

## ABSTRACT

### THE DIALECTICS OF MEDIA AND DESIGN

The field of interior design is constantly changing as designers must continually learn and use new materials and techniques. Design-related media, including television, books, magazines, and the internet, provide an array of content which can be used by designers to further their work in their field. This study explores how interior design students and professional interior designers use various design-related media. Using qualitative research methods, the study conducted in-depth, semi-structured interviews to better understand what types of media were used and some of the reasons why. Interior design students at different levels of study and interior designers with various levels of experience were interviewed. The study found that beginning design students often had more exposure with television design shows than the other forms of media. More experienced designers also used television programming less, and were more critical of it, relying more heavily on the internet, magazines, or other sources. Also explored was the idea that different generations are naturally more comfortable using different types of media, as younger designers and design students were often more inclined to use the Web than older designers. The study offered a way to see how different designers with varying levels of skill and experience use the various forms of media available to them and how to better use today's design-related media as a source of information.

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