

# Postgraduate Diploma Interior Design in Shared Spaces





## Postgraduate Diploma Interior Design in Shared Spaces

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-interior-design-shared-spaces](http://www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-interior-design-shared-spaces)

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# 01

# Introduction

The Interior Design of Shared Spaces is an area of the creative profession that can be applied to a large number of contexts, becoming a professional career with many possibilities of success. To do this, the designer must know in detail the best strategies focused on the consumer, their needs and habits, being able to turn a particular place into a communication channel between the company and the client. If the graduate is interested in this sector, with this program they will be able to specialize intensively, and in only 6 months, in the creation of modern, elegant and different commercial and corporate spaces, but above all, adapted to current trends. All this, through a 100% online program and accessible from any device with an Internet connection.





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*TECH presents a comfortable and complete program with which you can specialize 100% online in Interior Design in Shared Spaces"*

For any company, having a modern and elegant workspace, but above all, adapted to its own image and to what its brand wants to communicate, has become a necessity to keep up with the times. The importance of appearance in a consumerist society in which clients judge a priori a product or a service by what they see before trying it, has turned good interior designers into highly valued and demanded professionals nowadays.

That is why knowing in detail the current trends is, for any professional in this sector, a fundamental requirement, aspects that will be able to work with this Postgraduate Diploma in Interior Design in Shared Spaces. Through a syllabus designed by experts in design and architecture, the graduate will delve into the keys to the creation of contemporary spaces applied to commercial and corporate contexts, with special emphasis on the importance of branding and marketing in these projects.

To do so, they will have 450 hours of the best material framed in a 100% online program that they will be able to take from 6 months. The program also includes practical cases, dynamic summaries of each unit, complementary readings, images, detailed videos and research articles with which you can contextualize the information and delve into those aspects you consider most relevant for your professional development and performance.

All this material will be available from the beginning of the educational experience and can be downloaded to any device with an Internet connection, whether it is a PC, tablet or cell phone. In this way, TECH guarantees a highly qualified and adapted program, not only to the current demand of the labor market in the interior design sector, but also to the needs of the student and the possibility of combining the course of this program with any other work or professional activity.

This **Postgraduate Diploma in Interior Design in Shared Spaces** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Design and Architecture
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Knowing Human-Centered Design in detail is at your fingertips with this program"*

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*You will be able to delve into the interior design of stores, hotels, restaurants, country clubs and spas, so that you can add to your portfolio the exhaustive knowledge of the design of these types of spaces"*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts..

*To carry out an interior design adapted to the present it is necessary to master the characteristics of current movements, something that you will achieve thanks to the program of this qualification.*

*Thanks to this Postgraduate Diploma, you will master the creation of spectacular Moodboards to express your ideas and convince your clients from the very first moment.*



# 02 Objectives

TECH has developed this program with the aim that the graduates who access it can know in detail and in a specialized way the most important concepts of interior design in shared spaces, which will allow them to create projects adapted to current trends and customer needs. In addition, it is a program that will place special emphasis on the student mastering the most effective creative tools and perfecting their professional skills to become a University Expert in the sector.







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*TECH's goal is for you to exceed your professional expectations in less than 6 months with this Postgraduate Diploma”*



## General Objectives

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- ◆ Provide the graduate with a broad and comprehensive knowledge of the design of shared spaces
- ◆ Provide the latest information on current trends and techniques with the best results
- ◆ Allow the development of a final project adapted to the specifications of the sector and the client to whom it is addressed





## Specific Objectives

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### Module 1. Contemporary Space

- ◆ Connect individual identity with aesthetic manifestation through the design of spaces
- ◆ Implement a strategy focused on today's consumers and their needs and habits
- ◆ Apply the concept of liquid reality by learning to manage change
- ◆ Control the projects of the main interior designers by observing their strategies
- ◆ Adapt the project to the multiple ways of conceiving a home that exist today

