



VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

(Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2(f) of UGC Act,1956)

SCHEME & SYLLABUS FOR BACHELOR OF DESIGN (INTERIOR & PRODUCT DESIGN)

Version	1.1
Applicable for Back Examination (Session)	Session 2019-2020, 2020-2021,2021-2122
Date of BOS/BOF/AC	BOS-04/05/2019/BOF-04/05/2019/AC- 20/ 07/2019 BOS-19/06/2020 BOF-19/06/2020
Page No. Where Major/Minor Changes have been done	-----
Implemented from (Session)	Session 2019-2020
Schemes and Page Number	Schemes: Sem.-I to VIII, Page No.7-14 Schemes & Syllabus of Semester I& II (Foundation Year common for all Streams) Separate File Attached Syllabus: III,IV,V & VI Semester, Page No. 15-48

Credit Distribution for Bachelor of Design Eight Semesters / Four year Total Credit of the Program

Semester	I	II	III	IV	V	VI	VII	VIII	Total
Credit / Semester	28	28	30	30	30	30	28	30	234

SESSION: 2019-2020

VIT Campus, Sector-36, NRI Road, Sisyawas, Jagatpura, Jaipur (Raj.)-303012

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PROGRAMME DETAILS

Name of programme	Bachelor of Design
Name of Specialization	Interior & Product
Duration of Programme	4 Years
Programme Outcome	<p>Students taking admission to this program of B. Des are expected to get equipped with following outcomes:</p> <ol style="list-style-type: none">1. Core understanding of the Interior and Product Design.2. Professional Capacity building as specialized designers in their subject domain to serve the Industry /Society.3. Technical and cognitive skill development.4. Building Entrepreneurship ability to work individually and work with team.5. Building understanding and awareness of professional responsibilities towards nature and environmental contexts and sustainable development.
Programme Specific Outcomes	Building students' knowledge and capacity to make their career and serve in the Industry, Development Organizations, Entrepreneurship, Academic Institutions Pursue higher Studies till Master and Doctoral for further professional growth.

Teaching and Examination Scheme for **B. Des. Interior & Product Design**

1. Teaching and Examination Scheme for Bachelor of Design:

Courses, Periods of Study And Subjects of Examination Will Be Choice Based Credit System For B. Des.

1.1. The Bachelor of Design (B. Des.) is a regular programme and is conducted on-campus at Jaipur.

Duration of the Course		
Course	Normal duration	Extended duration
B. Des.	Full time Four years (08 semesters)	Full time Six years (12 semesters)

1.2. Credit Distribution for Eight semesters of Bachelor of Design is given in table below:

Credit Distribution–Eight Semesters / Four year

Semester	I	II	III	IV	V	VI	VII	VIII	Total
Credit / Semester	28	28	30	30	30	30	28	30	234

Evaluation Scheme

Type of Component	Weightage to be given	Exam Duration
Theory Paper		
Mid Term 1	5%	1 hr
Mid Term 2	5%	1 hr
Eight sessional components, A1, A2, A3, A4, A5(average from each units 1-5 out of 5% each as Quiz, Assignments, Presentations, Seminar/ Paper on Advanced Topics, Case Studies, Projects, Any other component.) A6 (out of 5% as attendance of student for the course), A7 (out of 5% as sessional work at semester end), A8 (out of 5% as ViVa Voce on sessional work at semester end)	8 x 5% = 40%	-
End Term Exam	50%	2hr
Practical Paper		
Mid Term 1	5%	2hr
Mid Term 2	5%	2hr
Assignments, Projects, Any other component	40%	-
End Term Exam (Conduction +Viva)	50%	3hr
Internship		
Internship application and student work portfolio	15%	-
Selection Internship office	5%	-
Weekly Report	20%	-
Office conduct and detailed case study	10%	-
End Term Exam(Report + Viva)	50%	-
Thesis/Dissertation/Dissertation		
Synopsis, Programme Formulation, Site Study	15%	-
Concept and Case Studies	10%	-
Preliminary Stage Design I	10%	-
Preliminary Stage Design II	15%	-
End Term Exam(Project portfolio +Model + Viva Voce +presentation)	50%	-

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B.Des-Foundation Studies (Common for all Streams)

Semester-I

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Duration (Hours)	Internal Marks	External Marks
			Lecture	Tutorial	Practical /Studio					
1.	BDFS 101	Visual Expression	2	3	1	6	5	TDE (3hrs)	50	50
2.	BDFS 102	Color and Rendering	1	1	1	3	3	TDE (3hrs)	50	50
3.	BDFS 103	Material and Workshop Practice - I	1	2	2	5	5	SVE	50	50
4.	BDFS 104	Design Basics	1	-	2	3	4	TDE (3hrs)	50	50
5.	BDFS 105	Tech. Drawing (Manual + Computer) - I	2	3	1	6	5	TDE (3hrs)	50	50
6.	BAR 106	Open Elective-I	1	1	1	3	3	SVE	50	50
	BAR 107	Arts & Graphics-I,								
	BAR 108	Skill Development-I, Related Study Program								
7.	BDFS 106	Communication Skills -I	2	2	-	4	3	TE (2hrs)	50	50
Total			10	12	08	30	28		350	350

Note:

- Theory Examination (TE):** Theory exam shall be conducted for Communication Skills –I (BDFS 106).
- Theory and Drafting Examination (TDE):** Writing and Drafting exam shall be conducted for the studio subjects of Visual Expression (BDFS 101), Color and Rendering (BDFS 102), Design Basics (BDFS 104), Tech. Drawing (Manual + Computer) - I (BDFS 105) in the Studio hall having the provisions of drawing boards.
- Sessional Viva-Voce Examination (SVE):** Portfolio examination (as Practical exam)/ Presentation shall be conducted through viva-voce in the subject of Material & Workshop Practices (BDFS 103), and Open Elective (BAR 106/107/108) by internal external examiner.

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EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des-Foundation Studies (Common for all Streams) Semester-II

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Duration (Hours)	Internal Marks	External Marks
			Lecture	Tutorial	Practical/ Studio					
1.	BDFS 201	Design Drawing	1	-	2	3	4	TDE (3hrs)	50	50
2.	BDFS 202	Evolution of Art & Design	2	2	0	4	3	TE (2hrs)	50	50
3.	BDFS 203	Design Project- The Making	1	2	2	5	5	SVE	50	50
4.	BDFS 204	Environmental Science - I	1	1	1	3	3	TE (2hrs)	50	50
5.	BDFS 205	Technical Drawing (Manual + Computer) - II	2	3	1	6	5	TDE (3hrs)	50	50
6.	BDFS 206	Advanced Documentation and Presentation skills	2	2	-	4	3	SVE	50	50
7.	BDFS 207	Material and Workshop Practices - II	1	2	2	5	5	SVE	50	50
Total			09	07	11	30	28	-	350	350

Note:

1. **Theory Examination (TE):** Theory exam shall be conducted for Evolution of Art and Design (BDFS 202) and Environmental Science - I (BDFS 204).
2. **Theory and Drafting Examination (TDE):** Writing and Drafting exam shall be conducted for the studio subjects of Design Drawing (BDFS 201), Technical Drawing (Manual + Computer) - II (BDFS 205) in the Studio hall having the provisions of drawing boards.
3. **Sessional Viva-Voce Examination (SVE):** Portfolio examination (as Practical exam)/ Presentation shall be conducted through viva-voce in the subject of Design Project- The Making (BDFS 203), Advanced Documentation and Presentation skills (BDFS 206) and Material and Workshop Practices - II (BDFS 207) by internal / external examiner

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EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design Semester-III

Sr. No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1.	BDIP 301	History of Interior & Product Design I	2	2	0	4	3	2hrs (TE)	50	50
2.	BDIP 302	Fundamental of Interior and Product Design	1	0	2	3	4	2hrs (TE)	50	50
3.	BDIP 303	Design project I	2	2	2	6	6	SVE	50	50
4.	BDIP 304	Material Application	1	0	2	3	4	2hrs (TE))	50	50
5.	BDIP 305	Construction technology & Structure Analysis I	1	2	2	5	5	3hrs (TDE)	50	50
6.	BDIP 306	Technical Drawing And Computer Application III	1	2	2	5	5	3hrs (TDE)	50	50
7.	BDIP 307	Surface Finishes	2	2	0	4	3	3hrs (TDE)	50	50
Total			10	10	10	30	30	-	350	350

Note:

- Theory Examination (TE)** :History of Interior & Product Design I(BDIP301, Fundamental of Interior and Product Design (BDIP302), Material Application I (BDIP304)
- Theory and Drafting Examination (TDE)**: Construction technology & Structure Analysis (BDIP305), Technical Drawing and Computer Application III (BDIP306), Surface Finishes (BDIP307).
- Sessional Viva-Voce Examination (SVE)**: Design project – I (BDIP303)

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EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design

Semester-IV

Sr. No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical /Studio					
1.	BDIP 401	History of Interior & Product Design II	2	2	0	4	3	2hrs (TE)	50	50
2.	BDIP 402	Aesthetics in design	1	0	2	3	4	2hrs (TE)	50	50
3.	BDIP 403	Design Project II	2	2	2	6	6	SVE	50	50
4.	BDIP 404	Introduction to Textile & Furnishing	1	0	2	3	4	3hrs (TE)	50	50
5.	BDIP 405	Construction technology and structure analysis II	1	2	2	5	5	3 hrs (TDE)	50	50
6.	BDIP 406	Technical Drawing & Computer App. IV	1	2	2	5	5	3hrs (TDE)	50	50
7.	BDIP 407	Elective I (A) Digital Technology In Design (B) Interior and product Photography (C) Model Making	1	1	1	3	3	SVE	50	50
Total			9	9	11	29	30	-	350	350

Note:

1. **Theory Examination (TE):** History of Interior & Product Design II(BDIP 401), Aesthetics in Design (BDIP402), Introduction to Textile & Furnishing (BDIP404)

2. **Theory and Drafting Examination (TDE):** Construction technology and structure analysis II (BDIP405), Technical drawing & Computer App. IV (BDIP406)

3. **Sessional Viva-Voce Examination (SVE):** Design Project I(BDIP403), Elective I (BDIP407)

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EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design Semester-V

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical /studio					
1.	BDIP 501	Industrial Training	45 Days				6	SVE	50	50
2.	BDIP 502	Estimation Costing & Valuation	1	1	1	3	3	2hrs (TE)	50	50
3.	BDIP 503	Design project III	2	2	2	6	6	SVE	50	50
4.	BDIP 504	Services & Related Systems I	2	1	1	4	4	3hrs (TDE)	50	50
5.	BDIP 505	Product Design	1	3	1	5	4	3hrs (TDE)	50	50
6.	BDIP 506	Introduction to Design Organizations	1	1	1	3	3	2hrs (TE)	50	50
7.	BDIP 507	Sustainable Design Practices	2	2	0	4	4	2hrs (TE)	50	50
		Total	9	10	6	25 +45 Days Industrial training	30		350	350

Note:

1. **Theory Examination (TE):** Estimation Costing & Valuation(BDIP 502), Introduction to Design Organizations(BDIP 506), Sustainable Design Practices(BDIP 507)
2. **Theory and Drafting Examination (TDE):** (BDIP 504) Services & Related Systems I (BDIP 505) Product Design
3. **Sessional Viva-Voce Examination (SVE):** (BDIP 501)Industrial Training (BDIP 503) Design project III

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B. Des- Interior and Product Design Semester-VI

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical /studio					
1.	BDIP 601	Project Management	1	1	1	3	3	2hrs (TE)	50	50
2.	BDIP 602	Universal Design Concepts	1	1	1	3	3	2hrs (TE)	50	50
3.	BDIP 603	Design Project IV	2	2	2	6	6	SVE	50	50
4.	BDIP 604	Services & Related System II	2	3	1	6	5	3hrs (TDE)	50	50
5.	BDIP 605	Furniture Design	2	2	2	6	6	3hrs (TDE)	50	50
6.	BDIP 606	Visual Merchandising	1	0	2	3	4	3hrs (TDE)	50	50
7.	BDIP 607	Elective II	1	1	1	3	3	SVE	50	50
Total			10	10	10	30	30	-	350	350

Note:

1. Theory Examination (TE): Project Management (BDIP601), Universal Design Concepts (BDIP602),
2. Theory and Drafting Examination (TDE): Visual Merchandising (BDIP606), Services & Related Systems II (BDIP604), Furniture Design (BDIP605)
3. Sessional Viva-Voce Examination (SVE): Design Project IV (BDIP603), Elective II(BDIP607)

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B. Des- Interior and Product Design Semester-VII

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1	BDIP 701	Design Marketing	2	4	0	6	4	2hrs (TE)	50	50
2	BDIP 702	Dissertation	1	4	6	11	12	SVE	50	50
3	BDIP 703	Design project V	1	2	4	7	8	SVE	50	50
4	BDIP 704	Design Economics	2	1	1	4	4	2hrs (TE)	50	50
		Total	6	11	11	28	28		200	200

Note:

