

BANASTHALI VIDYAPITH

Bachelor of Design



Curriculum Structure

First Semester Examination, December, 2019

Second Semester Examination, April/May, 2020

Third Semester Examination, December, 2020

Fourth Semester Examination, April/May, 2021

Fifth Semester Examination, December, 2021

Sixth Semester Examination, April/May, 2022

Seventh Semester Examination, December, 2022

Eighth Semester Examination, April/May, 2023

BANASTHALI VIDYAPITH

P.O. BANASTHALI VIDYAPITH

(Rajasthan)-304022

July, 2019

No. F. 9-6/81-U.3

**Government of India
Ministry of Education and Culture
(Department of Education)**

New Delhi, the 25th October, 1983

NOTIFICATION

In exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956 (3 of 1956) the Central Government, on the advice of the Commission, hereby declare that Banasthali Vidyapith, P. O. Banasthali Vidyapith, (Rajasthan) shall be deemed to be a University for the purpose of the aforesaid Act.

Sd/-

(M. R. Kolhatkar)

Joint Secretary of the Government of India

NOTICE

Changes in Bye-laws/Syllabi and Books may from time to time be made by amendment or remaking, and a Candidate shall, except in so far as the Vidyapith determines otherwise, comply with any change that applies to years she has not completed at the time of change.

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14 (HE) Bachelor of Design (B. Des)

- A.9 (1)** The Courses of study for the degree of Bachelor of Design (B. Des) shall extend over a period of four years to be spread over Eight Semesters.
- A.9 (2)** First, Third, Fifth & Seventh Semester Examinations will normally be held in the month of December and Second, Fourth, Sixth & Eighth Semester Examinations in April/May every year.
- A.9 (3)** B. Des. Programme shall be in the following Streams:
1. B. Des. Fashion & Lifestyle Design
 2. B. Des. Communication Design
 3. B. Des. Industrial Design

All the programmes have first and second semester examination common, which gives the fundamental design knowledge and perspective to the students along with desired skill development in analysis.

Semester III to VIII would be specializations in the above mentioned streams.

Assessment method for practical papers:

- (i) The Continuous assessment marks will be assigned by subject teachers and moderated by external jury as decided by the secrecy/examination dept. of Banasthali Vidyapith.
- (ii) The semester assessment of the practical papers would be in form of Jury comprising of Subject teacher, VC Nominee and external jury member as decided by the secrecy/examination dept. of Banasthali Vidyapith.

Assessment method for Theory papers:

- (i) The Continuous assessment marks will be assigned by subject teachers consolidated on the basis of Periodical Examinations, Class Tests, Home Assignments and Seminars.
- (ii) The semester assessment will be on the basis of Written test as per the given format.

Question Paper Format -The paper is divided into three sections. Students are required to attempt five questions in all, selecting not more than two questions from each section.

- (iii) The examination papers would be assessed by a person as deputed by the secrecy/examination dept. of Banasthali Vidyapith.

- A. 9 (4)** (i) A candidate who has passed with 50% marks in Senior Secondary School Certificate Examination any of stream of Banasthali Vidyapith or an examination recognized by Banasthali Vidyapith as equivalent thereto will be considered eligible for admission to B. Des (Fashion & Lifestyle Design/ Communication Design)/Industrial Design Course. For SC/ST candidates the minimum eligibility is 40% aggregate in 10+2 with subjects as above.
- (ii) There will be an aptitude test & interview for admissions. Equal weightage of 1/3 rd each will be given to secondary schools marks, Aptitude test and personal interview.
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Programme Educational Objectives

The B.Des programme offers courses that endeavor to develop student's Knowledge and skills in a wide range of interdisciplinary studies such as **Communication Design, Fashion and Lifestyle Design and Interior Design**.

The curriculum has identified essential competencies in the respective areas for which holistic education will be provided to the students.