### Module 2. Commercial Space Design

- ◆ Turn a point of sale into a communication channel
- ◆ Integrate shape, color and texture in the decorative scheme aligning these aspects with the brand or the space they represent
- ◆ Generate appropriate environments according to the type of establishment focused on the tourism, restaurant and shopping sectors
- ◆ Promote integral solutions based on the specific needs of each of the sectors involved in the public and commercial field
- ◆ Develop and present an interior design project oriented to the commercial sector

### Module 3. Branding and Corporate Spaces

- ◆ Project brand identity in the workspace
- ◆ Apply corporate design strategies associated with consumer behavior to space design
- ◆ Develop a portfolio of clients and a database that connects Expertise with the needs of each client
- ◆ Identify those technical and technological aspects that enable design solutions to be provided in the work environment
- ◆ Integrate the brand into the workers' living space providing a sense of belonging and not of rejection



*You will work on real interior design cases, being able to perfect in a practical way your creative skills, as well as your own strategies based on the recommendations of the professionals who will accompany you in the program"*

# 03

# Course Management

Having a teaching team well-versed in the field on which the program is based, is undoubtedly an incentive and an extra motivation for any graduate, as it will give them the opportunity to grow academically hand in hand with professionals in their sector. For this reason, TECH has selected for this Postgraduate Diploma a group of specialists in design and architecture who have worked on large private and international creative projects. It is a group characterized, apart from their experience, by their human quality, aspects that will be reflected with total guarantee in the quality of the syllabus.





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*In the Virtual Classroom, you will find a forum where you can discuss with students from all over the world about the interior design trends that are prevailing in their countries, and get ideas for your own portfolio"*

## Management



### Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra



## Professors

### Ms. Puerto Cones, Nadia

- ◆ Interior designer at Sánchez Plá
- ◆ Interior designer by the Higher School of Design of Valencia
- ◆ Specialist in the process of space design

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*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