1. Theory Examination (TE): Design Marketing (BDIP 701), Design Economics (BDIP 704)
2. Theory and Drafting Examination (TDE):
3. Sessional Viva-Voce Examination (SVE): Dissertation (BDIP 702), Design project-V ((BDIP 703)

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B. Des- Interior and Product Design Semester-VIII

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1.	BDIP 801	Portfolio Design	2	2	2	6	6	SVE	50	50
2.	BDIP 802	Professional Practices & Policies	2	1	1	4	4	TE	50	50
3.	BDIP 803	Thesis (Graduation Project)	90 Days				20	SVE	50	50
		Total	4	3	3	10+90 Days Final Graduation Project	30	-	150	150

Note:

1. Theory Examination (TE): Professional Practices & Policies (BDIP802)
2. Theory and Drafting Examination (TDE):
3. Sessional Viva-Voce Examination (SVE): Portfolio Design (BDIP801), Final Graduation Project (BDIP803)

Schemes & Syllabus
For
B.Des. Interior & Product Design
Semester III & IV

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR
EXAMINATION SCHEME FOR BACHELOR OF DESIGN
B.DES-Interior & Product Design
Semester-III

S.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Duration (Hours)	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1.	BDIP 301	History of Interior & Product Design I	2	2	0	4	3	2hrs (TE)	50	50
2.	BDIP 302	Fundamental of Interior and Product Design	1	0	2	3	4	2hrs (TE)	50	50
3.	BDIP 303	Design project I	2	2	2	6	6	SVE	50	50
4.	BDIP 304	Material Application	1	0	2	3	4	2hrs (TE))	50	50
5.	BDIP 305	Construction technology & Structure Analysis I	1	2	2	5	5	3hrs (TDE)	50	50
6.	BDIP 306	Technical Drawing And Computer Application III	1	2	2	5	5	3hrs (TDE)	50	50
7.	BDIP 307	Surface Finishes	2	2	0	4	3	3hrs (TDE)	50	50
Total			10	10	10	30	30	-	350	350

Note:

4. Theory Examination (TE) :History of Interior & Product Design I(BDIP301, Fundamental of Interior and Product Design (BDIP302), Material Application I (BDIP304
5. Theory and Drafting Examination (TDE):,) Construction technology & Structure Analysis (BDIP305),Technical Drawing And Computer Application III (BDIP306), Surface Finishes (BDIP307)),
6. Sessional Viva-Voce Examination (SVE): Design project – I (BDIP303)

History of Interior and Product Design I		
Subject Code: BDIP301	Course Title: 301 History Of Interior And Product Design I	Credit: 3 L-T-P : 2-2-0
Exam Duration: 2hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

- To understand the historical progression of interior design and products and its application to formulate themes and concepts for contemporary designs.
- To study the evolution of interior and Product spaces from ancient to modern era

INTENDED OUTCOME:

Knowledge to identify the common characteristics among the interior and products of a particular style in history. Graphic skills to present and analyze the elements and character.

CONTENTS:

Unit 1: Human Evolution & Design

Study the relationship of human, its philosophy of life, civilizations- Mohenjodaro, Harrapa, Ajanta Allora caves, primitive cave paintings with design.

Unit 2: Early Human Civilization

Beginning of interior environments and product development in prehistoric Designs- from Mesopotamian, Egyptian, the context of western history.

Unit 3: India during early ages

Vedic period and influence of socio-political conditions and literature on Design. Evolution of Religious Design in India with Early Buddhist and Hindu Design. Terminology and examples from across the country.

Unit 4: Classical and Middle Ages Styles

Introduction to various periods in world interiors of west with an aim to understand orders, theories and aesthetic elements of design. Taking examples from Greek, Roman, Gothic, Early Christian, Byzantine civilizations.

Unit 5: Renaissance to Modern Period

History of modern movement in interior design and product in west baroque , rococo, mannerism, neo-classical , romanticism, realism, impressionism, post impressionism, etc, developments of modern movements- Contemporary expressions of styles and art forms.

EXERCISES:

- Sketches, Maps, Visits ,Model Making , Comparative Charts

Suggested Readings:

- An introduction to art, craft, science, technique& profession of interior design, Ahmed A Kasu
- John f. pile, a history of interior design, 2nd edition, laurence king publishing, 2005.
- Jeannie ireland, history of interior design, air child publications, illustrated ed., 2009.
- elaine, michael dywer, christopher mackinnon, norman a. j. berisford denby , a history of interior design, Rhodoc international, 1983. giedion sigfried, space, time and architecture:
- The growth of a new tradition, 4th ed. harvard university press, cambridge, 1962.
- History of architecture, sir banister fletcher, cbs publishers & distributors,new Delhi

Fundamental Of Interior And Product Design		
Subject Code: BDIP302	Course Title: Fundamental Of Interior And Product Design	Credit: 4 L-T-P :1-0-2
Exam Duration: 3 hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

Objective of the Subject is To Develop The Understanding Of Visual Elements, Design Principle, Vocabulary, Its Application In Interior And Product Design.

INTENDED OUTCOME

To Know About Placement And Orientation, Human Factor, Rearrange Elements To Change Meaning And Expression, Apply The Concept Of Positive And Negative Space, Value Scale, Etc.

Contents:

Unit1: Elements And Principle

How To See Design Through basic Visual Elements Line, Form, Color, Texture, Pattern, light And Their Application In Design. , Feeling, Thinking And Communicating Visually Through various principle of design Dynamics, Contrast, Motion, Noise, Balance, Unity, Harmony, Rhythm, Proportion

Unit 2: Function And User Comfort

Form Function and Beauty :Circulation, Purpose, Function And Their Interdependence. Quantitative And Qualitative Aspects, Ratio, Proportion, Golden Section, Degree Of Enclosure, Light, Study Of Ergonomics, Anthropometrics In Context Of Interior And Product Design

Unit 3:. Space and Planning

Interior Space – Spatial Qualities: Form, Scale, Outlook, Structuring Space With Interior Design Elements, Spatial Form, Spatial Dimension –Square, Rectangle, Curvilinear Spaces; Height Of Space; Spatial Transitions –Openings Within Wall Planes, Doorways, Windows, Stairways

Unit 4: Analysis, Alteration And Application of elements of design

Study Some Existing Project And Product To Identify The Application Of Any Of The Elements And Its Aesthetic Approach, alteration, modification, transformation. Various implementation factors for alteration in elements like changes in shape, position ,direction ,numbers, interval, size, density, creative color schemes etc.

Unit 5: Development of design composition

. Concept development for provided space using design elements and principles which includes flow chart, mood board, pictorial references, etc.

Exercises:

Skeches, models, analytical study of existing works, subject notes and theory content development

Suggested Readings:

- Foundation Of Interior Design 3rd Edition By Susan J Slotkis; Isbn
- Fundamental Of Interior Design 2nd Edition Simnon Dodsworth
- Fundamental Of Product Design 2nd Edition Richard Morris
- Francis. D. K. Ching, Interior Design Illustrated, Van Nostrand Reinhold
- John. F. Pile, Interior Design, Harry Abrams Inc.
- Sam. F. Miller, Design Process – A Primer For Architectural And Interior

Design Project I		
Subject Code: BDIP303	Course Title: Design Project I	Credit: 6 L-T-P : 2-2-2
Exam Duration: -	Exam : Sessional Viva Voice Examination (SVE)	Max Marks: 100

OBJECTIVE:

- Understanding fundamentals of concept and principle of design project for Product and Interior spaces.
- Understanding of importance of creative visual communication for a project.
- Working on a real world situation to Solve/ Serve for a given design challenge.

INTENDED OUTCOME

Understanding the complete Process of a design project , Designing Skills, Imagination And To Convert Ideas In Physical Form

CONTENTS:

Unit 1: Contextual Understanding

Introduction to the context researching about given design challenge/task, For generating design skills analyse the brief./Situation And Identify Problems, Key Requirements . Assess Your Stakeholders' Capabilities And Expectation Create An Accommodation List ,Draw Relationship Diagrams, Research Existing Unit. , such as understand Term- work station, multi-user operating systems. Introduce any small unit like kitchen/study/. Identify Function And Use Of The Space, Identify The Long-Term And Short-Term Outcomes You Want To Achieve Estimate, Time Limitation Create An Implementation Or Work Plan

Unit 2: Design statement and Concept development

Developing final design brief Brain Storming On The Chosen Units ,Visual Aids May Include: Concept, Sketches , Moot Board, Drawings, Plans, Or Rough Blueprints, Flow Charts Site Analysis ,Photos Prototypes, Mind Maps, Approval.

Unit 3: Mechanism and detailing

Working on the minute details of the final concept to make it workable expected material Selection, technology and mechanism identification, Selection of making process resource identification.

Unit4: Preparation of Technical Drawings

Complete Working Drawing and Presentation Drawing, Scale of The Drawing, With All Specification

Unit 5: 3 D Formations

Final Prototyping /Working Model of The Project

EXERCISES:

Research, Visits, Diagrams, Visits sketches and doodling, Working drawing , Prototyping.

Suggested Readings:

- Allen Tate- The making of interiors - An introduction- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - Interior Design & Decoration, Fourth Edition, Prentice Hall, 1974.
- Gary Gordon & Jamco L. Nuckolls - Interior lighting for Designers, Third edition - John Wiley & Sons, New York, 1995.
- - William Hardy & Steve Adams - The Encyclopedia of Decorative Styles New Burlington books, London, 1988.

Material Application		
Subject Code: BDIP304	Course Title: Material application	Credit: 4 L-T-P : 1-0-2
Exam Duration: 2 hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

- The Aim Of The Subject Is To Understand Materials Used In Interior And Products Design
- To Learn Manufacturing Processes ,Physical And Chemical Properties, Handling And Application Of The Material

INTENDED OUTCOME

- Outcome Of The Subject Is To Handling And Knowing The Materials As A Medium Of Expression

CONTENTS:

Unit 1: Brick as Material

Introduction To Brick As A Construction Material Their Physical And Behavioral Properties , Processes Of Manufacturing, Types Of Brick, Application In Built Form And Interiors.

Unit 2: Stone as Material

Introduction To Materials Physical And Behavioral Properties , Processes Of Manufacturing Types Of Stone, Application In Built Form , In Interiors And In Products.

Unit 3: Composition of Other Material

Introduction To Materials As Clay, Sand, Cement, Mortar, Aggregate. Their Physical And Behavioral Properties , Processes Of Manufacturing, Application In Built Form ,Interiors And Uses In Product Construction.

Unit 4 : Timber as Material

Introduction To Materials As Timber, Ply Wood . Their Physical And Behavioral Properties , Processes ,Variety Of Wood, Application In Built Form In Interiors And Construction. Role In Products Design As Important Material.

Unit 5 : Bamboo as Material

Introduction To Materials As Bamboo., Application In Built Form And Interios And Construction Technique Uses In Design

EXERCISES:

Visits to manufacturing units of the material, data collection, sample collectio.,subject notes and theory content development

Suggested Readings:

- Bindra, S.P. Andtharora,: Planning Techniques And Methods Of Construction, Ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell“S Elementary Building Construction, Technical Press Ltd.
- Rangwala, S.C. Building Construction 22nd Ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. T.B. Of Building Construction 19th Ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. Engineering Materials Used In India, 7th Ed. Oxford And Ibh, New Delhi,1990.
- Rangwala, S.C. Building Construction: Materials And Types Of Construction, 3rd Ed. John Wiley And Sons, Inc., New York, 1963.
- Francis D. Ching, Building Construction Illustrated, Wiley Publishers, 2008.

Construction Technology & Structure Analysis		
Subject Code: BDIP305	Course Title: Construction technology & Structure Analysis	Credit: 5 L-T-P : 1-2-2
Exam Duration: 3 hr	Exam : Theory and drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

To Understand The Concepts Of Building Structures.

To Understand The Structural Action Of Various Elements.

Students Will Have Sufficient Knowledge About Various Long Span Structures And Construction Technologies

INTENDED OUTCOME

Students will able to Handle Basic Structure Problems With Perception Of Structure as a whole.

Student Should Learn That, The Architecture And Structure Create A Homogeneous Unit.

If The structure Is Not An Obstacle To Perceive The Work And The Architectonic Shape Creates A Logical Structural Solution. By understanding the structure itself, effective interiors can be designed as a whole.

CONTENTS:

Unit 1 Building Components

Drawings Of The Components Of A Building Indicating- Foundation – Brick Footing, Stone Footing & Rcc Column Footing Concrete Flooring, Plinth Beam & Floor Finish
Superstructure- Brickwork With Sill, Lintel, Windows & Sunshade, Parapet & Coping.

Unit 2 : construction technology in different materials

Walls and openings- Brick and stone masonry, various wall thicknesses in both the material.

Partition Walls (non- load bearing) using Bamboo, Timber, Ply Wood.

Doors And Window, arches

Unit 3: : Roofs and floor

Types of roofs and floors with detailed sketches.

Construction method of different types of roofs and floors like decking, wooden, stone, tile, pvc etc.

Unit 4 : Characteristics Of Structural Design

Structural Design – Strength, Stiffness And Stability & its characteristics.