The main objectives of the Bachelor of Design programme are:

- Empower women to become professional Designer, Entrepreneur, Design Educator and many more.
- Prepare students to design for contemporary market needs while keeping roots in Indian Culture thus create an individual identity
- Enable students to apply global trends, market intelligence and technology tools for product development and innovations.
- Prepare students for creative design development, promotion and integrate design and innovations on the national and international platforms.
- Prepare students to meet the growing needs for design, technology and entrepreneurs.
- Preparing students for the interdisciplinary nature of Design that includes product, information and environmental design.

Programme Outcomes

- PO1: Comprehensive Knowledge:** Possess holistic knowledge in relation to the profession of Design, including Fashion and Lifestyle Design, Communication Design and Interior Design.
- PO2: Design Ethics:** Apply ethical principles in professional and social contexts.
- PO3: Design Process:** Utilize Design Process and Creative Thinking in intellectual, organizational, and personal context.
- PO4: Planning abilities:** Demonstrate effective planning abilities including time management, resource management, delegation skills and organizational skills. Develop and implement plans and organize work to meet deadlines.
- PO5: Problem analysis and Design/Development of solutions:** Utilize the principles of understanding the customer requirement, thinking analytically, clearly and critically while finding solutions for simple to complex problems considering cultural, societal and environmental aspects of design.
- PO6: Modern tool usage:** Learn, select, and apply appropriate methods and procedures, resources, and modern design-related computing tools with an understanding of the limitations.
- PO7: Leadership skills:** Understand and consider the human reaction to change, motivation issues, leadership and team building when planning changes required for fulfillment of practice, professional and societal responsibilities.
- PO8: Professional Identity:** Understand, analyze and communicate the value of their professional roles in society
- PO9: Communication:** Communicate effectively with the Design Community and with society at large, such as, being able to comprehend and write effective, make effective presentations and documentation, and give and receive clear instructions.
- PO10:Environment and sustainability:** Understand the impact of the professional Design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for human-centric sustainable development.

Curriculum Structure

Bachelor of Design (Fashion and Lifestyle Design)

Bachelor of Design (Communication Design)

Bachelor of Design (Industrial Design)

Semester - I

Course	Code	Course Name	L	T	P	C *
BVF	011/	General English / lkekU; fgUnh	2	0	0	2
BVF	014					
		Core Foundation Course – I	2	0	0	2
DES	101	Art Appreciation	2	0	0	2
DES	103	Colour and Form Studies	2	0	0	2
DES	103L	Colour and Form Studies Lab	0	0	6	3
DES	104L	Drawing I: Media Exploration Lab	0	0	8	4
DES	107L	Introduction to Photography Lab	0	0	6	3
DES	108L	Material Studies - I Lab	0	0	6	3
DES	112L	Typography - I Lab	0	0	6	3
Semester Total:			8	0	32	24

Semester - II

Course	Code	Course Name	L	T	P	C *
BVF	014/	lkekU; fgUnh / General English	2	0	0	2
BVF	011					
		Core Foundation Course – II	2	0	0	2
DES	102	Color, Context and Composition	2	0	0	2
DES	102L	Color, Context and Composition Lab	0	0	8	4
DES	105L	Drawing II: Representation Techniques Lab	0	0	8	4
DES	106	History of Design	2	0	0	2
DES	109L	Material Studies - II Lab	0	0	6	3
DES	110	Narrative Structure	2	0	0	2
DES	110L	Narrative Structure Lab	0	0	2	1
DES	111L	Software Skills Lab	0	0	4	2
Semester Total:			10	0	28	24

Bachelor of Design (Fashion and Lifestyle Design)

Semester - III

Course Code	Course Name	L	T	P	C *
	Core Foundation Course - III	2	0	0	2
	Elective Foundation Course – I	2	0	0	2
DES	211L Drawing III: Analytical Drawing Lab	0	0	8	4
DES	212 Economics and Management	2	0	0	2
DES	218 Introduction to Textile Fibers and Yarns	2	0	0	2
DES	218L Introduction to Textile Fibers and Yarns Lab	0	0	2	1
DES	219L Material Studies - III Lab	0	0	8	4
DES	221 Research Methodology and Craft Study	4	0	0	4
DES	221L Research Methodology and Craft Study Lab	0	0	4	2
Semester Total :		12	0	22	23

