

DESERET SCHOOL OF DESIGN

2026 Alumni Design Competition

Category B: Interior Design

Official Client Preamble

PROJECT BACKGROUND

A well-designed interior transforms a house into a home and a property into an investment. In Ghana's urban residential market, interior design is increasingly recognised as a key driver of rental value, buyer appeal, and the overall livability of a space. The gap between structurally complete apartments and truly inhabitable, well-considered interiors remains significant — and closing that gap requires skilled interior designers who understand both the commercial context and the human experience.

THE CLIENT BRIEF

You have been hired by a real estate investor to design the interior spaces of a residential apartment. The goal is to create an interior environment that enhances the lifestyle of future residents while increasing the property's attractiveness and rental value.

You will be provided with the architectural floor plan upon registration. This floor plan is the fixed layout — your role is to transform the space through interior design, focusing on functionality, comfort, material selection, and the overall user experience of the finished apartment.

CLIENT VISION

The client envisions an interior that:

- Appeals to modern urban professionals and young families as the primary target residents
- Feels warm, functional, and contemporary — not cold or purely commercial
- Uses space efficiently without clutter, demonstrating thoughtful furniture planning and clear circulation
- Incorporates materials and finishes that are durable, appropriate to a Ghanaian urban climate, and budget-aware

- Communicates a clear lifestyle concept — showing how interior design can elevate everyday living
- Balances aesthetics with practicality, making every design decision purposeful

DESIGN INTENT & EXPECTATIONS

Your submission should communicate a cohesive interior narrative. Judges will look for evidence of considered decision-making across every space — from the entrance through to the bedrooms. Material and furniture choices should feel intentional and consistent with your stated concept. Your mood board and material board must directly inform the rendered spaces — there should be no disconnect between your concept presentation and your final visualisations.

COMPETITION THEME ALIGNMENT

Your interior design must respond to the competition theme: "Urban Living in Ghana." Think about what quality urban apartment living in Ghana looks and feels like today and tomorrow — what materials resonate, what lifestyle values shape spatial decisions, and how Ghanaian cultural identity can be expressed through contemporary interior design. Your 300-word concept statement must articulate this response clearly.

DELIVERABLES

All interior visualisations and renderings must be produced in Coohom. Your Project Budget & Cost Estimate must be submitted as an Excel file. Your submission must include:

1. Space Planning Layout
2. Mood Board
3. Material Board
4. 3D Renderings — minimum four (4) perspective views per space
5. 720° Virtual Tour
6. Project Budget & Cost Estimate
7. 300-word Concept Statement

Final presentation boards must be compiled in Canva. Renderings must originate from Coohom. The Project Budget & Cost Estimate must be submitted as a separate Excel file alongside your PDF presentation board.

SOFTWARE REQUIREMENTS — CATEGORY B

Coohom: Compulsory for all interior visualisations, renderings, and the 720° virtual tour. The provided floor plan must be interpreted and developed within Coohom.

Microsoft Excel: Compulsory for the Project Budget & Cost Estimate. Submit as a .xlsx file with labelled columns: Item, Unit, Quantity, Unit Cost (GHS), Total Cost (GHS). Include a summary sheet with the total project cost.

Canva: Compulsory for the final presentation board. All mood boards, material boards, renderings, space planning layouts, and the concept statement must be compiled and presented in Canva.

PROJECT BUDGET & COST ESTIMATE

Participants are required to submit a Project Budget & Cost Estimate as part of their deliverables. This is not a quantity surveying exercise — it is a demonstration of your ability to make informed, commercially aware design decisions and to communicate the financial implications of your design choices to a client.

Your budget estimate must cover the following categories:

- Furniture — all key pieces specified in your space plan, with estimated unit costs and quantities
- Finishes & Materials — flooring, wall treatments, ceiling finishes, and any feature elements
- Fixtures & Fittings — lighting, sanitary ware, kitchen fittings, and built-in elements
- Soft Furnishings & Décor — curtains, rugs, cushions, artwork, and accessories
- Estimated Labour & Installation — a reasonable allowance for fitting and installation costs
- Contingency — a minimum 10% contingency on total project cost
- Total Project Cost — a clear, single summary figure

The budget must be submitted as a separate Excel file (.xlsx) with clearly labelled columns for item description, unit, quantity, unit cost (GHS), and total cost. A summary sheet showing the total project cost must be included. Costs must be realistic and appropriate to the Ghanaian market. Judges will assess whether the design is commercially viable and whether the participant demonstrates awareness of real-world budget constraints in interior design practice.

Note: Exact supplier quotes are not required. Reasonable, well-researched market estimates are acceptable.

AI POLICY — CATEGORY B

Category B participants operate under a stricter AI policy in recognition of the hands-on craft required in interior visualisation:

- AI is permitted for brainstorming and early concept development only
- AI may be used to research material palettes, colour references, and design inspiration

- All renderings must be produced authentically in Coohom — AI-generated visuals are not permitted as renderings
- No AI-generated floor plan interpretations or space planning solutions are permitted
- Presentation boards must be assembled in Canva — AI-generated layout tools are not permitted
- AI usage must be disclosed in a one-line declaration within your concept statement
- Participants must be able to explain and defend all design decisions if requested by the judging panel

Violation of the AI policy will result in immediate disqualification.

For competition documents and project files, register at: <https://dsd.edu.gh/designcompetition/>
Registration Fee: GHS 150 | Email: admin@dsd.edu.gh | Phone: 055 666 2426