Functions Of Structures. Primary And Secondary Forces Acting On Structures – Gravitational Force,

Live Load, Wind, Temperature Variation. Types Of Supports & Their Characteristics

Unit 5 : Structural Systems

Structures – Components Of A Load Bearing Wall & Rcc Slab Roof System - Rcc

Beams, Columns And Framed Structure. Factor Of Safety & Factors Affecting It.

EXERCISES:

- Hands on practices in construction , sketches, drafted sheets, models ,site visits, Notes

Suggested Readings:

Rangwala, S.C. Building Construction 22nd Ed. Charota Pub. House Anand, 2004.

Sushil Kumar. T.B. Of Building Construction 19th Ed. Standard Pub. Delhi, 2003.

Rangwala, S.C. Building Construction: Materials And Types Of Construction, 3rd Ed. John Wiley And Sons, Inc., New York, 1963.

Francis D. Ching, Building Construction Illustrated, Wiley Publishers, 2008.

W.B.Mckay –Building Construction Vol1 –Longmans, Uk 1981

W.B.Mckay –Building Construction Vol 3 –Longmans, Uk 1981

Rowland J. Main Stone: Development Of Structural Form

Technical Drawing and Computer Application (III)		
Subject Code: BDIP306	Course Title: Technical Drawing and Computer Application - III	Credit: 5 L-T-P : 1-2-2
Exam Duration: 3 hr	Exam : Theory& Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

The Aim Of The Subject Is To Enable Students To Prepare Working Details Of Product And Interior Project (Manual And Computer Drafting)

INTENDED OUTCOME

To Develop the Skill Of Communicating Ideas And Information Through Graphical Representation

CONTENTS:

Unit 1:

Measure Drawing

Measured Drawings Of Existing Premises. Site Visit, Site Measurements.

Unit 2:

Working Drawing manual

Preparation Of Working Details Of Plan , Wall Elevation and Section With Furniture Layout And Other Specification manual, along with door and window schedule.

Unit 3:

Working Drawing digital

Preparation Of Working Details Of Plan , Wall Elevation and Section With Furniture Layout And Other Specification drafting through computer software autocad

Unit4:

Presentation Drawing

Relevant 3d Sketches. Presentation and rendering Through And Computer Software Coral Draw Auto-Cad 3D

Unit 5: Other Relevant building elements Drawing

Working Details Of Flooring Pattern With Specification, Reflected Ceiling plan With Specification, Toilet Details, Kitchen Details, Staircase Details, Interior Finishing specification, Material, Color And Texture specification (On autocad)

EXERCISES:

- Drawing Sheets- dimensioning , graphical representation., detail drawings
- Drafting exercise related to above topics.
- rendering
- Computer skills

Suggested Readings:

- Rendow yee : architectural drawing, a visual compodium of types and methods
- D.k.ching : Form space and order
- Gill : rendering with pen and ink
- N.d.bhatt ; engineering drawing
- Tom Porter ,Design Drawing techniques for architects, graphic designers and artists, Oxford Architectural Press,1991 Terence ed .Dalley, The complete guide to illustration & design, Phaidon, Oxford, 1980 T. C. Wang, Pencil Sketching, John Wiley & Sons,1997

Surface Finishes		
Subject Code: BDIP307	Course Title: Surface Finishes	Credit: 3 L-T-P : 2-2-0
Exam Duration: -3 hrs	Exam : Theory and Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

To Know About The Treatments And Decorative Qualities Of Building, Structures, Interior And Product Materials, As Well As To Protect Structural Members From Atmospheric And Other Effects. To Make Durable And To Get Attractive Appearance, Required Look, And Finish. The **Final** Appearance Of All Exposed Interior Surfaces; Floors, Walls , **Ceilings** Etc.

INTENDED OUTCOME

To Develop The Ability And Knowledge About Surfac Preparation And Finishes Their Processes And Appearance,

CONTENTS:

Unit 1: Finishes on Walls

Study Surface Finishes For Wall , Their Processes And Finishing Material stained Glass Finish, Pebbles Finish, Flakes Finish, Coral Finish, Canfor Finish, Exposed Brick Stone,,Tile Cladding. Wood Panelling. Sand Textured Finish, Variety Of Paints, other latest finishes.

Unit 2: Finishes on Metal

Study Of Surfaces Finishes On Ferrous And Non Ferrous, Metal, Finishing Material And Processes Like Matt, Glossy, Aqua, Leathre, Rustic, Spray Paint Etc. In The Context Of Metal Structure, Metal Product, Doors, Windows,Etc.

Unit 3: Finishes on Stone

Study Of Finishes And Polishes On Stone , Their Finishing Material And Processes Like Leather Finish, Mirror Polish, Diamond Polish, Sand Blasting, Lapato Etc.In The Context Of Stone Flooring, Stone Cladding, Stone Product, Stone Construction, Etc.

Unit 4: Finishes on Wood

Study Of Finishes And Polishes On Wood , Their Finishing Material And Processes Like Pu Coating, Duco, Varnish, Spirit Polish,Flamed. Surface Finish Of Plywood Through Finishe Material Like Laminate, Vineer, Texture Sheets, Paint Other Latest Treatment And Finishes Etcin The Context Of Wooden Structure, Paneling,Partition,,Doors, Windows, Furniture, Product Etc...

Unit 5: Finishes on Glass

Study Of Finishes On Glass, Their Finishing Material And Processes Lik Etching Acid Etching, Sand Blasting, Lacquers Texture Finish ,Application Of Films,Frosting Etc.

EXERCISES:

- Hands on experiences through working with various material and their treatment
- Visits, theory content and notes

Suggested Readings:

- **Manufacturing processes for design professionals by rob Thompson**

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR
EXAMINATION SCHEME FOR BACHELOR OF DESIGN
B.DES-Interior & Product Design
Semester-IV

Sr. No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Duration (Hours)	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1.	BDIP 401	History of Interior & Product Design II	2	2	0	4	3	2hrs (TE)	50	50
2.	BDIP 402	Aesthetics in design	1	0	2	3	4	2hrs (TE)	50	50
3.	BDIP 403	Design Project II	2	2	2	6	6	SVE	50	50
4.	BDIP 404	Introduction to Textile & Furnishing	1	0	2	3	4	3hrs (TE)	50	50
5.	BDIP 405	Construction technology and structure analysis II	1	2	2	5	5	3 hrs (TDE)	50	50
6.	BDIP 406	Technical Drawing & Computer App. IV	1	2	2	5	5	3hrs (TDE)	50	50
7.	BDIP 407	Elective I (D) Digital Technology In Design (E) Interior and product Photography (F) Model Making	1	1	1	3	3	SVE	50	50
Total			9	9	11	29	30	-	350	350

Note:

1. Theory Examination (TE): History of Interior & Product Design II(BDIP 401), Aesthetics in Design (BDIP402), Introduction to Textile & Furnishing (BDIP404),

2. Theory and Drafting Examination (TDE): Construction technology and structure analysis II (BDIP405), Technical Drawing & Computer App. IV (BDIP406)

3. Sessional Viva-Voce Examination (SVE): Design Project I(BDIP403), , Elective I (BDIP407)

History Of Interior And Product Design II		
Subject Code: BDIP401	Course Title: 401 History Of Interior And Product Design II	Credit: 3 L-T-P : 2-2-0
Exam Duration: 2 hr	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

The Course Emphasizes On Developments Of Interior Elements In Response To Social, Religious, Aesthetic And Environmental Factors. The Effect Of Design Movements And Various Schools Of Thought On Interior Environment.

INTENDED OUTCOME:

The Knowledge to Identify the Common Characteristics among the Monuments Of A Particular Style. Graphic Skills To Present And Analyze The Elements And Explain Its Composition.

CONTENTS:

Unit 1: MEDIVAL TO MODERN PERIOD IN INDIA-I

Elements Of Style, Interior Environment, Furniture Etc. In Jammu And Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, States Of North Eastern India, Maharashtra, Uttar Pradesh, Orissa Etc.

Unit 2: MEDIVAL TO MODERN PERIOD IN INDIA-II

Style Of Different Indian School As Rajput, Mughal Etc. . An Overview Of Vernacular Regional Style Of Design And Product In East, West, North South.

Unit 3: POST MODERNISM

Conditions of Post modernity in west & in India- Various post-modern directions in design. Theory and Practice- Works of various designers of the era.

Unit 4: HISTORY OF LIVING SPACES

Study Of Historical Evolution In Living Spaces Like Bedroom, Bathroom, Kitchen, Landscape, Markets, etc.

Unit 5: PROJECT

Study of designers and their works with respect to interior and product design. Assignment based on various historical styles.

EXERCISES:

Sketches, Maps, Visits ,Model Making ,Comparison Charts.

REFERENCE BOOKS:

An introduction to art, craft, science, technique& profession of interior design, Ahmed A Kasu

John F. Pile, A History Of Interior Design, 2nd Edition, Laurence King Publishing, 2005.

Jeannie Ireland, History Of Interior Design, Air Child Publications, Illustrated Ed., 2009.

Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , A History Of Interior Design, Rhodoc International, 1983.

Giedion Sigfried, Space, Time And Architecture: The Growth Of A New Tradition, 4th Ed. Harvard University Press, Cambridge, 1962.

A Brief History Of Indian Painting, Lokesh Chandra Sharma , Goel Publishing House

Aesthetics In Design		
Subject Code: BDIP402	Course Title: Aesthetics In Design	Credit: 4 L-T-P : 1-0-2
Exam Duration: 2 hrs	Exam : Theory& Examination (TE)	Max Marks: 100

OBJECTIVES:

Study of Aesthetics in Context Of Design, usability and beauty.

INTENDED OUTCOME

To Develop The Sense Of Aesthetic, To Know The Psychology Of Designer And User Of The Product, To Understand The Relation Of Human And Aesthetics.

Unit 1: Introduction to term Aesthetic and its perception

Relation of Human and Aesthetics in the Context of art and Design. How Philosophy Of Aesthetics Influences The Definition Of Beauty In Context Of Design, Usability And Aesthetics? Importance Aesthetic in Design?

Unit 2: Elements of sensory and tactile Aesthetics

Elements To Consider When Designing Visual Aesthetics, Tactile Auditory, olfactory and palette pleasing aesthetics. To Explore Objects Product And Spaces Inhabited As Sensory And Psychological Experiences That Effect Human Comfort Efficiency, Function And Emotion.

Unit 3: Indian Aesthetics

Introduction to Shadang, Rasa theory, Anand kumar Swami, Bhartmuni, Vatsayana.etc

Unit 4: Western Aesthetics

Introduction to western concept of beauty and function ,Plato, Aristotle, Socrates, Rene,Kant, etc.

Unit 5 Modern Philosophers and Aesthetics

Rabindranath Tagor, Abhinav Gutpta, Ruskin, Edmund Burke

EXERCISES:

Exercises and Models Based On notes and handouts, reading and writing of Elements Of Aesthetic. Case Study.

SUGGESTED READINGS:

Vidhya Sagar Upadhyay, Fundamental of Fine Arts Sex , Gender And Health
India's Changing Village;Human Factures In Community Development

- S. S. Barlingay, A Modern Introduction to Indian Aesthetic Theory: The Development from Bharata to Jagannaatha Paperback – Import, 4
- Jane Forsey/The aesthetics of Design /Oxford University Press/2013

Design Project II		
Subject Code: BDIP403	Course Title: Design Project (residential)	Credit: 6 L-T-P : 2-2-2
Exam Duration:	Exam : Sessional Viva Voice Examination (SVE)	Max Marks: 100

OBJECTIVE

- Basic Vocabulary Of Design Project , Various Terms Used and Different Concept,.
- Need And Importance Of Product In Present Scenario , Approaches And Techniques.
- To Develop Understanding Of The Scale, Function And Options Existing When Designing Small-Scale Spaces In Residences Such As Toilets, Kitchens, Living, Bedrooms Etc

INTENDED OUTCOME

To Improve Thought Process , Designing Skills, Imagination And To Convert Ideas In Physical Form

CONTENTS:

Unit 1: Residence Planning

Holistic Concepts In Residential Interiors – Ability To Integrate Various Individual Spaces into One Theme – Treatment of Patios, Courtyards, Verandahs & Other Semi Sheltered Spaces – Integration Of Built Form And Open Spaces. Bed Room , Kitchen, Living Room, Bathroom Etc.

Unit 2 : Conceptual And Proposal Drawing

Detailed Planning Of Any Of The Space Like Bedroom, Living, Kitchen Or Bathroom. Research Work, Brain Storming On The Chosen Space. Moot Board Inspirational Conceptual Proposal on (Theme Based) Of Design, In Keeping Consideration Law Of Form, Function And Beauty.

Unit 3: Product Design

Development Of Any Product Related To Chosen Unit Or Space. Concept (, Theme Based) Proposed Sketch, Function, Utility .Of The Product.

Unit 4 : Working Drawing Of The Product

Complete Working Drawing, Material Specification, And Presentation Drawing Prototype Of The Product. Drawings Including, Plan Elevation, Section On Different Levels.