Semester - IV

Course Code	Course Name	L	T	P	C *
	Core Foundation Course - IV	2	0	0	2
	Elective Foundation Course –II	2	0	0	2
DES	208 Design Methods and Processes	4	0	0	4
DES	208L Design Methods and Processes Lab	0	0	2	1
DES	209L Draping and Pattern Making - I Lab	0	0	6	3
DES	213 Fabric Structure - I	2	0	0	2
DES	213L Fabric Structure - I Lab	0	0	6	3
DES	230 Textile Processing	2	0	0	2
DES	230L Textile Processing Lab	0	0	2	1
DES	224 Traditional Indian Textiles	4	0	0	4
DES	224L Traditional Indian Textiles Lab	0	0	2	1
Semester Total :		16	0	18	25

Semester – V

Course Code	Course Name	L	T	P	C *
	Vocational Course – I	2	0	0	2
	Core Foundation Course - V/				
	Elective Foundation Course – III	2	0	0	2
DES	305L Art and Illustration Lab	0	0	6	3
DES	308 Calculation and Costing	2	0	0	2
DES	310L Construction Technique (Soft Material) Lab	0	0	6	3
DES	337 Traditional Indian Costumes	2	0	0	2
	Discipline Elective-I	0	0	6	3
	Discipline Elective-II	2	0	8	6
Semester Total:		10	0	26	23

Semester - VI

Course Code	Course Name	L	T	P	C *
	Vocational Course – II	2	0	0	2
	Elective Foundation Course – III /				
	Core Foundation Course – V	2	0	0	2
DES	342L Construction Techniques (Hard Material) Lab	0	0	6	3
DES	312 Design Management	4	0	0	4
DES	358 Introduction to Trends and Forecasting	2	0	0	2
DES	328L Introduction to Trends and Forecasting Lab	0	0	2	1
DES	363L Surface Designing Lab	0	0	6	3
DES	336 Textile Testing and Quality Assurance	2	0	0	2
DES	336L Textile Testing and Quality Assurance Lab	0	0	4	2
	Discipline Elective – III	0	0	6	3
	Discipline Elective – IV	0	0	4	2
Semester Total:		12	0	28	26

Semester - VII

Course Code	Course Name	L	T	P	C *
DES	401 Advances in Fashion and Textiles	4	0	0	4
DES	413 Fashion Marketing and Merchandising	4	0	0	4
DES	431L Innovation Workshop FLD Lab	0	0	8	4
DES	420 Visual Merchandising	2	0	0	2
DES	443L Visual Merchandising Lab	0	0	6	3
	Discipline Elective - V	0	0	6	3
	Discipline Elective – VI	0	0	6	3
	Open Elective	0	0	6	3
Semester Total:		10	0	32	26

Semester - VIII

Course Code	Course Name	L	T	P	C *
DES 442P	UIL Project	0	0	48	24
	Reading Elective	0	0	0	2
Semester Total:		0	0	48	26

List of Discipline Elective

Course Code	Course Name	L	T	P	C
Discipline Elective-I					
DES 345L	Develop concepts for Apparel	0	0	6	3
DES 346L	Develop concepts for Textiles	0	0	6	3
DES 344L	Develop concepts for a line of Jewellery	0	0	6	3
Discipline Elective-II					
DES 301	Accessories - II	2	0	0	2
DES 301L	Accessories - II Lab	0	0	8	4
DES 316	Draping and Pattern Making - II	2	0	0	2
DES 316L	Draping and Pattern Making – II Lab	0	0	8	4
DES 317	Fabric Structure - II	2	0	0	2
DES 317L	Fabric Structure - II Lab	0	0	8	4
Discipline Elective-III					
DES 347L	Develop product for Apparel	0	0	6	3
DES 348L	Develop product for Textiles	0	0	6	3
DES 349L	Develop product prototype for a line of Jewellery	0	0	6	3
Discipline Elective-IV					
DES 323L	Introduction to CAD for Accessories Lab	0	0	4	2
DES 324L	Introduction to CAD for Apparel Lab	0	0	4	2
DES 325L	Introduction to CAD for Home Textiles Lab	0	0	4	2
Discipline Elective-V					
DES 424L	Develop product range for Apparel	0	0	6	3
DES 425L	Develop product range for Textiles	0	0	6	3
DES 423L	Develop product range (Prototype) for a line of Jewellery	0	0	6	3

