started from the bottom. It was humbling to say the least. My internship experience varied from my proposal, but I would say for the better. My first internship was with a contractor. I worked on a project from its conceptualization through the completion of construction and will continue with the homeowner selecting furniture when the budget becomes available. My second internship was with a small residential firm where it was originally discussed I would be assigned to a project. After speaking with the owner about the social media component of my sabbatical she decided to put me in charge of developing a social media package for the firm. I learned a tremendous amount about marketing and advertising one's brand in today's climate of e-commerce.

Tab 3.3a: Sabbatical Report

CONTRACTOR : Roland Saint

My first externship was with a contractor that I had met many years' prior while working at Gensler. He was a general manager on a project that was being built across from our office. He was one of the few African Americans in a leadership position so we bonded quickly at our original meeting. He has since retired from commercial work and started his own business. We reconnected through a mutual friend and I told him I would be on sabbatical during the summer. He agreed to allow me to shadow him for a day to a client meeting on an ongoing project. That one-day meeting evolved into a six-month project. I developed a plan for a backyard remodel, followed up several times a week on the jobsite and met with the client and the contractors, ultimately seeing the project through to completion.

When given the opportunity to dive back into the design world I jumped on it. I was able to reconnect with both the good and bad of the industry, staying up until 2am finishing documents for the next day, arguing with a subcontractor that had no regard for my job or work, last minute client changes, unforeseen obstacles of the site that had to be worked around and budget management.

It reminded me how lucky I was as a young designer to work with a well-known and respected firm where disrespectful pushback from contractors was unheard of. Interior designers are regularly on job sites where subcontractors question their decisions and knowledge of construction. I was not only reminded of the early mornings and long days at the site but that being a woman on an all-male team is not easy and is something that needs to be prepared for.

I did hold my own, and I was given the opportunity to dig trenches, use a paint spray gun, lay brick, lay artificial grass and a few other things I wasn't expecting. Roland kept saying you're here to learn so let's go! Although a lot of it was based in sarcasm and with a chuckle I never turned down the opportunity to try something new.

Working with Roland and most of the other subs was great. I was able to awaken my AutoCAD skills, apply my design abilities to a project and work for a very grateful client.

Tab 3.3b: Sabbatical Report

SOCIAL MEDIA CONSULTANT

Social media, specifically Instagram, became the driver of my sabbatical year. (described in the Introduction) I decided to shadow and interview Rachel Townsend, a social media consultant, who has been in the social media industry for several years. She has many celebrities and well-known people as clients.

In my panic to get people to my blog (ITEACHID.NET) I went on a research mission. I attended several online classes and read several articles such as Instagram for Bloggers 101, The Ultimate Guide to Social Media Tools In 2017 and Ivy Webinar: How to Create a Content Marketing Strategy for Interior Design

After gathering a lot of information, I was overwhelmed with the thought of having to develop not only the blog but social media accounts to generate traffic to the blog. It was way more work than I had anticipated. I decided this could be something to "hire out" since it was not part of my original sabbatical proposal.

I met with Rachel Townsend to discuss what exactly she did, what her take was on the social media aspect of marketing and her billable hours. As a social media manager Rachel creates strategies and "clones" or "Frankensteins" for her clients, perfect little pieces of their work, ideals and lifestyle. She explained how she asks a series of questions and uses the client's answers to speak in their voice.

Rachel believes that Instagram is the most powerful of all the social media platforms, especially for visual people, because Instagram more than anything else is a photo-sharing application. Instagram is also smart phone based, so all of its information is at the tips of your fingers. She believes that marketing on Instagram far exceeds the reach of a website or blog. "Think about it, when you go home at night after work do you think hey I'm going to check out some websites. Or do you think I'm going to sit on the sofa and flip through Instagram?" Websites continue to function as a way to get more detailed information but Instagram is the way to get your name or brand recognized.

