

“The Concept”

INTRO TO INTERIOR DESIGN FCS 140

THE CONCEPT BOARD + CONCEPT
STATEMENT



A top-down view of a dark, textured desk. In the upper right, a portion of a silver laptop is visible. A black pen lies diagonally across the upper middle. A small, round, light-brown cork coaster is in the lower right, holding two black paper clips. A brown leather-bound book is partially visible on the left, with a sprig of green herbs and a gold paper clip resting on it. The title 'ESSENTIAL QUESTIONS' is written in large, white, serif capital letters across the upper half of the image.

ESSENTIAL QUESTIONS

1. How does the concept board and statement guide all my decisions within a scheme?
2. How can designers use a concept board to choose the elements and principles of design intentionally?

PHASE 2: CONCEPT DEVELOPMENT

step 2: create concept
board





WHAT IS A CONCEPT BOARD

Works with the concept and concept statement to become the route that keeps you on track. If you ever get off, go back to these for inspiration.

The big idea that guides all other decisions. Prevents detours, distraction, and "random" choices.

Aids in helping you devise your own unique designs and to develop your own "style" instead of having to rely on the work of others.



How to Create a Concept Board

What a Concept Board Must Include

1. A clear title-short, memorable, idea-driven.

Examples:

- Soft Geometry
- Borrowed Light
- Urban Sanctuary
- The Art of Gathering

How to Create a Concept Board

2. A short concept statement-accompanies
(We'll build this later)

3. 5-15 inspiration images

These should express:

- The idea
- The story
- The visual direction

Rule of Thumb: Not random aesthetics—images must explain the concept! If in doubt, go back to your concept sentence.



How to Create a Concept Board

4. Keywords

3–5 words that reinforce the idea.

Examples:

- organic
- grounded
- luminous
- layered
- sculptural



DO NOT INCLUDE:

1. Pictures of actual furniture, finishes or products
2. Specific styles (Farmhouse, Industrial, Boho, etc.)
3. Pictures of actual rooms (kitchen, bath, etc.)
4. Random pretty pictures with no conceptual meaning
5. Long text
6. Color palettes

Rule of thumb: If the image doesn't tie back to the concept, it doesn't belong!



CASE STUDY

example concept board



Mock Client Analysis

● Demographics

- **Client:** Mid-30s professional
- **Location:** Southwestern U.S. (Arizona or New Mexico)
- **Household:** Lives with a spouse, no children
- **Income Level:** Upper-middle income, able to invest in quality materials and artisan pieces
- **Home Type:** Modern desert home or renovated mid-century property



Mock Client Analysis

● Lifestyle Patterns

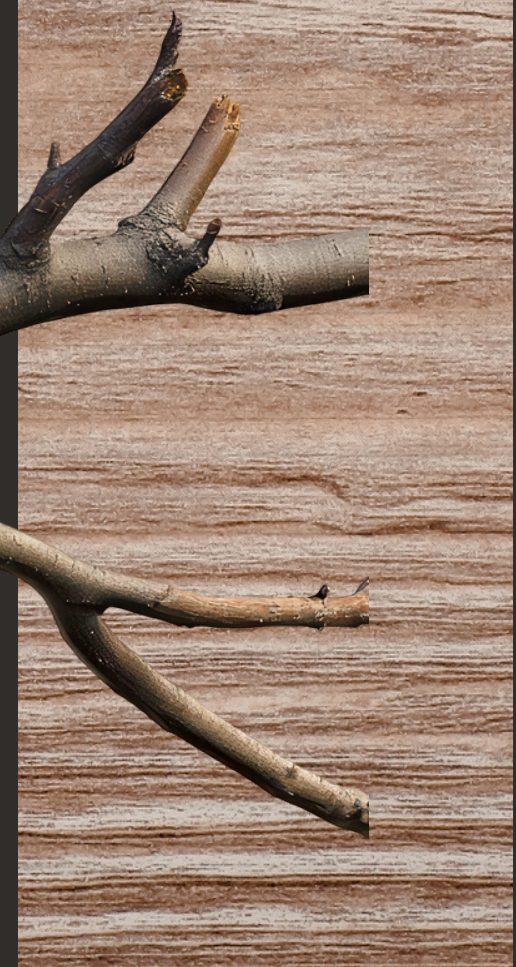
- Spends weekends outdoors—hiking, visiting botanical gardens, exploring desert landscapes
- Values low-maintenance living; prefers durable, natural materials
- Enjoys hosting small gatherings with close friends
- Travels occasionally to architecturally significant sites and museums
- Appreciates slow, intentional routines: morning yoga, reading, tending to succulents