Discipline Elective-VI

DES	403L	CAD for Accessories Lab	0	0	6	3
DES	404L	CAD for Apparel Lab	0	0	6	3
DES	405L	CAD for Home Textiles Lab	0	0	6	3

Reading Electives

Course Code	Course Name	L	T	P	C*
DES 432R	Introduction to Behavioral Science	0	0	0	2
DES 433R	Introduction to Intellectual property Rights (IPR)	0	0	0	2
DES 427R	Fundamentals of Retail Management	0	0	0	2
DES 434R	Management Information System	0	0	0	2
DES 444R	Science and Liberal Arts	0	0	0	2

List of Core Foundation Courses

Course Code	Course Name	L	T	P	C*
BVF 002	Environment Studies	2	0	0	2
BVF 013	Indian Cultural Heritage	2	0	0	2
BVF 017	Selected Writings of Great Authors-I	2	0	0	2
BVF 020	Women in Indian Society	2	0	0	2
BVF 015	Parenthood and Family Relation	2	0	0	2

List of Elective Foundation Courses

Course Code	Course Name	L	T	P	C*
BVF 016	Science of Happiness	2	0	0	2
BVF 012	Human Body and Health	2	0	0	2
BVF 010	Design Thinking	2	0	0	2
BVF 019	Universal Human Values	2	0	0	2
BVF 018	Selected Writings of Great Authors-II	2	0	0	2

List of Vocational Courses						
Course Code	Course Name		L	T	P	C*
VOC 011L	Basic Dress Making		0	0	4	2
VOC 005L	Dress Designing		0	0	4	2
VOC 014	Entrepreneurship - I		2	0	0	2
VOC 015	Entrepreneurship - II		2	0	0	2
VOC 020	Radio Production - I		2	0	0	2
VOC 021	Radio Production - II		2	0	0	2
VOC 022	Web Designing and Internet Technology-I		1	0	0	1
VOC 022L	Web Designing and Internet Technology-I Lab		0	0	2	1
VOC 023	Web Designing and Internet Technology-II		1	0	0	1
VOC 023L	Web Designing and Internet Technology-II Lab		0	0	2	1
VOC 009	Library Science – I		1	0	0	1
VOC 009L	Library Science - I Lab		0	0	2	1
VOC 010	Library Science – II		1	0	0	1
VOC 010L	Library Science - II Lab		0	0	2	1
VOC 018	Photography – I		0	0	4	2
VOC 019	Photography – II		0	0	4	2
VOC 016	Introduction to Artificial Intelligence - I		2	0	0	2
VOC 017	Introduction to Artificial Intelligence - II		2	0	0	2
VOC 012	Computer Assisted Learning and Teaching		1	0	0	1
VOC 012L	Computer Assisted Learning and Teaching Lab		0	0	2	1
VOC 013	Emerging Technologies for Learning and Teaching		2	0	0	2

1. Student can opt for at most 2 additional Open (Generic) audit/credit Elective from other disciplines opting at most 1 per semester from Semesters III onwards with prior permission of respective heads and time table permitting.
2. Every Student shall also opt for:
 Five Fold Education: Physical Education I, Physical Education II,
 Five Fold Education: Aesthetic Education I, Aesthetic Education II,
 Five Fold Education: Practical Education I, Practical Education II
 one each semester

* **L - Lecture hrs/week ; T - Tutorial hrs/week;**

P - Project/Practical/Lab/All other non-classroom academic activities, etc. hrs/week; C- Credit Points of the Course

Note: Syllabus of Foundation and Vocational courses are available in separate booklet, "Curriculum Structure and Syllabus Foundation and Vocational Courses."