Rachel believes that 1000 followers is a good number and recommends only posting two to three times a week to get the full Instagram "rotation." She also believes that there are four "Instagram Types," an Expert, an Educator, an Advocate and an Influencer. You can be one or more of these different types of Instagram users at one time. An Expert is someone who is an expert in the field. For example, a medical doctor giving health and wellness advice. An Educator is someone who is showing you how to do something, like how to put together an Ikea bed. An Advocate is a person who is politically or culturally trying to encourage their followers for the good, to benefit their health and wellbeing or to inspire. Lastly, Influencers are users who seek popularity in order to convince people to select a certain brand. This is very prevalent in the fashion industry where someone will convince a designer that they are well followed on Instagram, persuade the designer to send them cloths to wear and post in order to gain popularity and sales for the designer's brand.

I decided not to use Rachel's services, but we would meet again later.

Classroom Application : ID36 Professional Practices & ID37 Business Practices

As a young designer it is now important to create a professional interior design profile to begin to describe who you are as a designer. What are your goals, who do you admire? To post not only completed work but the process, allowing bits of your personality to shine through. When the public, potential clients, or potential firms look at your Instagram (and they will because it is now a standard part of resume culture to list all your social media accounts) they will see a designer who has a long history and interest in the industry, the way they think about design, their design style and how current they are.

Program Application : ITEACHID : #MTSACID

I created a professional Instagram account during my sabbatical to have access to the design industry and my students. I currently have 121 posts, 330 followers and am following 1052 design related users. All of these contacts and posts are industry related and this is just the tip of the iceberg. I was blown away by the enormity of the design connections one could make.

My goal is to be an educator. I post sequences that relate to topics in the classes I teach throwing in a few personal posts to show that I am a real professor. My hope upon returning to class is that my students will follow me and use images I've posted as inspiration and examples.

I research several automated posting apps, Hootsuite, Ripl and Social Eazie before Rachel introduced me to Later. Later is an Instagram partner so posting automatically is easy. My favorite feature is the 9 block which allows you to design what your Instagram aesthetic will look like before you post, making sure your colors and images are balanced and harmonious.

In each of my posts I have several hashtags (#) one of which is #mtsacid. A hashtag is a type of metadata tag used on social networks such as Instagram, allowing users to apply dynamic, user-generated tagging which makes it possible for others to easily find messages with a specific theme or content. [1] When someone searches for that hashtag they will yield each post that has been tagged with it. So when a current or prospective student searches #mtsacid he or she will get a wealth of beautiful images including those that my students have posted.

Tab 3.3c: Sabbatical Report

ABOUT SPACE STUDIOS

My second internship was with About Space Studios, a small residential firm located in EL Segundo. Josette Murphy, owner and Principle Designer at About Space Studios, and I have known each other for many years and worked closely together at Gensler.

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[1] (Wikipedia, 2018)

Our initial conversations during the planning process were that I would join a design team in her office and work on a single project. However, once I started telling Josette about the work I had been doing in social media and the huge effect it was having on the interior design industry her goals for me shifted. She requested that I work on her much-needed social marketing image, and I was happy to oblige.

Her primary goals when I started were to create a marketing presentation that would run on the monitor displayed in her street facing window, research Search Engine Optimization (SEOs) and help her achieve a higher ranking on the Houzz website. Although I was very unfamiliar with all of these topics I felt it was an excellent opportunity to learn more about how social media has impacted interior design and truly give Josette something that she needed. In our initial meeting Josette was dead set against any social media she would have to maintain, however I was certain Instagram was a great way to market and it was my goal to convince her.

Marketing Presentation

My first challenge was to create a marketing presentation for her front window display. We started here because it allowed me the opportunity to get to know her projects, website and aesthetic. I decided to use Prezi, a map like presentation platform. It is a visual storytelling software and is now used alternatively to traditional slide-based presentation formats like PowerPoint.[2] I took a few days to familiarize myself with the program, reviewing lots of YouTube videos and emailing the Prezi help desk. Ultimately I put together two presentations that can be interchanged not only as an introduction to clients but also for the display.

