

Asian Resonance

Opinion of Pass-Out Master's Students Working as Interior Designers Regarding Enrichment in Knowledge of Students about Environment Sustainable Products for Interior Designing through Incorporation of Market Survey in Curriculum



Sarjoo Patel

Assistant Professor and Associate Director, Institute of Hotel Management and Catering Technology & Deptt. of Family and Community Resource Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara



Khyati Doshi

Practicing Interior Designer and Temporary Teaching Assistant, Institute of Hotel Management and Catering Technology, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara

Abstract

As a development of industrialization, there is an increase in pollution which is affecting our mother earth and causing major issues like global warming, ozone layer depletion, environmental degradation and many others which is arousing the concept of sustainable development to make sure that all natural resources are required for the survival of human health and preservation of environment. Sustainability creates and maintains the conditions under which human and nature can exist in fruitful accord that permits fulfilling the social and economic requirement of present and future generation. As the population increases, there a rapid increase in the residential and commercial spaces construction. This is the reason for the sustainable architecture and interior designing to come into existence. Buildings have a major impact on energy use and the environment. The construction industry is striving to minimise the energy consumption and the environmental impact of all buildings. This has gained momentum in recent years. Houses have always represented a manageable opportunity for trying out new concepts and confirming performance. Interior design is a main aspect of all the green building practices. It is the design field that is most unambiguously concerned with how people will use their built environments and therefore has huge implications for human health, well-being and productivity, What we choose for designing the interior space will affect the environment and human health that extent far beyond the space itself the neighborhood, region and the whole planet. So it is very much necessary for interior designer to have an in-depth knowledge of the latest environment friendly products available in the market which can be used in any space designing as well as construction. Today the clients need the interior designers for implementing interior task and are eager to use or have the green or sustainable building idea to be implemented into their interior and also on their exterior project. Thus, the present study is focused on the Opinion of Pass-Out Master's Students Working as Interior Designers regarding Enrichment in Knowledge of students about environment sustainable products for interior designing through incorporation of detailed market survey in all the courses of curriculum. The descriptive research design was used for the present study. The questionnaire was used for the data collection. 30 Newly practicing interior designers, who were pass-out master's students were selected as samples for the present study.

Keywords: Sustainable Environment, Interior Designer, Market Survey, Curriculum.

Introduction

Educational Institutions are currently facing increasing demands for more effective educational methods for the students in the era of

E: ISSN No. 2349-9443

information. The demand for effective forms of education require the use of many new methods in educational field. In today's times, it is also seen that knowledge once gained becomes obsolete in a short time. There are always more and new and important pieces of information generated and one has to learn continually to keep pace with it. Here it is very important for the leaders to lead an organization in such a way that the latest technology and the newest information can be given to the students through education. The educational institutions have to take the leadership and has to try and make the modern teaching-learning methods an integral part of innovation. The modern methods, media and materials should be deployed for achieving universalisation of education, eradication of illiteracy and for improving the standard of education at all levels of education, particularly higher education. Educational Technology, plays an important role not only to provide meaningful learning experiences to the students but also to reorient teachers with the latest developments in the respective fields. It is important for the teachers to utilize various media and materials for making the teaching-learning process more effective and interesting. It is important to use multifarious media and agencies for providing learning experiences both knowledge and wisdom. (Kumari, 2005).

Buildings have a significant impact on energy use and the environment. The building industry is striving to reduce energy consumption and minimize the environmental impact of all buildings. This focus has gained momentum in recent years. Houses have always represented a manageable opportunity for trying out new concepts and confirming performance. Interior design is a main aspect of all the green building practices. It is the design field that is most unambiguously concerned with how people will use their built environments and therefore has huge implications for human health, well-being and productivity, all central tenets of sustainable design. What we choose for designing the interior space will affect the environmental and human health that extent far beyond the space itself the neighborhood, region and the whole planet. So it is very much necessary for interior designer to have an in-depth knowledge of the latest environment friendly products available in the market which can be used in any space designing as well as construction. Environment sustainability has become a major concern in the interior design field as while designing any interior space lot of resources are used extensively (Ruff & Olson, 2009). Sustainable interior designing practices helps in minimizing the environmental impact through site selection, water use, energy use and material selection (Rider, 2005). These considerations help interior designers to provide a physiologically and psychologically healthy indoor environment (Kang & Guerin, 2009). Cities and towns are essential for the economic well-being of India. For this, it is necessary that its cities and towns are transformed & new growth is dealt with so that they are fit for human habitation, efficient, and environmentally sustainable. This way the rapid speed of economic development that India is undergoing be sustained and the aims of environmental sustainability