Mock Client Analysis

Aesthetic Preferences

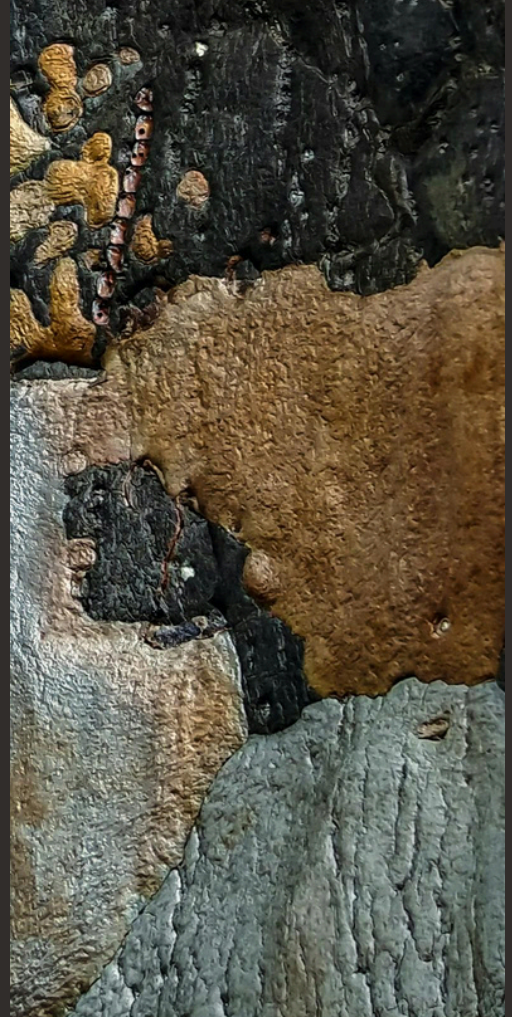
- Drawn to angular geometry, clean lines, and structured forms
- Prefers a neutral, earthy palette with accents of silver and muted greens
- Loves natural textures: dried wood, stone, cactus fibers, matte metals
- Inspired by Frank Lloyd Wright—organic architecture, integration with landscape, harmony between structure and nature
- Enjoys minimal ornamentation; prefers visual clarity and purposeful composition



Mock Client Analysis

Core Values

- **Harmony with nature:** Wants the interior to feel connected to the desert landscape
- **Simplicity:** Believes beauty comes from restraint and intentionality
- **Craftsmanship:** Values well-made, timeless pieces over trendy décor
- **Authenticity:** Prefers materials that feel real—wood, metal, stone, natural fibers
- **Calm:** Prioritizes emotional balance and mental clarity in the home environment



Mock Client Analysis

● Emotional Goals for the Space

- To feel grounded and centered after long workdays
- To experience a sense of quiet strength through angular forms and structured compositions
- To evoke the serenity of the desert—stillness, warmth, and spaciousness
- To create a space that feels intellectually stimulating yet emotionally soothing



Thought Process:

- Demographics + Lifestyle
- Aesthetic Preferences
- Values
- Emotional Goals
- Existing Furniture
- Desired Outcomes
- Emotional Tone
- Final Internal Check



EXAMPLE CONCEPT BOARD

PHASE 2: CONCEPT DEVELOPMENT

step 3: create concept
statement



WHAT IS A CONCEPT STATEMENT?

A concept statement is a short paragraph that explains the idea behind the design.

It should be:

- Clear
- Visual
- Functional
- Emotional
- Client-connected



How to:

WRITE A CONCEPT STATEMENT...





SENTENCE 1- THE BIG IDEA

State the core concept.

Example:

“This design is inspired by the soft geometry found in hand-thrown ceramics.”

*What you wrote from the 3 steps to concept formation.



SENTENCE 2- THE PURPOSE

Explain why this idea fits the client or site.

Example:

“It reflects the client’s desire for a calm, grounded home that feels warm and handmade.”



SENTENCE 3- THE STRATEGY

Explain how the idea will guide choices.

Example:

“Curved forms, natural textures, and muted tones will be used to create a sense of gentle movement and quiet simplicity.”



SENTENCE 4- THE EXPERIENCE

Describe how the space should feel.

Example:

“The result is a retreat that feels organic, balanced, and deeply restorative.”

STRUCTURE OF A CONCEPT STATEMENT

EXAMPLE CONCEPT STATEMENT

This design is guided by the quiet strength of angular desert geometry, blending natural textures and sculptural botanicals to create a grounded, modern retreat, while drawing from the architectural clarity of Frank Lloyd

Wright. This concept supports the client's desire for a home that feels grounded, intentional, and connected to the natural forms and materials they encounter in their Southwestern environment. Structured lines, matte silver accents, sculptural succulents, and dried-wood textures will be used to create a balanced interplay between modern precision and organic warmth.

The result is a calm, quietly bold retreat that feels rooted, spacious, and harmoniously attuned to the serenity of the desert.