Unit 5 : Working Drawings For Interior Space

Complete Working Drawing, Material Specification, And Presentation Drawing .Interior Drawings Including, Plan Elevation ,Section, Flooring Pattern, Reflected Ceiling Plan, Door Window Types, Finishes, Lighting, Furniture And Over All Design

EXERCISES:

Visit, Sketches, Drawings, Model

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration**, Fourth Edition, Prentice Hall, 1974.
- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.
- William Hardy & Steve Adams - **The Encyclopaedia of Decorative Styles** New Burlington books, London, 1988.

Introduction To Textile And Furnishing		
Subject Code: BDIP404	Course Title: Introduction To Textile And Furnishing	Credit: 4 L-T-P :1-0-2
Exam Duration: 2 hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVES:

- Develops Systematic Design Approach And Integration Of Designed Furnishings With The Interior.
- Enhances The Aesthetic Perception, Materials, Design And Working Parameters In Designing Products And Accessories

INTENDED OUTCOME

The Course Prepares The Student For Mass Production Of Decorative Furnishings And Products For Various Life Styles Of People With The Parameters Of Economy.

CONTENTS:

Unit 1: Introduction to Textile And Furnishing

Role Of Furnishings In Interiors. Integration Of Furnishings In Interior Design. Orientation To Socio-cultural And Historical Context Of The Sector. Orientation To Indian As Well As Global Context Of Interiors, Trends And Market

Unit 2: Manufacturing Processes

Understanding Of Textile And Printing Procedure

Unit 3: Soft Furnishing

Meaning, Importance – Relationship Of Furnishings With Space, Selection And Use Of Furnishings – Functional And Decorative.

Unit 4 : Care And Maintenance Of Soft Furnishings

Stain Removal, Mending And Darning, Laundering, Storage Of Furnishings.
Home Furnishing , Study Of Window, Window Treatments: Curtains & Draperies

Unit 5: Upholstery

Covering Materials And Other Items
Fittings For Doors & Windows, Ventilators

EXERCISES

Assignment Based On Textile Skill, Products Out Of Printing Workshop, And Upholstery Used In Interior And Product

Reference Books:

- Laura Slack, What Is Product Design? Roto Vision Publishers, 2006
- Treena Crochet And David Vleck, Designer'S Guide To Decorative Accessories, Prentice Hall, 1st Edition, 2008.
- Michael Ashby, Kara Johnson, Materials And Design: The Art And Science Of
- Material Selection In Product Design, Butter Worth Heinemann, 1st Edition, 2002.
- International Design Yearbook, 1995: Furniture, Lighting, Tableware, Textiles And Products, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, Product Design And Development, Mcgraw-Hill Education Singapore; 4th Edition, 2007
- William Lidwell, Kritina Holden, Jill Butler ,Universal Principles Of Design, Rockport

CONSTRUCTION TECHNOLOGY AND STUCTURE ANALYSIS II

Subject Code: BDIP405	Course Title: Construction technology and structure analysis II	Credit: 5 L-T-P : 1-2-2
Exam Duration: 3 Hrs	Exam : Sessional viva -voce Examination (TDE)	Max Marks: 100

OBJECTIVE:

The Aim of The Subject Is To Understand Materials and Products Applied To Interior Products With Relevant Construction Technology

INTENDED OUTCOME

Outcome Of The Subject Is To Handle And learn Materials and application processes as a medium of expression

CONTENTS:

Unit 1: Wall and Ceiling treatments

Introduction To various kind of wall treatment and False Ceiling Materials As Pop, Gypsum ,Pvc, Fiber Board .Their Physical And Behavioral Properties, Processes Of Manufacturing, Application In Built Form And Interiors And Construction Technique

Unit 2 : Hardware and Fixtures

Types of hardwares and fixtures along with their specifications and variations and their applications according to different usage.

Unit 3: Glass And Its Application

Introduction To Materials As Glass . Their Physical And Behavioural Properties , Processes Of Manufacturing, Application In Built Form And Interiors And Construction Technique Used For Opening, Partition System , Glazing, Doors And Window And Fram Eless Joinery Detail

Unit 4 : Advance Material And Its Application

Introduction To Modern Materials As Upvc, Aluminum, Iron, Plastic, Tensile Structures , Ferro Cement , Pre Feb, Etc., Application In Built Form And Interiors And Construction Technique Used In Design

Unit 5 : temporary and long span stuctures

Understanding of material and processes for Temporary and long span structural system like tensile, pneumatic, metal folded plate truss etc.

EXERCISES:

Visits to manufacturing units of the material, data collection, sample collection, sketching, drafting, model making

Suggested Readings:

- Bindra, S.P. Andtharora, S.P. Building Construction: Planning Techniques And Methods Of Construction, 19 Ed. Dhanpat Rai Pub., New Delhi, 2000.
 - Moxley, R. Mitchell'S Elementary Building Construction, Technical Press Ltd.
 - Rangwala, S.C. Building Construction 22nd Ed. Charota Pub. House Anand, 2004.
 - Sushil Kumar. T.B. Of Building Construction 19th Ed. Standard Pub. Delhi, 2003.
 - Chowdary, K.P. Engineering Materials Used In India, 7th Ed. Oxford And Ibh, New Delhi,1990.
 - Rangwala, S.C. Building Construction: Materials And Types Of Construction, 3rd Ed. John Wiley And Sons, Inc., New York, 1963.
 - Francis D. Ching, Building Construction Illustrated, Wiley Publishers, 2008.
- Apr 2006by

Technical Drawing and computer application (IV)		
Subject Code: BDIP406	Course Title: Technical Drawing and Computer application - IV	Credit:5 L-T-P : 1-2-2
Exam Duration: 3 hrs	Exam : Theory & Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

To Prepare Working Details Of Product (Manual And Computer Drafting)

CONTENTS:

Unit 1: Measure Drawing

Measured Drawings Of Existing Product and Drafting.

Unit 1: working drawing

Preparation Of Working Details Of Product Plan And Elevation , Section Layout With Other Specification ,Drawing For Packaging Of Products, Assembling And Dismantalling Packing/Box/Container Of Products

Unit 3: D Software Skills

Intro to 3 D software , Building Wire Mesh Structure, And Material Mapping,

Unit 4: Lighting And Animation

Lighting Manipulation And Walk Through

Unit 5 : Final Rendering

Relevant 3d Views And Sketches. Presentation manual and Computer Software (Cad And 3ds Max)

OUTCOME:

To Develop The Skill Of Communicating Ideas And Information Through Drawing And Computer Skills.

EXERCISES:

- Drawing Sheets- dimensioning , graphical representation., detail drawings
- Drafting exercise related to above topics.
- rendering
- Computer skills

Suggested Readings:

- Rendow yee : architectural drawing, a visual compodium of types and methods
- D.k.ching : Form space and order
- Gill : rendering with pen and ink
- N.d.bhatt ; engineering drawing
- Tom Porter ,Design Drawing techniques for architects, graphic designers and artists, Oxford Architectural Press,1991 Terence ed .Dalley, The complete guide to illustration & design, Phaidon, Oxford, 1980 T. C. Wang, Pencil Sketching, John Wiley & Sons,1997

Elective I		
Subject Code: BDIP407	Course Title: Elective I	Credit: 3 L-T-P :1-1-1
Exam Duration:	Exam : Sessional Viva Voice Examination (SVE)	Max Marks: 100

Elective-I

(G) Digital Technology In Design

Students Will Explore Aspects Of Design Through The latest Technology Using Machineries Like Cnc, Laser Etc .Introduction Of Different Technologies, Types Of Tools, Their Working Pattern, Creation Of Objects And Designs In Different Material. Advantages For Bulk Production Method Used To Perform A Wide Range Of Manufacturing Tasks, Which Are All Carried Out By Computerized Devices. With The Help Of Computer Aided Design (CAD) And Computer Aided Machining (CAM) . To Know About The Process Can Be Used To Control A Range Of Complexity In Execution Of Design .

(H) Interior and product Photography

Students Will Explore Aspects Of Design With Photography. Importance Of This Skill. Tips, Equipments ,Lenses, Composition ,Light ,Angle, Presentation, Purpose Etc Are The Basic Content Of The Subject. Hands On Workshop On Handling Photography Instruments .To Develop Portfolio Of Your Own Designed Product And Interiors.

(I) Model Making

Hands On Experience For Making Models In Different Materials Of Your Own Design..Knowledge Of Materials Used, Technique, Scale, Converting 2d Objects In 3d Form.Study Of Technology Used In And Process Of Working For Models.

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design Semester-V

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical /studio					
1.	BDIP 501	Industrial Training	45 Days				6	SVE	50	50
2.	BDIP 502	Estimation Costing & Valuation	1	1	1	3	3	2hrs (TE)	50	50
3.	BDIP 503	Design project III	2	2	2	6	6	SVE	50	50
4.	BDIP 504	Services & Related Systems I	2	1	1	4	4	3hrs (TDE)	50	50
5.	BDIP 505	Product Design	1	3	1	5	4	3hrs (TDE)	50	50
6.	BDIP 506	Introduction to Design Organizations	1	1	1	3	3	2hrs (TE)	50	50
7.	BDIP 507	Sustainable Design Practices	2	2	0	4	4	2hrs (TE)	50	50
		Total	9	10	6	25 +45 Days Industrial training	30		350	350

Note:

1. **Theory Examination (TE):** Estimation Costing & Valuation(BDIP 502), Introduction to Design Organizations(BDIP 506), Sustainable Design Practices(BDIP 507)
2. **Theory and Drafting Examination (TDE):** (BDIP 504) Services & Related Systems I (BDIP 505) Product Design
3. **Sessional Viva-Voce Examination (SVE):** (BDIP 501)Industrial Training (BDIP 503) Design project III

INDUSTRIAL TRAINING		
Subject Code: BDIP 501	Course Title: Industrial Training	Credit: 6 L-T-P : 45 days
Exam Duration: 3 Hrs	Exam : Sessional Viva Voice Examination (SVE)	Max Marks: 100

OBJECTIVE:

To offer students an opportunity to work in industry and get acquainted with the demands of the profession. To carry out independent critical study of a building of interior designing importance, study of an innovative building material, products, crafts and study of observed and drafted details.

INTENDED OUTCOME

Outcome Of The Subject Is To understand the working style of market and its demand and application of academic learning as a medium of expression

CONTENTS:

The industrial training shall be for duration of 45 days in various aspects of interiors practice. Students should try to get his training in any of the places like Office of an architect / Office of an Interior Designer / Office of the builder/Furniture Showroom / Manufacturer /NGO /craft cluster/ Design organization. Students should get appointment letter where he proposes to work & get it approved by the head of the department

During this period, the candidate shall produce Training Report: The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training, study of product or space shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candidate has taken the training. Material Study: The Building Material Study shall include pertinent data, characteristics and applications of a contemporary materials. Detailing study: The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candidate has done the training or any other project of interest. Sketchbook: The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records Log Sheets: duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: industrial training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies. A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Suggested Industries:

ESTIMATION COSTING & VALUATION		
Subject Code: BDIP 502	Course Title: Estimation, Costing & Valuation	Credit: 3 L-T-P : 1-1-1
Exam Duration: 3 Hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

To Equip The Students With The Basic Understanding Of Working Out Quantities Of Different Materials And Their Costs To Prepare An Estimate Of The Project Before Execution. Preparation Of Schedule Of Rates For Budget, To Have A Control Over The Project

INTENDED OUTCOME

Outcome Of The Subject Is To Learn Techniques Of Estimating And Costing Related To The Interior Projects

CONTENTS:

Unit 1: Introduction To Estimation Of Quantity

What Is Estimation, Methods Of Estimation, Data Required For Estimate, Types Of Estimations, Types Of Measurements, Modes Of Measurements: Methods Of Taking Out Quantities .Estimating Interior Items Manually And Through Spreadsheet Programs. Preparation Of Bill Of Quantities. Preparation Of Estimate For Small And Large Interior Design Spaces. Volumetric Estimate Of Commercial Buildings For Interior And Furniture Design.

Unit 2 : Costing And Specification

Rate Analysis Of Various Items Of Work: Preparation Of Various Items Of Work In The Interior Works. Introduction To Specifications, Classification Of Specifications , Specification Contents ,Specifications Writing ,Source Of Information For Specifications, Points For Framing Of Specifications Specification Writing Performa, Order Writing, Scheduling Etc..

Unit 3: Measurements

SI Measurements System, SI Nomenclature Methods. Dimensional and Modular Coordination, Modules and Modes Of Measurements Practiced By Various Agencies. Standards Developed By Trade And Industry, Government Agencies. Percentage-Distribution for Materials, Labour, Tools Plant and Contractor's Profit.

Unit 4 : Valuation

Meaning Of Valuation, Types Of Valuation, Methods Of Valuation, Importance Of Valuation

Unit 5 : Tender Documents

Preparation Of Tender Document, Notice Inviting Tender And Advising The Client Regarding Selection Of Contractor. Preparation Of Tender Document For Large Interior Design Project And Presentation Of It

EXERCISES:

Preparation of estimation and valuation documents of actual and design projects.