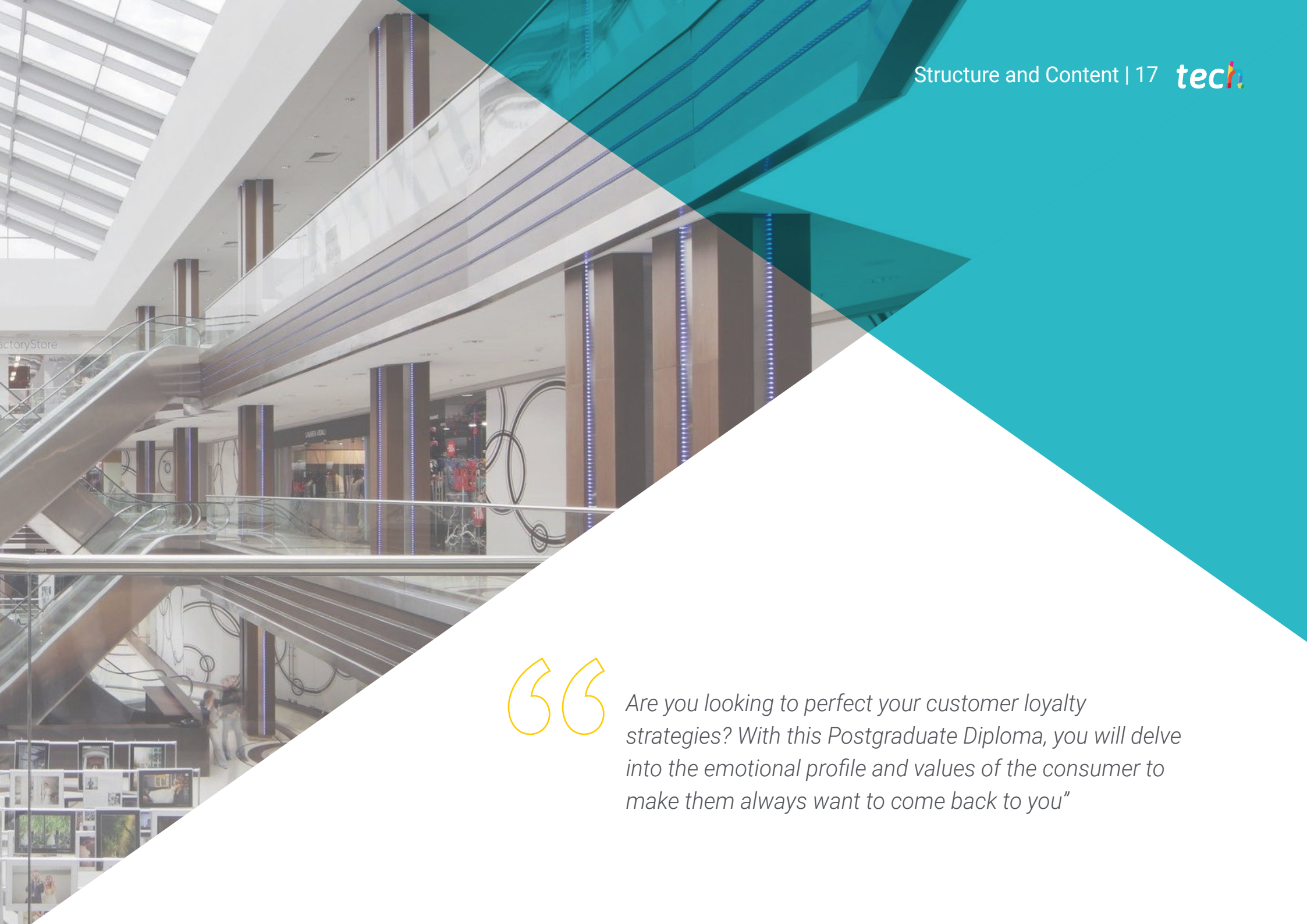
# 04

# Structure and Content

Both the structure and the content of this 100% online program have been designed taking into account the criteria of the teaching team. They have been in charge of selecting the information following, of course, the strict criteria of quality and timeliness that define this university. In addition, they have worked to find and create the best additional material presented in different formats: detailed videos, research articles, practical cases, dynamic summaries and complementary readings. Everything the designers will need to obtain from this experience a performance adapted to their requirements and needs.







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*Are you looking to perfect your customer loyalty strategies? With this Postgraduate Diploma, you will delve into the emotional profile and values of the consumer to make them always want to come back to you”*

## Module 1. Contemporary Space

- 1.1. Design for Living
  - 1.1.1. Relationship between Spaces and People
  - 1.1.2. Anthropological Principles
  - 1.1.3. Psychological Foundations of Design (In Focus: Biophilic Design)
- 1.2. Human-Centered Design
  - 1.2.1. Design Thinking
  - 1.2.2. Co-Creation Spaces
  - 1.2.3. Conceptualization
- 1.3. The Interior Space
  - 1.3.1. Privacy
  - 1.3.2. New Needs
  - 1.3.3. Rethinking Living Space
- 1.4. Analysis of Contemporary Space
  - 1.4.1. Evolution of Space Design
  - 1.4.2. Designers and Frame of Reference for Interior Design
  - 1.4.3. Fundamentals of Space Design
- 1.5. Interior Design
  - 1.5.1. Homes
  - 1.5.2. Commercial Spaces
  - 1.5.3. Cultural Spaces
- 1.6. Aesthetics of Space
  - 1.6.1. Shape, Color and Texture
  - 1.6.2. Space and Order
  - 1.6.3. Transformation and Constant Change
- 1.7. Sociology of Space
  - 1.7.1. Semiotics
  - 1.7.2. Cultural Aspects
  - 1.7.3. Identity through Space
- 1.8. Current Social Movements
  - 1.8.1. New Urban Tribes
  - 1.8.2. Social Change
  - 1.8.3. Contemporary Space: "Liquid Spaces"

- 1.9. Designers and Brands
  - 1.9.1. Leading Brands in Interior Design
  - 1.9.2. Interior Designers of Reference
  - 1.9.3. Reinventing Retail Design
- 1.10. Trends in Interior Design
  - 1.10.1. Drivers of Change
  - 1.10.2. New Trends in Retail Post Covid
  - 1.10.3. Current and Contemporary Space

