

ABSTRACT

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IMPORTANCE OF COMMUNICATION TO A CLIENT ON THE PLANNING OF J HOUSE'S INTERIOR

The experience of a designer and the knowledge of an updated technology is a must - have skill for a designer. But besides all of that modern and updated knowledge, a designer that works in a design studio company must also have social skills such as the skills of communicating their thoughts, negotiation, and giving an understanding of their workflow and methods. This is important due to the goal of achieving an understanding and middle ground between a designer's idealism and the client's dream design.

Keywords: *Designer, Studio, Social, Negotiation, Idealism*