

"It was very beneficial being included in the CEU presentation and visiting the daycare expansion construction site. In class I learn about all of this, but actually being involved in the real-life situation was very worthwhile."

Morgan McDonald, Student Member ASID  
Lawrence Technological University

# REALWORLD DESIGNWEEK

The ASID Student Career Project

**November 1 – 7, 2009**

[www.asid.org/rwdw](http://www.asid.org/rwdw)



AMERICAN SOCIETY OF  
INTERIOR DESIGNERS

This program encourages relationships between interior design students and their role models in the industry.

For additional information on how to participate, visit [www.asid.org/rwdw](http://www.asid.org/rwdw).

**RealWorld DesignWeek**  
**November 1 – 7, 2009**

**What**

ASID RealWorld DesignWeek, November 1 – 7, 2009, is a national career development program offering job shadowing experiences to expose and enlighten students to the real world of interior design.

Through personal interaction between students and practicing design industry professionals, RealWorld DesignWeek helps to

- Educate future industry leaders on professional practices
- Provide networking opportunities and foster mentoring
- Sustain the interior design profession

**How**

During RealWorld DesignWeek, ASID student members attend one-day shadowing experiences hosted by ASID professional and allied members, as well as Industry Partner representatives, on site at work locations.

Book-ending RealWorld DesignWeek, students can also participate in a pair of webinars—*Prepare* and *Position*—hosted by prominent design industry guest speakers.

**Who**

RealWorld DesignWeek exists exclusively for ASID members. If you are not a member of ASID, join online today at [www.asid.org/join](http://www.asid.org/join) to take advantage of this amazing experience!

**Why**

RealWorld DesignWeek is a complimentary program at no cost to participants and it is easy to get involved. The program is designed to offer the following benefits:

**Student members**

- Receive an inside look at the interior design world and professional practices
- Network with your shadow day host and other industry professionals
- Expand the experience into a mentoring relationship, internship or your first job

**Designers and industry partners**

- Make a positive change in an aspiring designer's life in just one day
- Help to sustain and advance the interior design profession
- Find a skilled intern or entry level designer to alleviate some of your work load

**ASID chapters**

- Increase student and emerging professional recruitment and retention rates
- Improve relations between professionals and students in your chapter
- Invest in your students and ensure strong chapter leadership in the future

**Get involved!**

**For additional information on registration and FAQs, visit [www.asid.org/rwdw](http://www.asid.org/rwdw).**

*RealWorld DesignWeek. Be a part. It's your profession.*



*"I applaud ASID for taking the initiative to start such a comprehensive national mentorship program for interior design students. Mentors are invaluable. They help connect textbook knowledge with real workplace events. The shadowing experience and prep materials provided by RealWorld DesignWeek gives students the opportunity to observe how the business works, puts their skills to the test and opens doors by pairing them with potential future employers. In these tough economic times, students need these resources now more than ever."*

*-Deborah L. Forrest, FASID, Spokesperson*

*"Just wanted to let you know, I've completed my final shadowing event with POET Design. Carol Poet, Valli and Joshua had a well planned out agenda, which included the design process as they utilize it, working with clients, what's incorporated into a floorplan, and great ideas on how to keep it all organized and running smoothly. It provided for me, as well as the other students there, with a great "REAL WORLD" view of a successful, talented design firm. Thank you!"*

*Renee Fried, Student Member ASID  
UCLA Extension*

*"I had the privilege of meeting my "shadow" student here in my Dickinson office. We had a good discussion about design business in general and had an opportunity to review some of her visual board presentations. Our day started out with a visit to a commercial installation I did years ago with continual updates—then we ended the day by attending "Lighting of the Future", one of our ASID monthly meetings. This was an opportunity to meet other designers and to learn more about the next generation of lighting."*

*Sylvia Fullerton, Allied Member ASID  
ASID Texas Gulf Coast Chapter*

**Program Partners**



**SHERWIN  
WILLIAMS.**

**METROPOLIS**