Suggested Readings:

- Professional practice for Interior Designers, 3rd edition, Wiley and sons, 2001.
- Interior Design Handbook practice, Cindy Coleman, Mc Graw Hill professional, 1st ed, 2001
- Professional practice for Interior Designers, Ronald Veitch, Peguis Publishers, Limited,
- Estimation and Costing – Rangwala
- Estimation and Costing- B.C.Punmia

DESIGN PROJECT III		
Subject Code: BDIP 503	Course Title: Design project III	Credit: 6 L-T-P : 2-2-2
Exam Duration: 3 Hrs	Exam : Sessional viva -voce Examination (SVE)	Max Marks: 100

OBJECTIVE:

To Develop Creative Conceptual Visualization, Create Functional Space , And The Process Of Design.

INTENDED OUTCOME

Outcome Of The Subject Is To Learn Use Of Anthropometry, Ergonomics, Handling Of Space, design solutions and Application Of Knowledge Gained From Other Subjects, In Design.

CONTENTS:

Unit 1: Corporate Sectors

Corporate Branding, Types of Corporate Offices. Method of organizing space . Case Study of Corporate Interior Design with the Perception of Purpose, Function & Aesthetics. Basic needs: ergonomic consideration, psychological, aesthetic, occupational and professional development .Principle of Corporate organization , material , lighting , climate and sound

Unit 2 : Planning Consideration Of Corporate Interior Space

Analysis Of Clients“ Specific Requirements. Location ,Space Requirement, Availability Of Materials. Design Principles. Current Trend In Corporate Interior Design,Interior Design Of Corporate Spaces With Their Types , Planning Considerations, Types Of Layouts, Grid Layout, Types of work stations , Functions, Orientation, Circulation, Grouping, Light, Ventilation, Privacy, Climatic And Ergonomic Factors, Aesthetics And Service (Electrical, Lighting, Water Supply, Drainage, Air Conditioning) Introduction and Objectives.

Unit 3: Design of Façade And Other Details

Corporate spaces, Ceiling, Flooring Details .Materials & Finishes (Wood, Glass, Plastic, Metals, Acoustical Boards, Floor Covering, Paneling Materials, False Ceiling Material) through concept and mood boards, Furniture Details

Unit 4 : Working Drawings

All Kind Of Working Drawing Of Interiors and Furniture with all specification

Unit 5 : 3d Presentations

Model and Presentation Drawing of Each Detailing and Overall Interior

EXERCISES:

Visits to retail stores, conceptual layout and design , detailed drawings, application of different materials ,list of requirements and nature of retail sector, bd model and rendered views

Suggested Readings:

- Cerver E A, Commercial Space, Office Design & Layout, Rotovision Sa
- Time Saver Standards For Architectural Types & Interior Design & Space Planning, Mcgraw Hill Book
- Julius Panero & Martin Zelnick, Human Dimension & Interior Space : A Source Book Of Design Reference Standards,
- Watson – Guptill, 1979. Maureen Mitton, Interior Design Visual Presentation: A Guide To Graphics, Models, And Presentation Techniques.

SERVICES & RELATED SYSTEMS I		
Subject Code: BDIP 504	Course Title: Services & Related Systems I	Credit: 4 L-T-P : 2-1-1
Exam Duration: 3 Hrs	Exam : Theory & Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

To Impart The Knowledge And Skills Required For Understanding The Building Services Of Water Supply And Sanitation And Their Integration With Interior Design. Appreciating And Designing Layouts Of Water Supply, Plumbing, Drainage And Sanitation For Residential And Institutional And Other Buildings

INTENDED OUTCOME

Students Will Learn To Incorporate Design Principles Of Plumbing, Sanitation And Electrical Services And Understanding Of Their Impact In Design And Develop The Understanding Of Layout, Functioning And Application Of Utilities And Services In The Interiors.

CONTENTS:

Unit 1: Principle of Plumbing And Water Supply

Water Supply Introduction, Sources of Water Supply, Water Softening And Miscellaneous Treatment Of Water. Sources of Water Pollution and Preventive Measures. Public Water Distribution System, Methods of Layout of Distribution Pipes. Hot and Cold Water Distribution Systems.

Unit 2 : Drainage, Sanitation And Various Sanitary Fixtures/ Fittings

Definitions Of Invert, Sewer, Sewerage, Systems Of Drainage Separate, Combined And Partially Separate System, Advantages And Disadvantages Of Each System. Introduction, Importance And Purpose Of Sanitation, Sanitary Requirements For Various Types Of Building And Disposal Of Waste/Refuse Materials From Building. Types Of Refuse And Collection. Standard Sanitary Fittings Like Types Of Pipe Traps-Floor Trap, Multi-Trap, Gully Trap, Grease And Oil Trap Their Joints .Standard Sanitary Fixtures Like Urinals, Indian, European, Anglo Indian Type Of Water Closet, Squatting Urinal, Bidet, Showers, Tap, Etc.

Unit 3: Electrical Services

Introduction To Importance Of Electrical Services In Buildings, Introduction To Commonly Used Terminology, Supply And Distribution Of Electricity To Buildings Substations (Including High Tension Panels, Transformers, Low Tension Panels, Generators) And Overhead Versus Underground Distribution Systems, Panel Boards, Electrical Panel Rooms Etc. Types Of Power Backup Systems(UPS, Electrical Generators And Silent Genrators)Introduction To Power And Lighting Circuits, Internal Supply And Distribution Brief Description Of Various Cabling Types, Conduit, PVC Casing And Capping Wiring Systems; Earthing And Brief Description Of Protective Devices Fuses, Mcbs, ELCB, Etc., Electrical Load Estimation. Provision In National Building Code Indian/State Electricity Rules-Relevant Codes Of Practice.

Unit 4 : Illumination And Lighting Fixture And Fittings

Quality And Quantity Of Light, Methods Of Lighting: Ambient, Task And Accent Lighting, Systems Of Luminaries: Direct, Indirect Etc., Various Types Of Electrical Lamps Incandescent, Fluorescent/CFL, HID S, Neon Lamps And Their Lighting Characteristics, Design Considerations For Different Types Of Occupancies And Tasks Preparation Of A Lighting And Electrical Scheme.

Unit 5 : Plumbing And Electrical Layout

Preparation Of Sanitary Layout And Electrical Layout Of Previous Or Current Semester Project.

Suggested Readings:

- Birdie J.S. And Birdie G.S. (1998) Water Supply And Sanitary Engineering, Dhanpathray Publishing Company, New Delhi.
- Burke, Ken (1982) Basic Plumbing Techniques, Ortho Books, Chevron Chemical Company, San Ramon, Canada.
- Wanda Jankowski, Lighting : In Architecture And Interior Design, Pbc Intl, 1995.
- Moore Fuller, Concepts And Practice Of Architectural Day Lighting, Van Nostrand Reinhold Co., New York, 1985.

PRODUCT DESIGN		
Subject Code: BDIP 505	Course Title: Product Design	Credit: 4 L-T-P : 1-3-1
Exam Duration: 3 Hrs	Exam : Theory & Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

Enhance the aesthetic perception, materials, design and working parameters in designing products and life style accessories. To Develop systematic design approach and integration of designed accessories with the interior.

INTENDED OUTCOME

The course prepares the student for mass production of decorative accessories and products for various life styles of people with the parameters of economy.

CONTENTS:

Unit 1: Product Introduction And Ergonomics

Insight Of Various Products And Lifestyle Accessories In The Interiors. Role Of Accessories In Interiors. Integration Of Accessories In Interior Design. Design Approaches In Product And Lifestyle Accessories Design With A Focus On Functionality, Ergonomics, Aesthetics, Multiple Usages Etc.

Unit 2 : Various Impacts On Design

Stylistic Development Of Decorative Accessories From The Past To Present With Insight Into Technological Advances And The Influences Of Social, Economic And Political Factors On Their Design. Brief Study Of Period Room Settings With The Context Of Decorative Accessories Complementing The Architecture And Interior Design.

Unit 3: Creative And Technological Techniques

Design Approach With Limited Constraints Inherent In Accessory Products. Evolving The Strategy Of Design With Integration Of Technical Complexities And Lifestyle Influences. Development Of The Design Of Products And Accessories To Specific Interiors And Prevailing Trends. Broad Based Approach Towards Innovative Design And Application To Multi Products And Multi Materials In Manufacturing Interior Products And Lifestyle Accessories.

Unit 4 : Materials And Manufacturing Processes

Study Of Materials And Processes Adopted In Accessories Design. Basic Understanding Of Construction Principles, Anthropometrics, Principles Of Sizes And Proportions, Modeling, Rapid Prototyping, Color, Texture Etc. With Broad Orientation To Socio-Cultural And Historical Context Of The Sector. Orientation To Indian As Well As Global Context Of Interiors, Trends And Market.

Unit 5 : Prototyping In Different Materials

A detailed study involving all the design aspects of any of the following lifestyle accessories: luminaire design, glassware, lighting, textiles, mirrors, clocks, wall coverings etc.

EXERCISES: Visits to manufacturing units of the product manufacturing, data collection, sample collection, sketching, drafting, model making

Suggested Readings:

- Laura Slack, What Is Product Design? Roto Vision Publishers, 2006
- Treena Crochet And David Vleck, Designer'S Guide To Decorative Accessories, Prentice Hall, 1st Edition, 2008.
- Michael Ashby, Kara Johnson, Materials And Design: The Art And Science Of Material Selection In Product Design, Butter Worth Heinemann, 1st Edition, 2002.
- International Design Yearbook, 1995: Furniture, Lighting, Tableware, Textiles And Products, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, Product Design And Development, Mcgraw-Hill Education Singapore; 4th Edition, 2007
- William Lidwell, Kritina Holden, Jill Butler ,Universal Principles Of Design, Rockpo

INTRODUCTION TO DESIGN ORGANIZATIONS		
Subject Code: BDIP 506	Course Title: Introduction to Design Organizations	Credit: 3 L-T-P : 1-1-1
Exam Duration: 3 Hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

The course emphasizes on introduction to various organizations which are related to the design domain such as design enterprises, online business, export and import industry, various development organizations, different government organizations and their schemes.

INTENDED OUTCOME:

Students will develop their knowledge and understanding towards various organizations related to Design domain which will further help them to approach for career building.

CONTENTS:

Unit 1: Design Enterprises

Introduction to Design Enterprises, Formation and registrations of Enterprise, Different Design Enterprises of National and International repute.

Unit 2: E-Business

Introduction to E-Business Concept, Different online platforms trading online. How to start E-Business.

Unit 3: Export Industries

Introduction to Export and Import of design goods, Different National and International trade fairs.

Unit 4: Development Organizations

Introduction to Developmental Organizations, formation and methods of registrations. Different National and International Voluntary organizations.

Unit 5: Government Organizations

Government of India and its schemes related to handicrafts and design, various departments and ministries related to design, craft, business and Industry.

EXERCISES: Notes, Documentation

REFERENCE BOOKS:

The Economist Guide To Organisation Design By Ms. Naomi Stanford

Web Link: <https://www.india.gov.in/>

<https://www.webfx.com/> (2020) "9 Popular Social Messaging Apps For Your Business"

Thomas J Law (2018) "The Beginner's Guide To 7 Types Of Internet Marketing" <https://www.oberlo.com/>

Craft Council Of India "Craft Clusters Of Rajasthan" <https://www.craftscouncilofindia.org>

Rajasthan Khadi And Village Industries Board

<http://industries.rajasthan.gov.in>

Khadi India Organic Products

<https://khadibrand.in/>

I Wear Khadi

<https://iwearkhadi.in/>

SUSTAINABLE DESIGN PRACTICES		
Subject Code: BDIP 507	Course Title: Sustainable Design Practices	Credit: 4 L-T-P : 2-2-0
Exam Duration: 3 Hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

To learn about sustainable design techniques is uses and impact in interior design.

INTENDED OUTCOME

The Efficient Use Of Natural Resources Through Design Process. To Know About The Sustainability And Its Impact On People, Individually And Collectively. Awareness Of Sustainable Materials.

CONTENTS:

Unit 1: Understanding Of The Term Sustainable

The Concept Of Sustainable Interiors, Benefits Of Green Interiors , Importance Of Sustainability In Interiors. About Indoor Environment Quality (IEQ) And Elements Associated To IEQ Principles Of Sustainable Interior Design- Design For Energy Efficiency, Design For Low Environmental Impact, Design For Waste Reduction, Design For Longevity And Flexibility, Design For Healthy Environments Do's And Don'ts For Green Interiors

Unit 2 : Energy Efficiency

Introduction to Global Warming & Heat Island Effect. Heating Cycle, Solar Gains, Solar Geometry & Shading. Various Passive Heating Techniques & Passive Cooling Techniques. Day Lighting & Ventilation Passive Techniques. Summary & Conclusion Of Unit

Unit 3: Water And Waste Management

Reduce ,Reuse And Recycle Theories For Water Efficiency And Waste Management . Use Plants As Mood Busters And Decorators, Etc.

