

contract. A designer must charge extra while agreeing to supervise labour contract.

4 Prestige Hunting Clients

This gentleman is exactly opposite to the one we met earlier. He will only search for big names in the profession, approach any such personality and entrust the work to him; and will not interfere during the project. The reason behind such an appointment is merely to proclaim in the society that Mr X, one of the leading designers in the country has worked for him. It is his ego behind going for big names in the profession. No doubt, job executed by such prominent persons happens to be a masterpiece (advantage of no interference), the concept and idea of the design is far from his reach. In simple words we can say that he consumes things which he cannot digest. So he pretends to be happy by the work of Mr X but is not satisfied since his taste is different. You realise this and feel sorry for such half-hearted appreciation in case you happen to be the big name commissioned by him.

SEARCHING FOR A CLIENT

Hunting a client is like shooting with a camera. You do not hurt anyone but preserve the "victim" forever, gratified. After you finish your education, and with the idea of being on your own, the foremost question in your mind would be "From where and how do I get a client". In fact there are some designers who have not found a worthwhile client even after a practice of 25 years. So silver jubilee or no silver jubilee, the search for the illusive ideal client continues.

Somebody would suggest "How about advertising?". Very well. But as you know, professional are prohibited to advertise by the *Code of Professional Ethics* and, it is expensive. But do not be dismayed. Here are a few rays of light.

1 Take up a Job

Take up a job, not for the sake of forsaking your ambition, but to gain valuable practical experience of work and contacts. When you leave your job after a few years, these contacts might turn out to be your early clients.

2 Ask the People you know

You have your relations, friends, acquaintances, neighbours, etc. Ask them if they or any of their acquaintances required designing. Someone might. Ask your foe also. Who knows he might turn out to be a friend after seeing your good design.

3 Ask the known Designers

Many known designers do not undertake small

projects as they are occupied with large projects. On approaching them and assuring them of good design and quality, you may get quite a few clients.

4 Ask the Contractor/Carpenters

Many contractors/carpenters tackle tiny jobs on their own. But sometimes they get some prestigious contracts, and to impress and please their client, they search for a full-fledged designer.

5 Join a Club/Society

A club or society has a particular circle of people. When you become a member of a society, you are introduced to other members. During conversation, the topic of discussion might become your profession, and here is an opportunity giving you a prospective client.

6 Take a Chance

You can not be sure when Dame Luck would smile on you. So be prepared. When you are travelling, by train, bus or any other mode of transport, keep your ears open. When you hear something about interior design/decoration, discreetly offer your suggestions. The discussion might lead to your appointment as the designer.