Houzz

Houzz is a website and online community about architecture, interior design, decorating, landscape design and home improvement.[3] About Space Studios' Houzz account features project photos, several client recommendations and two Best of Houzz awards. Josette had experienced some success with attracting clients, however she was interested in improving her Houzz search engine ranking, becoming one of the first listings when homeowners in her area search for an interior designer. This can be done either through paid sponsorship or organically based on a listing's relevance to the search terms.[4] Josette preferred to increase her ranking organically.

My task was to research and understand About Space Studios' current standing on the Houzz search engine, figuring out ways to increase their search standing and ultimately attract more homeowners in the South Bay area. After some inquiry I went through

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[2] (Prezi, 2018)
[3] (Wikipedia, the free encyclopedia, 2018)
[4] (Munish Minhas, 2014)

each project photo and tagged them with the desired zip codes and city names from the South Bay, areas that Josette was interested in attracting. Once this was completed About Space Studios moved up significantly on the Houzz search engine listing. I was interested to see what a Houzz Sponsorship would do to improve her ranking, so I continued the investigation.

I contacted Dominica Amidei, the About Space Studios' account representative, and learned that with the Houzz Pro+ program you are able to target specific geographic regions and circulate images and custom branding consistently to homeowners. According to Dominica, Pro+ ensured About Space Studios would receive consistent and relevant exposure in their preferred market. Josette was hesitant to pay for the Houzz Pro+ membership, but after going back and forth a few times, and speaking with Dominica, she decided to pay for the sponsorship with Houzz. Josette has received a lot of additional interest since signing up for the Houzz Pro+ membership but she has not signed on any new clients.

SEO Research

My last challenge was increasing About Space Studios' search engine optimization (SEO). An SEO is the process of affecting the online visibility of a website or a web page in a search engine's unpaid results—often referred to as "natural," "organic," or "earned" results. Prior to my externship I had no idea what an SEO was. I began my search via the internet, contacting several SEO marketing firms such as Notice U Marketing, MOZ Analytics, Web IT MD and Spit Fire Social to better understand the process. We received several quotes and information suggesting that switching our web-hosting service would offer better results. Currently About Space Studios' website is hosted on Weebly, an American web-hosting service, but Wordpress is the preferred platform of SEO marketing firms.

I ultimately contacted Jeremy Ginsburg from Notice U Marketing, a Las Vegas marketing firm, and worked with him via email and phone. Jeremy explained that as a platform, Weebly would be very difficult to work with. Wordpress communicates with Google in a way that Weebly does not, referring to a "dance" between the platform and the search engine. He would add a lot of written content because "Google sees words not pictures." For example, tagging posts and photos with words like "best" and "El Segundo" associates our website as the best and most relevant fit for searches El Segundo. Although moving the website to Wordpress would be a substantial amount of work and investment, he felt it would ultimately pay off in the end. He also explained that SEO work is not for short-term goals but for long-term strategies that require at least a year to show results. Josette decided against SEO upgrades even though it was her initial priority.

While I had Jeremy's attention I asked about his impression of social media and how it affects marketing. I was gathering evidence that this was the direction About Space

Studios needed to go, even though Josette was initially against it. In Jeremy's opinion, Instagram, Facebook and other social media sites were important for the success of About Space Studios. They are good for a business's reputation by telling the public who you are, but they are not the prime driver to success. "Social Media gets people to use your website, and the website is what proves your worth and closes the deal."

Instagram

When I started my internship, Josette expressed she had neither the time nor the interest in maintaining Instagram or any other social media. Because I was convinced that Instagram should be a part of her marketing strategy, I suggested that Josette hire a consultant who would maintain the accounts for her. I convinced her to meet with Rachel Townsend, the social media consultant from earlier in the year. After the initial consultation Rachel was hired and a second meeting was set up to start the interview process.