Curriculum Structure

Bachelor of Design (Communication Design)

Semester - III

Course Code	Course Name	L	T	P	C *
	Core Foundation Course - III	2	0	0	2
	Elective Foundation Course – I	2	0	0	2
DES 208	Design Methods and Processes	4	0	0	4
DES 208L	Design Methods and Processes Lab	0	0	2	1
DES 210L	Drawing as a Visual Language Lab	0	0	8	4
DES 212	Economics and Management	2	0	0	2
DES 221	Research Methodology and Craft Study	4	0	0	4
DES 221L	Research Methodology and Craft Study Lab	0	0	4	2
DES 226	Understanding Cinema	4	0	0	4
DES 226L	Understanding Cinema Lab	0	0	2	1
Semester Total :		18	0	16	26

Semester - IV

Course Code	Course Name	L	T	P	C *
	Core Foundation Course - IV	2	0	0	2
	Elective Foundation Course –II	2	0	0	2
DES 202L	Basics of Animation Lab	0	0	8	4
DES 229	Communication Studies and Semiotics	4	0	0	4
DES 206L	Conceptualization and Visualization Lab	0	0	6	3
DES 222L	Sound Design and Video Editing Lab	0	0	6	3
DES 232L	Visual Identity Design Lab	0	0	6	3
DES 231L	Typography Applications Lab	0	0	6	3
DES 227	Introduction to Printing Technology	2	0	0	2
Semester Total :		10	0	32	26

Semester - V

Course Code	Course Name	L	T	P	C *
	Vocational Course – I	2	0	0	2
	Core Foundation Course - V/				
	Elective Foundation Course – III	2	0	0	2
DES 341	Advertising Design	2	0	0	2
DES 302L	Advertising Design Lab	0	0	6	3
DES 356L	Introduction to 3D Software Lab	0	0	8	4
DES 357	Introduction to Interactive Media	2	0	0	2
DES 357L	Introduction to Interactive Media Lab	0	0	6	3
DES 332L	Pre-Production Lab	0	0	6	3
DES 366L	Visual Effects Lab	0	0	6	3
Semester Total:		8	0	32	24

Semester - VI

Course Code	Course Name	L	T	P	C *
	Vocational Course – II	2	0	0	2
	Elective Foundation Course – III /				
	Core Foundation Course – V	2	0	0	2
DES 303L	Animation Techniques Lab	0	0	6	3
DES 319L	Guerilla Film Making Lab	0	0	4	2
DES 329L	Introduction to Web Design Lab	0	0	6	3
DES 360	Publication Design	2	0	0	2
DES 360L	Publication Design Lab	0	0	4	2
DES 365L	User Experience Design Lab	0	0	6	3
	Discipline Elective - I	0	0	8	4
Semester Total:		6	0	34	23

Semester - VII

Course Code	Course Name	L	T	P	C *
DES 312	Design Management	4	0	0	4
DES 417	Science and Liberal Arts	2	0	0	2
DES 422	Communication Design for Social Sector	2	0	0	2
DES 422L	Communication Design for Social Sector Lab	0	0	4	2
	Discipline Elective - II	0	0	8	4
	Discipline Elective - III	0	0	8	4
	Open Elective	0	0	8	4
Semester Total:		8	0	28	22

Semester - VIII

Course Code	Course Name	L	T	P	C *
DES 436P	UIL Project	0	0	48	24
	Reading Elective	0	0	0	2
Semester Total:		0	0	48	26