Asian Resonance

of the world achieved (Ballaney, 2008). So it is very much necessary for interior designer to have an in-depth knowledge of the latest environment friendly products available in the market which can be used in any space designing as well as construction. The interior designers need to have a better knowledge of the materials which are available in the market so that while designing any space it becomes easy for them to select the sustainable material for the interiors. To gain a better knowledge of the interior materials available in the market, they need to do a market survey which helps them to enrich their knowledge of the various materials. Now a day's clients also expect interior designers to implement green or sustainable building idea to implement into their interior and exterior projects. So we must concentrate into the academic sectors where this field must play a significant role in producing the designers especially the interior designer with knowledge on environment friendly designs or in today's term as design with sustainable or green design factors. The educational institutions should take into consideration teaching practices that incorporate in-depth understanding of sustainable practice. One of the methods to enhance the knowledge of the students is incorporating the market survey in every course of interior design so that the students go to the market and find out the latest building materials and methods for developing environmental friendly designs. Interior designers need to have a wide body of knowledge in order to have a career as an interior designer. This body of knowledge includes things they need to know to be professional, as well as things they need to know about design. Interior designers not only need to have design skills and knowledge, they also need to meet certain requirements, including certifications, business systems, and interpersonal skills. Interior designers are charged with creating spaces that are not only functional, but also aesthetically pleasing. These spaces must meet client requirements, as well as government regulatory requirements. As designers are responsible for ensuring the success of a project, which means that one will have to have a wide body of knowledge. Professional practice incorporates the practical knowledge interior designers must have to be professionals within the field. The professional practice knowledge area is not only informed by design, but also by business practices, including financial considerations, time delivery, human resources, as well as ethics, professional organizations, and project management.

Interior designers must have a breadth of knowledge when it comes to design. They must be very knowledgeable about human behaviour that may influence their designs and inform how a space may be used. Additionally, designers need to understand the full process of design so they can successfully complete their projects through every phase.

Thus, the present study focussed on the Opinion of Pass-Out Master's Students Working as Interior Designers regarding Enrichment in Knowledge of students about environment sustainable products for interior design through incorporation of exhaustive market survey in curriculum of students. The study will

E: ISSN No. 2349-9443

be helpful to the students in gaining updated knowledge regarding latest materials and its application in interiors. The present study will be helpful to the institution to make necessary changes in the curriculum and incorporating market survey as one of the important aspect for interior designing students.

Objectives of the Study

1. To find out the background information of the respondents.
2. To assess the opinion of pass-out master's students working as interior designers regarding enrichment in knowledge of students about environment sustainable products for interior designing through incorporation of market survey in course curriculum.

Methodology

The present study was focused on finding out the opinion of pass-out Master's students working as interior designers regarding enrichment in knowledge of students about environment sustainable products for interior designing through incorporation of market survey in course curriculum. Descriptive research design was used for the present study. A questionnaire was used for the data collection. Pass-out Master's students working as interior designers were taken as the sample for the present study. The total sample size was 30 selected through purposive sampling technique. The tool was constructed in compliance with the objectives of the study. Various sources such as books, journals and electronic media were used to make the tool of the present research. The information gathered through questionnaire was divided into the following sections: Section I covered the information regarding the background information of the respondents and Section II contained questions on Opinion of pass-out Master's students working as interior designers regarding enrichment in knowledge of students about environment sustainable products for interior designing through incorporation of market survey in course curriculum. The response pattern was favourable and unfavourable opinion which were ascribed score 2 and 1 respectively. To obtain the categories of opinion, the score range was divided on equal interval basis. To establish the content validity of the tool prepared, the entire tool was given to a panel of judges containing experts from Family and Community Sciences. The suggestions were incorporated in the final tool for data collection. A pilot study was conducted to see the feasibility and clarity of the questionnaire. For the present study split-half method was used to establish reliability. Thereafter the correlation coefficient was calculated by applying Spearman-Brown formula which was found to be 0.83. The locale of the study constituted of Vadodara

Asian Resonance

city of Gujarat, India. Data was analyzed in four steps; categorization, coding, tabulation and descriptive statistical analysis.

Findings

The findings of the present study are as follows:

Section I

Background information of the respondents included, age, education, occupation, work experience and income per month.

Age of the Respondents

Age of the respondents ranged from 23 years to 32 years.

Education of the Respondents

All the respondents have Education level up to Masters in Interior Designing.

Occupation of the Respondent

Occupation of the respondents was categorized into two categories: Practicing Interior Designers and Employed Interior Designers. Majority of respondents were practicing interior designers and half of them were employed interior designers.