Being a part of the meeting with Rachel and Josette was absolutely fascinating. Rachel's interview was very much like the interior design programming process. She had a list of questions that were divided into 3 topics: what's important to you, what are your ideologies and what are your goals, roles and principles? She explained that she asks these questions to new clients in order to learn their "voice." This allows her to add captions to posts and respond to comments as her client would, either using actual quotes from the interview process or something very similar. Topics discussed included life style, personal ideals, design style, favorite authors, favorite quotes, favorite flower and how much Josette wanted her children and personal life to be included in the About Space Studios social media profile. Listening to Josette talk about her interior design ideals and how she believes that design is truly a problem solving tool was incredible and inspiring.

By the end of the third meeting a beautiful story/concept had emerged. Josette's husband is a contractor and woodworker so DESIGN.LOVE.WOOD became the underlying concept for the Instagram profile. This would be her story. The love of design, the love of wood, the love of family and the love of working together. It was so powerful to be designing with two inspirational and creative women.

The last task of my internship was to create a database of images for Rachel to post. Josette and I sat down and reviewed hundreds of images that I categorized and sorted for Rachel. She creates a nine block, a block of nine images, as they would appear on an Instagram feed for approval prior to posting three images a week on Instagram and Facebook on behalf of About Space Studios.

Tab 4: Sabbatical Report

E-COMMERCE & JOB SEARCH

Pounding the pavement as we used to call it, has now turned into browsing the web. I was unprepared for how much technology, social media and online platforms have changed the way my students will be searching for career opportunities. In this phase of my sabbatical I worked with an online graphic designer to create a logo, updated my resume, developed a web based portfolio, created content for the portfolio and applied for a design position at an online interior design firm.

LOGO

The first step I took in the process of rebranding myself was to develop a new logo. My logo has evolved over the years and I decided that the educational component of my career should be incorporated. I decided to use an online graphic designer for several reasons: 1. It would save me a ton of time, 2. It would give me the experience of working with someone creative via e-commerce, 3. It was relatively inexpensive, and 4. I would get a high quality product.

RESUME

I found that present-day resumes are very different from those in the past, especially for individuals in creative fields. Many resume examples I found were purely graphic, using only symbols. There are also many artistic templates both free and ones to purchase. As a professor, I am totally against design students purchasing templates. They should be using their design voice and creating their own. However, in the interest of time and trying something new I found a template for a few dollars and decided to use it. I discovered that unlike in the past, social media information is a must on resumes, along with having a photograph of yourself or your projects.

PORTFOLIO

Since graduating from college, portfolios have dramatically changed. My student portfolio consisted of my classwork in a large black spiral bound case. When I applied for the Mt SAC position, it was requested that I submit a digital portfolio which I developed in PowerPoint. Portfolios are now web based meaning you create a website to house your work so that it can be viewed anywhere. Many portfolio websites are much like social networking pages where individuals or companies can seek out new talent. Portfolios can accumulate likes and comments and some portfolio websites offer portfolio reviews.

Putting my portfolio together was not an easy task since I've been out of industry for over ten years. My work felt a bit dated and only reflected corporate design. Since my target audience was residential e-design firms, I needed to create content appropriate

for residential clients. I researched several online interior design firms and noticed that rather than showing plans, renderings or finished projects, the designers instead opted to use image and inspiration boards to showcase their design aesthetic.

I discovered several online resources to create inspiration boards: Inspiration Board Doc, Mood Board, Canva, Olio Board and Polyvore. They all have the same basic graphic editing features as PowerPoint with the addition of libraries stocked with images of furniture and accessories to use in your boards. This additional feature eliminates having to go back and forth to the internet to shop for items.