Unit 4 : Study Of Green Construction And Materials

Impact Of Construction On Environment. Techniques Of Sustainable Construction - Technologies, Methods Of Effectiveness Alternative Materials And Construction Methods As Per Their Design Requirements & Data Collection. Study Of Sustainable Materials .Interior Eco Finishes Like- Eco-Furniture, Reclaimed Timber Wood, Eco Palm Wood, Eco Bamboo, Lyptus Wood, Eco Cork, Formaldehyde Free Fiberboard & Fsc Certified Fiberboard ,Eco Wheat Board, Strawboard, Eco Kirei Board, Rubber Wood. • Green Interiors By Indoor Plants. Sustainable Interiors By Using Human Health Friendly Materials. Green Furniture, Room For Natural Air, Organic Upholstery

Unit 5 : Green Building Rating Systems

Introduction Of Rules And Regulations For Sustainable Interiors By Various Govt., Semi Govt. And Autonomous Bodies, Green Rating, GRIHA, BEE, ECBC RULES, IGBC Rules Etc. Green Architecture And Various International Rating Systems For Sustainability. Indian Systems – TERI ,GRIHA Rating, LEED India Rating, IGBC. Case Studies. Summary & Conclusion Of Unit.

EXERCISES:

Notes , tables, charts, relted to the syllabus content, application based exercise.

Suggested Readings:

- N.K. Bansal;Passive Building Design
- D.K. Ching; Green Building Illustrated
- Spiegel 3rd Edition ;Green Building Materials
- Keith Robertson And Andreas Athienitis; Solar Energy For Building
- A. K. Athienitis And Mat Santamouris; Thermal Analysis And Design Of Passive Solar Buildings
- Martin Evans ;Housing, Climate And Comfort • Maxwell Fry ; Buildings In The Tropics
- Arvind Kishan, Baker & Szokolay ; Climate Responsive Architecture;
- C. P. Kukreja ;Tropical Architecture

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design Semester-VI

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical /studio					
1.	BDIP 601	Project Management	1	1	1	3	3	2hrs (TE)	50	50
2.	BDIP 602	Universal Design Concepts	1	1	1	3	3	2hrs (TE)	50	50
3.	BDIP 603	Design Project IV	2	2	2	6	6	SVE	50	50
4.	BDIP 604	Services & Related System II	2	3	1	6	5	3hrs (TDE)	50	50
5.	BDIP 605	Furniture Design	2	2	2	6	6	3hrs (TDE)	50	50
6.	BDIP 606	Visual Merchandising	1	0	2	3	4	3hrs (TDE)	50	50
7.	BDIP 607	Elective II	1	1	1	3	3	SVE	50	50
Total			10	10	10	30	30	-	350	350

Note:

1. Theory Examination (TE): Project Management (BDIP601), Universal Design Concepts (BDIP602),
2. Theory and Drafting Examination (TDE): Visual Merchandising (BDIP606), Services & Related Systems II (BDIP604), Furniture Design (BDIP605)
3. Sessional Viva-Voce Examination (SVE): Design Project IV (BDIP603), Elective II(BDIP607)

PROJECT MANAGEMENT		
Subject Code: BDIP601	Course Title: Project Management	Credit: 3 L-T-P : 1-1-1
Exam Duration: 2 Hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

Aim Of The Subject Is To Develop Project Management Skills In The Students

INTENDED OUTCOME

Student Will Be Able To Make Strategies And Techniques For Managing Interior Projects.

CONTENTS:

Unit 1: Introduction To Project Management:

Project Management, Professional Construction Management-Significance, Objectives & Functions Of Construction Management, Types Of Construction, Resources For Construction, Stages In Construction. Construction Team, Perception Of- Client, Consultants And Contractor, Project Feasibility-Turnkey Operation, BOOT, PPP Etc.

Unit 2 : Planning & Scheduling

planning-Objectives, Principles, Work Breakdown Structure, Stages Of Planning For Construction Projects. Pre-Tender Stage, Contract Stage Scheduling – Necessity Of Scheduling, Scheduling By Bar Charts, Preparation Of Construction Schedule For Labour, Material, Machine & Finance. Techniques Of Monitoring Of Development Works – Standard Oriented Costs Control, Turnkey System, Vertical Production Method, Inventory Cost Control Techniques And Unified Status, Index Techniques.

Unit 3: Organising Construction Project And Entrepreneurship

Organization Of Project: Matrix Organization, Task Forces, Project Teams: Monitor And Control Of Project. Project Organization. Contracting, Procurement And Recruitment Budget And Fund Flow Statement. Stabilization And Finish Project Management Strategies: Tools And Techniques For Project Management. Classical Persuasive And Nonpersuasive Strategies And Techniques. New Techniques : Management By Objectives (MBO). Integrated Reporting System, Flow Diagrams, Bar Charts, Milestone Charts, CPM And PERT. . Critical Path Method(CPM) And PERT (Program Evolution And Review Technique) Through This To Develop Entrepreneurship Skill.

Unit 4 : Inspection And Quality Control

Need For Inspection & Quality Control Objectives, Principles Of Inspection, Enforcement Of Specifications, Stages Of Inspection & Quality Control, Technical Services & Inspection Team, Testing Of Structures, Statistical Analysis.

Unit 5 : Safety In Construction

Importance Of Safety. Safety Procedures And Check List (Excavation, Scaffolding, Form Work) Safety Meetings, Safety Measures For Storage, Safety In Fabrication &Erection, Safety Measures For Demolition, Fire Safety

EXERCISES:

Prepare A Planning Schedule For Live Construction Activity With The Help Of Available Open Source Project Management Software.(PRIMAVIRA, MS-PROJECT),

Suggested Readings:

- Construction Planning And Management – Prof.B.M. Dhir&P.S Gahlot, New Age International(P)Ltd, Publishers.
- Sanga Reddy. S, ‘Construction Management’,Kumaran Publications, Coimbatore
- Chitkara, ‘Construction Project Management’, Mc Graw Hill Publications,
- Construction Management By NITTTR, Chennai
- Entrepreneurial Development – Dr.S.S.Khanka By S.Chand Publishers

UNIVERSAL DESIGN CONCEPTS		
Subject Code: BDIP602	Course Title: Universal Design Concepts	Credit: 3 L-T-P : 1-1-1
Exam Duration: 2 Hrs	Exam : Theory Examination (TE)	Max Marks: 100

OBJECTIVE:

The course emphasizes on Universal design concepts for products, interior and architectural spaces.

INTENDED OUTCOME:

Students will develop their knowledge and understanding towards the concept of Universal Design in relation with Products, Interior and Architectural spaces.

Unit 1: Concept of Universal design,

Introduction to Universal Design for products and interior spaces, buildings and architects, building users: mobility equipment.

Unit 2: Anthropometrics

Heights of fixtures and fittings, Ambulant people, Wheelchair user, Seated women, person who are differently abled.

Unit 3: Horizontal and Vertical circulation

Passing spaces, Straight approaches through openings, Doors and door openings, turning to pass through door openings, Entrance lobbies and internal lobbies, Wheelchair users, movement through door openings, Housing, passageway spaces, Thresholds, Steps and stairs, Handrails, Ramps, Entrances to buildings, Lifts, Escalators, Refuge spaces

Unit 4: Sanitary facilities

Wc facilities: general provision, Transfers to and from wc, Wc facilities: limited wheelchair access, Wc facilities: wheelchair-accessible provision, Cloakroom lobbies Wash basins, Baths and bathrooms, Shower rooms, Urinals etc.

Unit 5: Tiered seating, hotel guestrooms, car parking, Housing

Tiered seating and wheelchair spaces, Hotel guestrooms, Car parking spaces, Ground floor flats, Houses to Part M standard, Lifetime Homes, Two-storey wheelchair houses.

Reading resource:

Universal Design A Manual of Practical Guidance for Architects, Selwyn Goldsmith, 2000 Architectural Press

DESIGN PROJECT IV		
Subject Code: BDIP 603	Course Title: Design Project IV	Credit: 6 L-T-P : 2-2-2
Exam Duration: 3 Hrs	Exam : Sessional viva -voce Examination (SVE)	Max Marks: 100

OBJECTIVE:

To Develop Creative Conceptual Visualization, Create Functional Space , And The Process Of Design.

INTENDED OUTCOME

Outcome Of The Subject Is To Learn Use Of Anthropometry, Ergonomics, Handling Of Space, design solutions And Application Of Knowledge Gained From Other Subjects, In Design.

CONTENTS:

Unit 1: Branding And Retail Sectors

Concept of brands, developing and selling the brand , and types of retail sectors like food, fashion, leisure etc. Types of retail sites i.e .Department stores , high street, shopping centre, method of organizing space . Case Study of Commercial Interior Design with the Perception of Purpose, Function & Aesthetics. Basic needs: ergonomic consideration, psychological, aesthetic, occupational and professional development .Principle of retail organization , material , lighting , climate and sound

Unit 2 : Planning Consideration Of Retail Interior Space

Analysis Of Clients" Specific Requirements. Location ,Space Requirement, Availability Of Materials. Design Principles. Current Trend In Commercial Interior Design,Interior Design Of Commercial Spaces With Their Types Planning Considerations, Types Of Store Layouts, Grid Layout, Forced-Path Layout, Free-Form Layout, Boutique Layout, Combined Layout, Store Space Allocation, Heads Of Space Allocation In A Store, Managing Customer Navigation In A Store, General Rules Of Customer Traffic In A Store) Functions, Orientation, Circulation, Grouping, Light, Ventilation, Privacy, Climatic And Ergonomic Factors, Aesthetics And Service (Electrical, Lighting, Water Supply, Drainage, Air Conditioning) Introduction and Objectives.

Unit 3: Design Of Façade And Other Details

Design Of The Shop Façade, Ceiling ,Flooring Details .Materials & Finishes (Wood, Glass, Plastic, Metals, Acoustical Boards, Floor Covering, Panelling Materials, False Ceiling Material) through concept and mood boards, Furniture Details

Unit 4 : Working Drawings

All Kind Of Working Drawing Of Interiors And Furniture with all specification

Unit 5 : 3d Presentations

Model And Presentation Drawing Of Each Detailing And Overall Interior

EXERCISES:

Visits to retail stores, conceptual layout and design , detailed drawings, application of different materials ,list of requirements and nature of retail sector, bd model and rendered views

Suggested Readings:

- Cerver E A, Commercial Space, Office Design & Layout, Rotovision Sa
- Time Saver Standards For Architectural Types & Interior Design & Space Planning, Mcgraw Hill Book
- Julius Panero & Martin Zelnick, Human Dimension & Interior Space : A Source Book Of Design Reference Standards,
- Watson – Guptill, 1979. Maureen Mitton, Interior Design Visual Presentation: A Guide To Graphics, Models, And Presentation Techniques.
- Basics Interior Retail Design Lynne Mesherinterior Design The Art Or Process Of Designing Spaces To Be Used For The Sale Of Goods

Services & Related System II		
Subject Code: BDIP 604	Course Title: Services & Related System II	Credit: 5 L-T-P : 2-3-1
Exam Duration: 3 Hrs	Exam : Theory & Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use

INTENDED OUTCOME

Students will learn to incorporate design principles of acoustics, firefighting & HVAC with understanding of their impact in design

CONTENTS:

Unit 1: Aircooling And Airconditioning Systems

Introduction To Heating, Ventilation And Air Conditioning (HVAC), Behavior Of Heat Propagation, Thermal Insulating Materials And Their Co-Efficient Of Thermal Conductivity. General Methods Of Thermal Insulation: Thermal Insulation Of Roofs, Exposed Walls. Ventilation: Definition And Necessity, System Of Ventilation. Principles Of Air Conditioning/ Air Cooling, Difference Between Air Cooling And Air Conditioning, Planning And Design Considerations, Psychometric Chart And It's Use, Air Condition Ducting, Latest Air Conditioning Methods. Different Systems Of Ducting And Distribution, Essentials Of Air-Conditioning System Ducting And Air Distribution.

Unit 2 : Sound & Acoustics In Interior

Basic Terminology And Definitions. Physics Of Sound, Behavior Of Sound In An Enclosed Space. Criteria For Acoustic Environment- Location Of Building, Geometry And Shape, Basic Understanding Of Echo, Reverberation Time, Sound Absorption Coefficient, Noise Rating Curves. Noise: Noise- Physiological And Psychological Effects, Transmission Loss, Flanking Of Sound, Structure Borne Sound And Noise From Different Mechanical Equipments. Noise Control Techniques And Their Applications. Acoustical Design Process: Predictions Of Acoustical Conditions, Approach To Designing Enclosure For Predetermined Acoustical Responses, Corrective Of Existing Deficient Enclosures, Introduction To Sound Reinforcing System- Amplification And Distribution. Selection Of Acoustic Materials, Construction Details And Fixing.