Work Experience of the Respondent

Majority of the respondents were practicing from last 4 to 5 years. Employed interior designers were doing job from last 3 to 4 years.

Income per Month

The income ranged from Rs. 20,000 to Rs. 50,000 and above. Little less than half of the respondents had their income in between the range of Rs. 10,000 - Rs. 25,000.

Section II

Opinion of pass-out Master's students working as interior designers regarding enrichment in knowledge of students about environment sustainable products for interior designing through incorporation of market survey in course curriculum.

The scale consisted of statements reflecting the opinion of the pass-out master's students regarding the enrichment in knowledge of students about environment sustainable products for interior design through market survey incorporation in curriculum. The respondents were asked to respond in terms of favourable and unfavourable opinion for which scores assigned were 2, and 1 respectively. The total numbers of statements for the entire opinion scale were 43 and hence minimum score was 43 and maximum score was 129. Minimum and maximum possible score were divided into 3 categories on the basis of equal interval to determine the opinion of the students into "unfavourable" "moderate" and "favourable" category. It was determine for the entire opinion scale. This reflected the opinion by the respondents.

Asian Resonance

Table 1: Opinion of Pass-out Master's Students Working As Interior Designers Regarding Enrichment in Knowledge about the Latest Environment Friendly Materials available in the Market Through

Opinion of pass-out Master's students						
Sr. No.	Environment-Friendly Building Material	Favourable Opinion		Unfavourable Opinion		Total
		f	%	f	%	
1.	Ordinary Portland Cement / Blended Cement	30	100	-	-	30
2.	Ready Mix Cement Concrete	16	53.33	14	46.66	30
3.	Gypsum Plaster	21	70	09	30	30
4.	M. S. Re-Bar	25	83.33	05	16.66	30
5.	Sand	30	100	-	-	30
6.	Bricks	30	100	-	-	30
7.	Fly-Ash Based Bricks	30	100	-	-	30
8.	Ceramic Tiles	30	100	-	-	30
9.	Marble / Granite	30	100	-	-	30
10.	PVC Sheet Plain / Corrugated	30	100	-	-	30
11.	Aluminium Sheet Plain / Corrugated	30	100	-	-	30
12.	A. C. Sheet Plain / Corrugated	30	100	-	-	30
13.	G. I. Corrugated Sheet	30	100	-	-	30
14.	G. I. Pipe (100mm Diameter)	30	100	-	-	30
15.	A. C. Pipe (100mm Diameter)	28	93.33	02	6.66	30
16.	C. I. Soil / Rain Water Pipe (100mm Diameter)	30	100	-	-	30
17.	P. V. C. Pipe (100mm Diameter)	30	100	-	-	30
18.	Bamboo, Bamboo Based Particle Board & Ply Board, Bamboo Matting	30	100	-	-	30
19.	Bricks Sun Dried	27	90	03	10	30
20.	Precast Cement Concrete Blocks, Lintels, Slab. Structural And Non-Structural Modular Elements	30	100	-	-	30
21.	Calcined Phospho-Gypsum Wall Panels	24	80	06	20	30
22.	Calcium Silicate Boards And Tiles	30	100	-	-	30
23.	Cellular Light Weight Concrete Blocks	27	90	03	10	30
24.	Cement Paint	19	63.33	11	36.66	30
25.	Clay Roofing Tiles	24	80	06	20	30
26.	Water, Polyurethane And Acrylic Based Chemical Admixtures For Corrosion Removal, Rust Prevention, Water Proofing	22	73.33	08	26.66	30
27.	Epoxy Resin System, Flooring, Sealants, Adhesives And Admixtures	13	43.33	17	56.66	30
28.	Ferro-Cement Roofing Channels	08	26.66	22	73.33	30
29.	Fly-Ash Sand Lime Bricks And Paver Blocks	12	40	18	60	30
30.	Gypsum Board, Tiles, Plaster, Blocks, Gypsum Plaster Fibre Jute/Sisal And Glass Fibre Composites	17	56.66	13	43.33	30
31.	Laminated Wood Plastic Components	27	90	03	10	30
32.	Marble Mosaic Tiles	30	100	-	-	30
33.	MDF Boards And Mouldings	30	100	-	-	30
34.	Micro Concrete Roofing Tiles	26	86.66	04	13.33	30
35.	Particle Boards	30	100	-	-	30
36.	Polymerised Water Proof Compound	21	70	09	30	30
37.	Portland Pozzolana Cement Fly-ash / Calcined Clay Based	11	36.66	19	63.33	30
38.	Portland Slag Cement	11	36.66	19	63.33	30
39.	RCC Door Frames	30	100	-	-	30
40.	Rubber Wood Finger Joint Board	20	66.66	10	33.33	30
41.	Stone Dust	08	26.66	22	73.33	30
42.	Water Proof Compound, Adhesive, Polymer, Powder	21	70	09	30	30
43.	Paver Blocks	30	100	-	-	30