I found one that I really liked, Polyvore, and created several digital image boards. I was having a great time entering contests hosted by groups on the site, getting likes, making contacts and creating work that would be incorporated into my portfolio. Unexpectedly Polyvore was bought by another company and all of the work housed on the site by hundreds of thousands of designers was lost. It was a major uproar in the community. I was a new user with only four boards but there were numerous users who had been on the site for many years and without warning lost all of their work and contacts. I've found during this year that this is how technology based apps work. They change or go away unexpectedly. I've experienced changes within Instagram, Facebook, Polyvore and multiple other web sites that make you stop what you're doing and the way that you're doing it and adjust to a new rule, regulation or buy out. It is rather frustrating. I retrained myself in Olio Board and continued making inspiration boards for my portfolio.

In addition to the digital image boards, I incorporated commercial design content from my time at Gensler as well as images of my home. I finished my portfolio, selected the web-based platform to showcase it and with a click of a button I uploaded my resume and portfolio to Homepolish, a website for online interior design services. The application process was very easy, a series of questions such as what type of design I prefer, my experience, what type of price points I'm used to working with and my availability. I received an e-mail back within minutes saying that they have received my application and would get back with me within the next several weeks to discuss an opportunity.

E-COMMERCE & ONLINE DESIGN

The interior design industry is being revolutionized online. Interior design has always been thought of as a luxury service. Traditionally, homeowners would obtain design services from local firms or independent designers. The process would include several in-person meetings, before, during and after project completion. However, the interior design market is rapidly losing these preconceived boundaries.

In today's global marketplace interior design is unhindered by geographical distance. Online interior designers can be chosen purely based on their skill and vision. With the serge of e-commerce many furniture manufactures have teamed up with well know e-

designers to sell furniture. They provide the designers with digital images of their inventory, and this allows designers to select furniture and create vision boards much more quickly than in the past. Customers are able to receive more designs via the online platforms and designers realize they can use this technology to engage more customers.

Another benefit is that there is no negotiation of price in online design. Most of the time everything is already laid out for both the client and designer up front. Packages are purchased and customers simply input the programming information to begin the process. In the traditional model, homeowners would interview multiple firms or select a designer based on recommendations. Consulting with interior design firms takes time and is very energy consuming. In addition, a traditional designer charges between $50 and $200 an hour, not including overhead fees. An automated platform eliminates a lot of the human labor and therefore labor prices, resulting in a much lighter fee for the same services.

A traditional interior designer will visit a client's space, takes measurement and asks about their lifestyle and decorating style. With online design services, the client must do most of the legwork, sending information, photos, likes and dislikes to the designer via an online platform. Once the design firm has evaluated the information, the client receives design concepts from multiple designers based on their requirements and budget. The client selects what designer they want to work with. That designer then finalizes the design in photorealistic 3D renderings incorporating new and existing items, a color palette, floor plan, elevations and an online shopping list. The client then implements the designer's ideas: hiring tradespeople as needed, purchasing the materials and installing them based on the designer's layout.

The online interior design world is an excellent way for students to enter into the interior design industry. Developing a library of vision boards and room scenes is a great way to get noticed by a potential online client. Online design platforms allow young designers to expand their professional network outside of the traditional system by creating digital portfolios and connecting to their potential clients via digital marketing like Instagram or online portfolio sites.

After a bit of research and weeding out, I narrowed down the top six online decorating firms; Decorilla, Decorist, Havenly, Homepolish, Laurel and Wolf and Stellar Interior Design.

Tab 5: Sabbatical Report

FIELD TRIPS

The final part of my sabbatical was to complete 32 field trips. My original proposal was to solely visit beautiful spaces, and I did get a lot of those in. I did, however, also visit trade shows, college campuses and simply took in all of what LA has to offer by stopping and looking at murals and visiting antique shops and galleries. I found it extremely refreshing and exhilarating to be in design conversation with other academics, designers still working in industry and my former students. To hear their views about design and adventures with clients reminded me of the love and passion that I have for design, but also the joy of teaching young designers and then watching them grow into professionals.

This year allowed me space to slow down and enjoy places I've always wanted to see and experience. The sabbatical work gave me a reason to sit and enjoy well designed spaces the way they are meant to be enjoyed. To ponder, to examine and discuss the details, for this I am grateful.