## Module 2. Commercial Space Design

- 2.1. Commercial Interior Design
  - 2.1.1. Balance and Rhythm
  - 2.1.2. Harmony and Emphasis
  - 2.1.3. Scale and Proportions
- 2.2. Decorative Scheme
  - 2.2.1. Textures and Thoughts
  - 2.2.2. Forms and Style
  - 2.2.3. The Effect of Color on the Dimensions of Space
- 2.3. The Brand's Style
  - 2.3.1. Briefing: Attributes, Values and Needs
  - 2.3.2. Color Palette
  - 2.3.3. Representation of Textures and Shapes
- 2.4. The Store
  - 2.4.1. Designing a Shopping Experience
  - 2.4.2. Store Window
  - 2.4.3. Interior Organization
- 2.5. Hotels
  - 2.5.1. Bedrooms
  - 2.5.2. Acoustics
  - 2.5.3. Privacy
- 2.6. Restaurants
  - 2.6.1. Kitchens
  - 2.6.2. Light
  - 2.6.3. The Technical Elements

- 2.7. Country Clubs
  - 2.7.1. Halls
  - 2.7.2. Integration of Nature (Windows)
  - 2.7.3. Clubhouses
- 2.8. Spas
  - 2.8.1. Bathrooms
  - 2.8.2. Layout
  - 2.8.3. Water Saving
- 2.9. Aroma Design
  - 2.9.1. The Generation of Memories
  - 2.9.2. Essential Oils, Fragrances and Aromas
  - 2.9.3. Olfactory Narrative
- 2.10. The Commercial Project
  - 2.10.1. Presentation: Storytelling
  - 2.10.2. Sample Designs
  - 2.10.3. Mood Board Explanation

### Module 3. Branding and Corporate Spaces

- 3.1. Co-Creation in the Corporate Environment
  - 3.1.1. Coworking Spaces
  - 3.1.2. Work Rooms in Housing States
  - 3.1.3. Home Offices
- 3.2. Technical Aspects in the Design of Work Environments
  - 3.2.1. Accessibility
  - 3.2.2. Productivity
  - 3.2.3. Creativity
- 3.3. Marketing
  - 3.3.1. Competitive Advantage
  - 3.3.2. Market and Competition Analysis
  - 3.3.3. Pattern Creation
- 3.4. Branding
  - 3.4.1. Creation of your Identity
  - 3.4.2. Design and Construction
  - 3.4.3. Economic Impact

- 3.5. Web Management
  - 3.5.1. Positioning
  - 3.5.2. SEM
  - 3.5.3. The Analytical Report
- 3.6. Marketing Strategies
  - 3.6.1. Collection, Selection and Classification
  - 3.6.2. Tabulation
  - 3.6.3. Data Statistics
- 3.7. Customer Analysis
  - 3.7.1. Customer Lifetime Value
  - 3.7.2. Customer Journey
  - 3.7.3. Associated Metrics
- 3.8. Design: Between innovation and Creativity
  - 3.8.1. Innovation and Creativity
  - 3.8.2. Innovation Scenarios
  - 3.8.3. Dashboard
- 3.9. Change Management in Creative Environments
  - 3.9.1. Market Segmentation
  - 3.9.2. Audience Segmentation
  - 3.9.3. Change Parameters
- 3.10. Customer Loyalty
  - 3.10.1. The Emotional Profile
  - 3.10.2. Consumer Values and Consumer Perception
  - 3.10.3. Loyalty Strategies

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson

We enhance the Case Study with the best 100% online teaching method: Relearning

*In 2019, we obtained the best learning results of all online universities in the world*

At TECH, you will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology, we have prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years

*Relearning will allow you to learn with less effort and better performance, involving you more in your education, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 06 Certificate

The Postgraduate Diploma in Interior Design in Shared Spaces guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Diploma in Interior Design in Shared Spaces** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Interior Design in Shared Spaces**

Official N° of hours: **450 h**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom

**tech** technological  
university

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