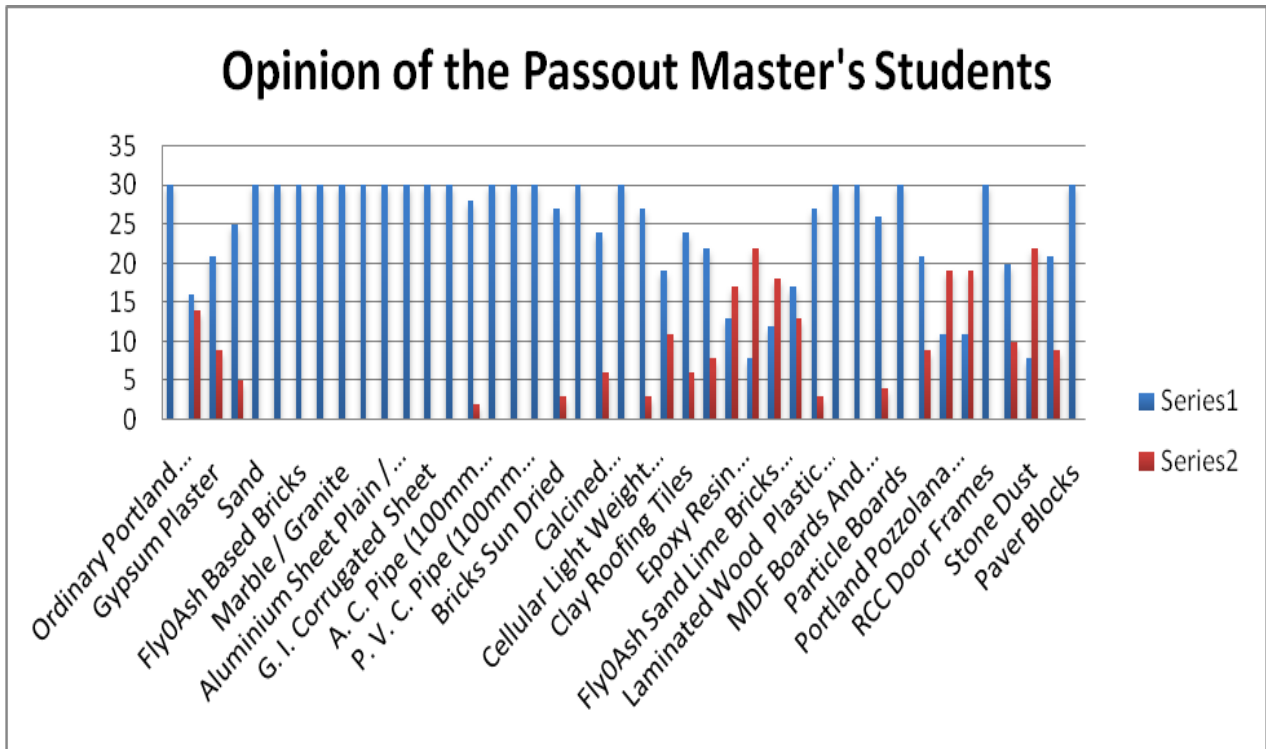
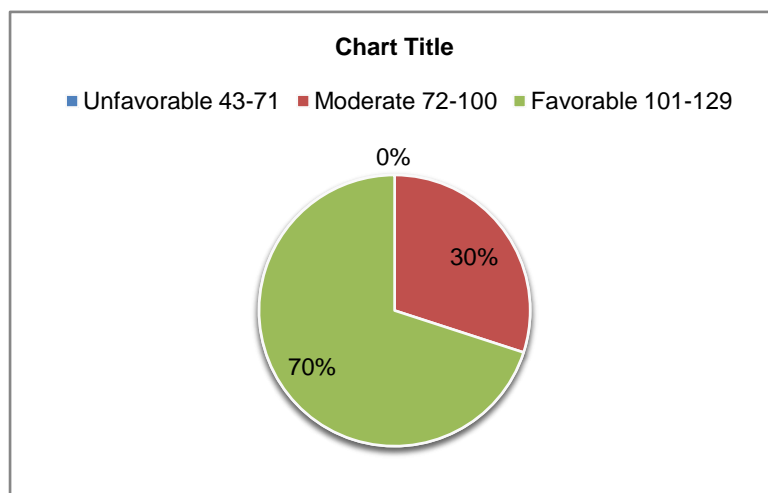