Unit 3: Elevators/LIFTS, Escalator And Conveyors

Study Of Elevators/LIFTS – Size, Capacity, Speed, And Mechanical Safety Methods, Positioning In Core Under Planning Grid. Various types of lifts Like Passenger And Freight Lifts, Dumbwaiters, Details Of Lift Cage, Lift Shaft & Other Mechanism. Escalator: Parallel And Criss Cross Escalators, Conveyors: Horizontal Belt Conveyors, Horizontal Moving Walk Way – Mechanical Safety Systems And Automatic Control, Stairways & Ramps

Unit 4 : Fire Fighting And Alarms

Fire Fighting Systems in a Building Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 5 : BAMS (Building Automation And Management System) And Other Modern Services

Communication And Distribution Systems EPABX, Computer Networking, Vedio Door Phones,CAMERA AND Security System, Server Room, BAMS ROOM

EXERCISES:

Site Visit, Market Survey, Working Layout Of Above Services For Design Project, Services Based Conceptual Sketches

Suggested Readings:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., Design Of Good Acoustics, The Architectural Press, London, 1961. Burris, Harold, Acoustics For Architect.
- Lord, Peter And Tempelton, Duncan, The Architecture Of Sound; Designing Places Of Assembly, Architectural Press Ltd, London, 1986.
- Egan David, Architectural Acoustics, Mc-Graw Hill Book Company, New York, 1988.
- John.F. Pile, Interior Design, 2nd Edition, Illustrated, H.N.Abrams, 1995.
- David Egan. M. Concepts In Architectural Lighting Mcgraw Hill Book Company, New York, 1983.
- Faber, Oscar And Kell, J.R. Heating And Air Conditioning Of Building. Architectural Press, Surrey, 1945.
- Prasad Manohar, Refrigeration And Air-Conditioning. 5th Ed, New Age Intl. Pub, New Delhi
- . M.H.Lulla , Air Conditioning
- . V.K.Jain, Fire Safety in Buildings

FURNITURE DESIGN		
Subject Code: BDIP 605	Course Title: Furniture Design	Credit: 6 L-T-P : 2-2-2
Exam Duration: 3 Hrs	Exam : Theory& Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

The course provides a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

INTENDED OUTCOME

Develops Systematic Design Approach And Space Planning Through Furniture As Elements Of Design. Enhances The Knowledge Of Ergonomics, Materials, Design And Working Parameters In Designing Furniture.

CONTENTS:

Unit 1: study of existing furniture

Furniture Categories, Exploration Of The Idea Of Furniture, Role Of Furniture In Interior Design, Design Approaches In Furniture Design. Measured Drawing Of A Piece Of Furniture – Plan, Elevation And Drawings On Full Scale

Unit 2 : Evolution Of Furniture

Brief Overview Of The Evolution Of Furniture From Ancient To Present: Various Stylistic Transformations. Furniture Designers And Movements. Analysis Of Furniture In Terms Of Human Values, Social Conditions, Technology And Design Criteria.

Unit 3: Design Strategy

Functional And Formal Issues In Design: Study And Evaluation Of Popular Dictums Such As “Form Follows Function”, Form And Function Are One”, “God Is In Details” Etc. Evaluation Of Visual Design: Study Of Gestalt Theory Of Design – Law Of Enclosure, Law Of Proximity, Law Of Continuity Etc. Human Factors, Engineering And Ergonomic Considerations: Principles Of Universal Design And Their Application In Furniture Design.

Unit 4 : Manufacturing Processes

An Introduction Of Various Manufacturing Processes Most Frequently Adopted In Furniture Design Such As Injection Molding, Investment Casting, Sheet Metal Work, Die Casting, Blow- Molding, Vacuum - Forming Etc

Unit 5 : Modular Approaches To Furniture Design

Modular Approach To Furniture Design – Various Materials, Combination Of Materials And Its Application – Design Parameters, Ergonomics Etc. Drawings And Prototype. Survey Of Several Modular Systems Available For Different Functions In The Market. Exploration Of Wood, Metal, Glass, Plastics, FRP As Materials For System Design. Cost Criteria Of Furniture Design.

EXERCISES:

Typology of furniture with respect to the different states in India. Visit to furniture units, prototyping

Suggested Readings:

- Joseph Aronson, The Encyclopedia of Furniture: Third Edition ,1961
- Bradley Quinn, Mid-Century Modern: Interiors, Furniture, Design Details, Conran Octopus Interiors, 2006.
- Jim Postell, Furniture Design, Wiley publishers, 2007.
- Edward Lucie-Smith , Furniture: A Concise History (World of Art) ,
- Thames and Hudson, 1985 Robbie. G. Blakemore, History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe, Wiley publishers, 2005.
- John.F. Pile, Interior Design, 2nd edition, illustrated, H.N.Abrams, 1995.

VISUAL MERCHANDISING		
Subject Code: BDIP606	Course Title: Visual Merchandising	Credit: 4 L-T-P : 1-0-2
Exam Duration: 3 Hrs	Exam : Theory & Drafting Examination (TDE)	Max Marks: 100

OBJECTIVE:

To Understand Functioning Of Retail, Merchandising Spaces Like Small Shops, Large Shops And Mechanism Of Displaying (Focus: Provides An Overview About Multipurpose Interior Design Aspects)

INTENDED OUTCOME

Encouragement To The Student To Apply Theoretical Knowledge In Designing The Interiors Of A Retail Space. Knowledge Of The Current Trends In Retail Design And Visual Merchandising.

CONTENTS:

Unit 1: Introduction To Visual Merchandising (VM):

Introduction, Objectives, Concept Of Visual Merchandising, Objectives Of Visual Merchandising, Growth Of Visual Merchandising, Visual Merchandising In India, Scope Of Visual Merchandising In India, Visual Merchandising As A Support For Positioning Strategy, Prospects Of Visual Merchandising, Challenges In Visual Merchandising, The Common Challenges, Ways To Overcome The Visual Merchandising Challenges

Unit 2 : The Merchandise Mix:

Introduction, Objectives, Concept Of Merchandise Mix, Merchandise Line, The Assortment Of Products, Assortment Strategy, Merchandise Mix Of Show Off, Role Of A Merchandiser, Other Atmospherics In Merchandising, Colour Scheme, Lighting.

Unit 3: Display window Design:

Introduction, Objectives, Concept Of Store Design And Display, Purpose And Importance Of Display, Rules Of Display Planning, Display Settings, , Combination With Interior And Exterior Of The Store , Window Displays, Merchandise Presentation Strategies, Colour Blocking And Psychology, Other Techniques Of Merchandise Placement, Physical Materials Used To Support The Display, Components Of Display, Some Useful Display Fixtures, Shelves, Gondolas, Round Racks, Four Ways, Saccades And Fixation, Replenishes, Planogramming, Graphics, Signage,

Unit 4 : Store Image & Security:

Introduction, Objectives, Concept Of Image Mix, Elements Of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements That Levy Negative Impact On Shoppers, Change Of Image, Security Issues

Unit 5 : The Present And Future Of Visual Merchandising:

Introduction, Objectives, Visual Merchandising At Different Stores, Apparel Store, Furniture Store, Gift Store, Future Prospects Of Visual Merchandising.

EXERCISES:

Visit To Retail Stores, Concept Design For Display, Sketches, 3d View, Notes

Suggested Readings:

- Nair, R., Marketing, Sultan Chand And Sons Educational Publishers (1994), New Delhi.
- Nisra, M.N., Sales Promotion And Advertising Management, Himalaya Publishing House (1994), Bombay.
- Wolfgang, Preiser Universal Design Handbook,
- Wylde, Robbins, Building For A Lifetime,
- Steven Winner , Accessible Home Design,
- Ken Mc Elloy, The ABC's Of Real Estate Industry

ELECTIVE II		
Subject Code: BDIP607	Course Title: Elective II	Credit: 3 L-T-P : 1-1-1
Exam Duration: 3 Hrs	Exam : Sessional viva -voce Examination (SVE)	Max Marks: 100

Elective II

1. Interior Landscape

This Course Introduces Students To The Knowledge Of Landscaping Design Parameters, Landscape Elements, Plant Materials Etc. To Use In The Interiors Effectively For Aesthetic Enhancement And Visual Comfort. Introduction To Landscape Architecture. And Role Of Landscaping Design In The Built Environment. Types Of Natural Elements – Stones, Rocks, Pebbles, Water Forms, Plants And Vegetation. Elements Of Interior Landscape. Introduction To Study Of Plants In Relation To Landscape Design And Interiors. Types Of Indoor Plants, Plant Characteristics: I.E., Biology, Soil, Moisture, Light Nutrient, Atmospheric Condition. Design With Plants – Basic Principles Of Designs. The Physical Attribute Of Plants And Relation To Design. Appearance, Functional And Visual Effects Of Plants In Landscape Design And Built Environment. Selection And Management Of Plant Material In Relation To The Built Environment. Design Concepts Related To Use Of Sculpture , Lightings, Garden Furniture , Architectural Feature And Grouping Them Into Meaningful Composition S For Visual And Functional Effects. Landscaping Design Parameters For Various Types Of Built Forms- Indoor And Outdoor Linkage To Spaces. Landscaping Of Courtyards- Residential And Commercial Forms. Indoor Plants And Their Visual Characteristics- Color, Texture, Foliage. Science Of Maintaining And Growing Greenery. Flowers- Its Colors, Texture And Its Visual Perception In Various Indoor Spaces And Science Of Flower Arrangement. Automatic Irrigation Costing And Installation Of Micro Irrigation Systems.

2. Ux Design

User Experience Design Fully Encompasses Traditional Human-Computer Interaction Design, And Extends It By Addressing All Aspects Of A Product Or Service As Perceived By Users. Good Interior Design Is Not Only About Practical Functions, Technology, And Good Appearance. The Good Interior Design Considers The Feelings And Feedback From End-Users And The Operators. UX Design Is Very Similar To How Interior Designers Plan The Furniture. We Think Of The Needs Of End-Users In Every Single Detail, Putting The Consideration On How People Do Things (Their Habits). For Example, How They Use The Room In A Hotel, Dining Habits In A Restaurant, The Sequence On How People Cook, How They Work, How They Enjoy Leisure Time At Home, Etc. Colors, The Texture Of Materials, Ergonomics Are Also Put Into The List. The Backbone Of This Process Is To Understand The Behavior Of The End-Users, Their Needs, And Their Motivations. Sounds Familiar? Yes, It Is Exactly What Has Been Mentioned At The Beginning Of This Article – What UX Design And Service Design Methodologies Are.

3. Indian craft

An introduction to the crafts traditions of India, details about the different crafts, their classifications, regional distribution. The impact of different philosophies on handicrafts industry in the last hundred years or so. Individual efforts to promote crafts, including Gandhi's philosophy on crafts and village industry. Description of a broad range of materials used for crafts and alternatives adopted in changing circumstances. Students will discover some unique features of India's social structure through examining crafts traditions. Various aspects of economics of crafts. The role of various institutions promoting crafts. Study crafts found at home, in their town/village, artisans and crafts communities who live in their locality. A scientific, methodical documentation of a particular craft tradition prevalent in the region or in any cluster which will have some core issues in the background, and their solution.

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design Semester-VII

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1	BDIP 701	Design Marketing	2	4	0	6	4	2hrs (TE)	50	50
2	BDIP 702	Dissertation	1	4	6	11	12	SVE	50	50
3	BDIP 703	Design project V	1	2	4	7	8	SVE	50	50
4	BDIP 704	Design Economics	2	1	1	4	4	2hrs (TE)	50	50
		Total	6	11	11	28	28		200	200

Note:

1. Theory Examination (TE): Design Marketing (BDIP 701), Design Economics (BDIP 704)
2. Theory and Drafting Examination (TDE):
3. Sessional Viva-Voce Examination (SVE): Dissertation (BDIP 702), Design project-V ((BDIP 703)

Design Marketing		
Course Code: BDIP 701	Course Title: Design Marketing	Credit: 4 L-T-P: 2-4-0
Exam Duration: 2 hrs.	Exam: Theory Examination (TE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVE: The main objective of the module is to make students familiar with the economic traits related to design industry, marketing mix and various acts and international terms and trade to be implemented to this sector as how to market their product, how to set a brand image etc.

COURSE OUTCOME: Students will be able to learn the economic growth and downfall of this sector and the impact of this sector on the economy and to learn the process of brand creation and set up his/her own brand.

