

Interior Design Concept Statement Template

Project Information

Student Name: _____

Project/Space: _____

Client Scenario: _____

Concept Title: _____

Before You Write

Review the ideas you developed during the **three steps of concept formation**:

Inspiration: What object, natural form, place, movement, emotion, or abstract idea inspired your concept?

Key characteristics: What qualities of that inspiration are most important?

Examples: layered, flowing, structured, rhythmic, balanced, protective, expansive, delicate, energetic

Design translation: How could those qualities be expressed through interior design?

The Four-Sentence Concept Statement

Sentence 1: The Big Idea

State the central concept or source of inspiration.

Prompt:

What is the design inspired by, and what important qualities does that inspiration represent?

Sentence starter:

This design is inspired by _____,
particularly its qualities of _____
and _____.

My sentence:

Sentence 2: The Purpose

Explain why the concept is appropriate for the client, users, or site.

Prompt:

How does this concept respond to the client's needs, preferences, lifestyle, activities, or location?

Sentence starter:

This concept supports the client's desire for _____
by creating a space that _____.

My sentence:

Sentence 3: The Strategy

Explain how the concept will guide your design decisions.

Choose approximately **three to five design features** that express your concept.

Possible features include:

- Lines and shapes
- Forms
- Colors
- Textures
- Patterns
- Materials
- Lighting

- Spatial organization
- Furniture forms
- Rhythm, balance, contrast, or emphasis

Sentence starter:

_____, _____,
and _____ will be used to create
_____.

My sentence:

Sentence 4: The Experience

Describe the overall feeling or experience of the completed space.

Prompt:

How should people feel when they enter, move through, and spend time in the space?

Sentence starter:

The result will be a space that feels _____,
_____, and _____.

My sentence:

Final Concept Statement

Combine your four sentences into one polished paragraph.

Concept Statement Formula

Inspiration + Purpose + Design Strategy + Intended Experience

Model Example

This design is inspired by the soft geometry and subtle irregularities of hand-thrown ceramics. The concept supports the client's desire for a calm, grounded home that feels warm, personal, and connected to craftsmanship. Curved forms, natural textures, and muted tones will be used to create gentle movement and quiet simplicity throughout the interior. The result will be an organic, balanced, and deeply restorative retreat.

Final Review Checklist

Before submitting, make sure your concept statement:

- ☐ Identifies one clear, meaningful source of inspiration.
- ☐ Explains why the concept is appropriate for the client or space.
- ☐ Describes how the concept will influence specific design decisions.
- ☐ Communicates the intended mood or experience.
- ☐ Uses descriptive but understandable language.
- ☐ Connects all four sentences to the same central idea.
- ☐ Avoids listing exact products, brands, or unrelated decorative items.
- ☐ Is approximately four sentences or one concise paragraph.