Table 2 Frequency and Percentage Distribution According to the Opinion of the Respondents Regarding the Enrichment in Knowledge of Students about Environment Sustainable Products for Interior Designing Through Incorporation of Market Survey in the Course Curriculum

S. No.	Extent Of Opinion	Range of score	Respondents (n=60)	
			f	%
1	Unfavorable	43-71	-	-
2	Moderate	72-100	9	30
3	Favorable	101-129	21	70
Total				



The overall data revealed that 70 percent of the respondents had favourable opinion and 30 percent had moderate extent of opinion; whereas there were none of the respondents who had unfavourable opinion regarding the enrichment in knowledge of students about environment sustainable products for interior design through incorporation of market survey in curriculum.

Conclusion

It was concluded that mostly pass-out Master's students working as interior designers were more conscious about the Environment-Friendly materials and were applying these materials in their sustainable designs. It is important for all the interior designers to have consciousness about the different Environment-Friendly materials and they should put into practice to

E: ISSN No. 2349-9443

sustain the environment. They should pursue the sustainable technology to protect the environment. The application of environmentally sustainable interior design practice till today has not reached the same level as is needed. Teaching methods that focus on improving environmentally sustainable interior design practice and an understanding of the life cycle impact of interior materials are needed. For this it becomes important for the leaders of the institutions to put market survey as a compulsory element to expose the students to the latest environment friendly interior and exterior designing materials for enhancing their knowledge. Many interior designers have limited knowledge of properties of materials that adversely affect the environment. Environmental issues are especially important in design development for the selection and specification of interior materials and products.

Implications of the Study

The findings of the study would act as a guidance for the Interior designers and students for designing a building taking into consideration the environment friendly products available in the market. The findings of this study, would enrich the knowledge of the teachers in planning a curriculum design in such a way where enough justice can be given to market survey so that students knowledge can be enhanced and updated for the cause of environment conservation through application of ecofriendly products in their designs. Through this research, students will understand the importance of incorporating the interior products which are safe for the environment in designing a well-planned building. The findings of the study will enrich the research data base for the libraries, documentation centres and related institutes at National and International level which deal in Interior designing.

References

1. <http://psrcentre.org/images/extraimages/34.%20123.pdf>
2. Ballaney, S. (2008). *The Town Planning Mechanism in Gujarat, India*. Retrieved August 16, 2010, from www.siteresources.worldbank.org: http://siteresources.worldbank.org/CMUDLP/Resources/townplanning2008_lores.pdf

Asian Resonance

3. Kang, M., & Guerin, D.A. (2009). *The characteristics of interior designers who practice environmentally sustainable interior design*. *Environment and Behavior*, 41, 170- 184. doi:10.1177/0013916508317333
4. Kang, M., & Guerin, D.A. (2009). *The state of environmentally sustainable interior design practice*. *American Journal of Environmental Sciences*,5(2),179-186.Retrievedfrom <http://www.scipub.org/fulltext/ajes/ajes52179-186.pdf>
5. Ruff, C.L., & Olson, M.A. (2009). *The attitudes of interior design students towards sustainability*. *International Journal of Technology and Design Education*. 19(1), 67-77. doi: 10.1007/s10798-007-9038-0
6. Rider, T. (2005). *Education, environmental attitudes and the design professions: A master's thesis*. (Unpublished Master's Thesis). Cornell University, New York.
7. ASSESSMENT OF AWARENESS AMONGST THE INTERIOR DESIGNERS.docx
8. Ruff, C.L., & Olson, M.A. (2009). *The attitudes of interior design students towards sustainability*. *International Journal of Technology and Design Education*. 19(1), 67-77. doi: 10.1007/s10798-007-9038-0
9. <https://www.reference.com/education/innovative-teaching-278a1b0503ce263?qo=content> Similar Questions#
10. Joshi. S. (2004): 'Educational Management and Technology Fusion: Necessity or Luxury' cited in 'Developmental Challenges and Educational Technology', Centre of Advanced Study in Education, Faculty of Education and Psychology The M.S. University of Baroda, Vadodara.
11. Jain. N. (1999): 'Revitalising Education Through Technology' cited in "Strengthening School Education", Centre of Advanced Study in Education, Faculty of Education and Psychology, The M.S. University of Baroda, Vadodara.
12. Rutkowski. K (2005): 'Leading and Managing Change' cited on www.google.com.