Unit No.	Title of the Unit
1	Introduction economy and marketing
2	Main Features of Indian and International Economy
3	Branding Of Product
4	Concept Of Finance and Taxation
5	Current Challenges Facing Indian Economy
Unit No.	Unit details
1	Introduction economy and marketing Meaning, Scope and Importance of Economics, Concept Of Micro Economics: Production Function, Theory of Consumer's Behavior, Nature of Market, Marginal Productivity: Wage, Interest and Profit Concept Of Macro Economics: National Income: Nature, Measurement & Limitation. Marketing Concept – Marketing Environment – Customer Oriented Organization – Marketing Interface with Other Functional Areas Marketing in A Globalized Environment. P's Of Marketing (Marketing Mix) And Promotion Methods (Promotional Mix). Advertisement And Personal Selling.
2	Main Features Of Indian and International Economy Energy & Power Sector, Agriculture Sector, Industrial Sectors and Foreign Trade Five Year Plans (1947 To till Date): Features, Goals, And Problems Economic Policies: Agriculture, Industrial, Commercial Development of Indian Economy: Measurement & Indicators. Import/Export, Tariff, Quota and Devolution, International Institutions: IMF, IBRD, ADB, GATT AND UNCTAD.
3	Branding Of Product Development Of Logo, Envelop, Letterhead, Visiting Card.For A Client. Designing Accessories for ALuxury Company Based on Client Input. Documentation And Costing. Selectively Trade Up and Trade
4	Down Steps to Create Premium/ Luxury, Brand Management Advertising & Pr for Luxury Products. Concept Of Finance and Taxation Principle, Trends in Revenue & Expenditure Economic Reforms Since 1991: Liberalization, Globalization and Privatization
5	Current Challenges Facing Indian Economy Poverty, Rural Development, Human Capital Education, Employment, Sustainable Economic Development, Environment Including Global Warming, Women and Child Development

Suggested Readings

● Arts, Crafts and Fashion Design Marketing Plan by Jean Williams
● Design/Build Marketing: Strategies and Procedures by William D. Booth
● Indian Economy: Uma Kapila
● Economics: Paul Samuelsons

Dissertation		
Course Code: BDIP 702	Course Title Dissertation	Credit: 12 L-T-P: 1-4-6
Exam Duration:	Exam: Sessional viva -voce Examination (SVE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVE:

The Course Aims to Acquire Experience of Collating and Critically Appraising Information into Topics of Possible Research in Built Environment with Appropriate Developed Literature Searches.

COURSE OUTCOME:

To develop the analytical and research skill the domain.

OUTLINE OF THE COURSE

Unit No.	Title of the Unit
1	Introduction to research problem
2	Review of literature
3	Research design and methodology
4	Result and conclusion
5	Documentation and presentation
Unit No.	Unit details
1	Introduction to research problem Identification of an Appropriate and Focused Research Topic Reflecting Social and Technological Needs Of the Day.
2	Review of literature Need and significance of reviewing literature, literature search procedure, sources of literature planning of review work.
3	Research design and methodology Formulate Synopsis Including Objectives, Scope of Work, Methodology of Work, Case Studies to Be Undertaken, Site Selection Culminating in Broad Functional Requirements. An Investigation of the Topic Using an Analysis of Existing Literature, Case Studies and Other Data Sources.
4	Result and conclusion Drawing Informed and Scientific Conclusions from The Research. The Dissertation Shall Be Based on Empirical Study, Field Work, And Textual Analysis in The Field of Interior and Product Design. It Should Demonstrate Candidate's Capacity for Analysis and Judgment as Also Her/his Ability to Carry Out Independent Viewpoint in Interpretation. A Dissertation May Be Supplemented by Published Work, If Any.
5	Documentation and presentation The Dissertation Shall Be Prepared as Per Guidelines Given in The Dissertation Manual. Nevertheless, The Typing Shall Be Done on Both Sides of The Paper, The Font Size Should Be 12 Point Times New Roman In 1.5 (One and A Half) Space but The Reference and Bibliography Should Be Typed in Single Space in Harvard Style. The Paper to Be Used Should Be A-4 Size and Orientation Should Be Portrait. The Dissertation Shall Be Well Structured Document of Not More Than 7000 Words with Clear Objectives and Well-Argued and Appropriate Conclusions Indicating an Appropriate Level of Expertise. The Submission Format for All Stages Shall Be Print and Digital. Seminars In Related Areas to The Dissertation Topic Are Required to Be Presented at All Stages During the Entire Semester

Suggested Readings

1. McMillan, K & Weyers, J (2007) How to write dissertations and project reports. Pearson Prentice Hall.
2. Watson, G (1987) Writing a thesis: a guide to long essays and dissertations, London: Longman. Specialist bibliography according to the project.

Design Project - V		
Course Code: BDIP 703	Course Title Design Project - V	Credit: 8
Exam Duration:	Exam: Sessional viva -voce Examination (SVE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVES: Students develop an understanding of how to create Futuristic apparel or wearable technology by following a detailed design process which include research, conceptualization, ideation, & final garments using pattern making and garment construction techniques taught in the semester.

COURSE OUTCOME: The student would be able work according to the client serving market and would be able to develop Design collection for different occasions and purposes.

OUTLINE OF THE COURSE

Unit No.	Title of the Unit
1	Research
2	Conceptualization
3	Ideation
4	Pattern creation and Test fit Development
5	Collection and Portfolio Development
Unit No.	Unit details
1	Research Visual & contextual research from a specific inspiration (theme), Collection of Data, compiling of trend and forecast study, Color and silhouette with client
2	Conceptualization Brain storming & brain mapping in design diary, Making and selection of boards like inspiration board, mood board, color board, Client board, fabric board etc.
3	Ideation Design Development, creating color ways, sensor adaptation for design options.
4	Object creation Object Development of the finalized designs.
5	Portfolio Development Work in Portfolio in both soft copy format and hard copy format.

Suggested Readings

2.	The complete guide for designing and printed fabrics	Laurie Wisbrun	2000	Oxford, Wiley-Blackwell Publications.
3.	The printmaking handbook	Louise woods	2006	New York, Dover Publications.
4.	Designing and printing textiles	June fish	2004	London, Lawrence King Publishing.

Design Economics		
Course Code: BDIP 704	Course Title Design Economics	Credit: 4 L-T-P: 2-4-0
Exam Duration: 2 hrs.	Exam: Theory Examination (TE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVE: The main objective of the module is to make students familiar with the economic traits related to design industry, marketing mix and various acts and international terms and trade to be implemented to this sector as how to market their product, how to set a brand image etc.

COURSE OUTCOME: Students will be able to learn the economic growth and downfall of this sector and the impact of this sector on the economy and to learn the process of brand creation and set up his/her own brand.

Unit No.	Title of the Unit
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1	Introduction economy and marketing Meaning, Scope and Importance of Economics, Concept Of Micro Economics: Production Function, Theory of Consumer's Behavior, Nature of Market, Marginal Productivity: Wage, Interest and Profit Concept Of Macro Economics: National Income: Nature, Measurement & Limitation. Marketing Concept – Marketing Environment – Customer Oriented Organization – Marketing Interface with Other Functional Areas Marketing in A Globalized Environment. P's Of Marketing (Marketing Mix) And Promotion Methods (Promotional Mix). Advertisement And Personal Selling.
2	Main Features Of Indian and International Economy Energy & Power Sector, Agriculture Sector, Industrial Sectors and Foreign Trade Five Year Plans (1947 To till Date): Features, Goals, And Problems Economic Policies: Agriculture, Industrial, Commercial Development of Indian Economy: Measurement & Indicators. Import/Export, Tariff, Quota and Devolution, International Institutions: IMF, IBRD, ADB, GATT AND UNCTAD.
3	Branding Of Product Development Of Logo, Envelop, Letterhead, Visiting Card.For A Client. Designing Accessories for ALuxury Company Based on Client Input. Documentation And Costing. Selectively Trade Up and Trade Down Steps to Create Premium/ Luxury, Brand Management Advertising & Pr for Luxury Products.
4	Concept Of Finance and Taxation Principle, Trends in Revenue & Expenditure Economic Reforms Since 1991: Liberalization, Globalization and Privatization
5	Current Challenges Facing Indian Economy Poverty, Rural Development, Human Capital Education, Employment, Sustainable Economic Development, Environment Including Global Warming, Women and Child Development

Suggested Readings

1.	Technology of Textile Processing, Vol. IV	V.A. Shenai	1977	Sevak Publication.
2.	The complete guide for designing and printed fabrics	Laurie Wisbrun	2000	Oxford, Wiley-Blackwell Publications.

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

EXAMINATION SCHEME FOR BACHELOR OF DESIGN

B. Des- Interior and Product Design Semester-VIII

Sr.No	Subject code	Subject Title	Teaching Hours			Total Hours	Credit	ET-Exam Type	Internal Marks	External Marks
			Lecture	Tutorial	Practical/Studio					
1.	BDIP 801	Portfolio Design	2	2	2	6	6	SVE	50	50
2.	BDIP 802	Professional Practices & Policies	2	1	1	4	4	TE	50	50
3.	BDIP 803	Thesis (Graduation Project)	90 Days				20	SVE	50	50
		Total	4	3	3	10+90 Days Final Graduation Project	30	-	150	150

Note:

1. Theory Examination (TE): Professional Practices & Policies (BDIP802)
2. Theory and Drafting Examination (TDE):
3. Sessional Viva-Voce Examination (SVE): Portfolio Design (BDIP801), Final Graduation Project (BDIP803)

Portfolio Design		
Course Code: BDIP 801	Course Title Portfolio Design	Credit: 6 L-T-P: 2-2-2
Exam Duration:	Exam: Sessional viva -voce Examination (SVE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVE:

The students document all their presentable work done through all semesters and those that portray the student’s areas of interest. The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

COURSE OUTCOME:

To develop documentation and presentation skill to communicate and show case students work.

Unit No.	Title of the Unit
1	Introduction To Portfolio
2	Data Collection
3	data compilation
4	Portfolio Preparation
5	Portfolio On Forecast
Unit No.	Unit details
1	Introduction to Portfolio Portfolio Preparation, Definition, Types and Importance, Contents Of Portfolio, Different Portfolio Presentation Skills and Material Management, Theme Based Portfolio, Development of a Portfolio Using Mind Mapping & Different Boards. Theme Selection, Design Developments, Compilation.
2	Data Collection Collection Of All Finished or Ongoing Assignments/Projects
3	Data compilation Use of a Combination of Various Software’s Like illustrator, photoshop, coral draw for Portfolio.
4	Portfolio Preparation Preparation of Digital Portfolio Using a Combination of Different Software’s
5	Portfolio on Forecast Design Development According to The Latest Forecast Portfolio According to the Range Assigned. Development of Design & Design Specification.

Suggested Readings

Portfolio Design: A modern approach to asset by Richard. C. Marston
Portfolio Design: by Harold Linton

Professional Practice & Policies		
Course Code: BDIP 802	Course Title Professional Practice & Policies	Credit: 4 L-T-P: 2-1-1
Exam Duration: 2 hrs.	Exam: Theory Examination (TE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVE:

To acquaint the students with the role of a designer in society; scale of charges; a designer's conduct in Practice. To familiarize the students with Easement rights.

COURSE OUTCOME

The student will understand the role of a designer. The students shall learn about the Importance of entrepreneurship and self-employment in India. The students will know the domain and the various functions of a designer.

Unit No.	Title of the Unit
1	National design policies
2	Entrepreneurship and employability
3	Organization types
4	Professional ethics
5	Code of conduct
Unit No.	Unit details
1	National design policies
2	National design policies, aims and objectives, formation, Entrepreneurship and employability
3	Entrepreneurship Concept, nature, scope and philosophy of entrepreneurship. Distinction between self-employment and entrepreneurship. Importance of entrepreneurship and self-employment in India. Organization types
4	Types of organization Sole proprietorship, partnership, cooperation society, private and public limited companies, institutions support for establishment of self-employment and entrepreneurial ventures, role of various agencies. Idea of profession and essential difference among profession, trade and business. Profession of interior design, its essential tenets, duties and liabilities.
5	Professional ethics
6	Professional behavior, Ethics, Types of Clients, Contracts, Tenders, Arbitration, redefined in terms of Interior Design field.
7	Code of conduct
8	Introduction to professionalism, design practice and working of a design organization. Understanding the responsibility of a designer and technicalities of the profession as well as Scale of Professional changes and Professional code of conduct and ethics. Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Suggested Readings

• Handbook of Professional Practice – David Haviland
• Professional Documents by Council of Architecture
• Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson • Interior Design by Ahmed A. Kasu

Thesis (Graduation Project)		
Course Code: BDFT 803	Course Title Thesis (Graduation Project)	Credit: 20
Exam Duration: 2 hrs.	Exam: Theory Examination (TE)	Max Marks: 100

COURSE OVERVIEW AND OBJECTIVE:

The Course Objective Is to Provide an Opportunity to Undertake Supervised Research Leading to Design Intervention.

COURSE OUTCOME: To Develop the Analytical and Research Study and Its Application For New Interventions.

Unit No. Title of the Unit

- | | |
|---|---------------------|
| 1 | Literature Study |
| 2 | On Site Study |
| 3 | Data Collection |
| 4 | Internship Job Role |
| 5 | Documentation |

Unit No. Unit details

- | | |
|---|--|
| 1 | Literature Study
Learning about the industry, organization and its structure |
| 2 | On Site Study
Brief of the project, Problem finding, observation, process and procedure, solution through development of concept and form evolution |
| 3 | Data Collection
Internship logbook, collection of data about the industry process of working on the project |
| 4 | Internship Job Role
Working on the project with assigned work |
| 5 | Documentation
Literature Study |

Suggested Readings

1. Evans, D & Gruba, P (2002) How to write a better thesis. 2nd Edition, Melbourne University Press.
2. Murray, R (2006) How to write a thesis. 2nd Edition, Maidenhead: Open University Press.
3. Turabian, K (2007) A manual for writers of research papers, theses, and dissertations, 7th Edition, Chicago: University of Chicago Press.
4. As appropriate for eac