List of Discipline Elective

Course Code	Course Name	L	T	P	C
DES 421L	Animation Short Films	0	0	8	4
DES 428L	Graphic Design	0	0	8	4
DES 440L	Shorts Film	0	0	8	4
DES 441L	TV Commercials	0	0	8	4
DES 437L	Public Service Commercials	0	0	8	4
DES 439L	Short Documentary	0	0	8	4
DES 426L	Film Title Design	0	0	8	4
DES 438L	Sequential Narrative	0	0	8	4
DES 435L	Manipullustration	0	0	8	4
DES 430L	Innovation workshop CD Lab	0	0	8	4
DES 429L	GUI (Graphic User Interface)	0	0	8	4

Reading Electives

Course Code	Course Name	L	T	P	C*
DES 432R	Introduction to Behavioral Science	0	0	0	2
DES 433R	Introduction to Intellectual property Rights (IPR)	0	0	0	2
DES 427R	Fundamentals of Retail Management	0	0	0	2
DES 434R	Women in Indian Society	0	0	0	2

List of Core Foundation Courses

Course Code	Course Name	L	T	P	C*
BVF 002	Environment Studies	2	0	0	2
BVF 013	Indian Cultural Heritage	2	0	0	2
BVF 017	Selected Writings of Great Authors-I	2	0	0	2
BVF 020	Women in Indian Society	2	0	0	2
BVF 015	Parenthood and Family Relation	2	0	0	2

List of Elective Foundation Courses

Course Code	Course Name	L	T	P	C*
BVF 016	Science of Happiness	2	0	0	2
BVF 012	Human Body and Health	2	0	0	2
BVF 010	Design Thinking	2	0	0	2
BVF 019	Universal Human Values	2	0	0	2
BVF 018	Selected Writings of Great Authors-II	2	0	0	2

List of Vocational Courses

Course Code	Course Name	L	T	P	C*
VOC 011L	Basic Dress Making	0	0	4	2
VOC 005L	Dress Designing	0	0	4	2
VOC 014	Entrepreneurship - I	2	0	0	2
VOC 015	Entrepreneurship - II	2	0	0	2
VOC 020	Radio Production - I	2	0	0	2
VOC 021	Radio Production - II	2	0	0	2
VOC 022	Web Designing and Internet Technology-I	1	0	0	1
VOC 022L	Web Designing and Internet Technology-I Lab	0	0	2	1
VOC 023	Web Designing and Internet Technology-II	1	0	0	1
VOC 023L	Web Designing and Internet Technology-II Lab	0	0	2	1
VOC 009	Library Science – I	1	0	0	1
VOC 009L	Library Science - I Lab	0	0	2	1
VOC 010	Library Science – II	1	0	0	1
VOC 010L	Library Science - II Lab	0	0	2	1
VOC 018	Photography – I	0	0	4	2
VOC 019	Photography – II	0	0	4	2
VOC 016	Introduction to Artificial Intelligence - I	2	0	0	2
VOC 017	Introduction to Artificial Intelligence - II	2	0	0	2
VOC 012	Computer Assisted Learning and Teaching	1	0	0	1
VOC 012L	Computer Assisted Learning and Teaching Lab	0	0	2	1
VOC 013	Emerging Technologies for Learning and Teaching	2	0	0	2

1. Student can opt for at most 2 additional Open (Generic) audit/credit Elective from other disciplines opting at most 1 per semester from Semesters III onwards with prior permission of respective heads and time table permitting.
2. Every Student shall also opt for:
 Five Fold Education: Physical Education I, Physical Education II,
 Five Fold Education: Aesthetic Education I, Aesthetic Education II,
 Five Fold Education: Practical Education I, Practical Education II
 one each semester

* **L - Lecture hrs/week ; T - Tutorial hrs/week;**

P - Project/Practical/Lab/All other non-classroom academic activities, etc. hrs/week; C- Credit Points of the Course

Note: Syllabus of Foundation and Vocational courses are available in separate booklet, "Curriculum Structure and Syllabus Foundation and Vocational Courses"

Curriculum Structure

Bachelor of Design (Industrial Design)

Semester - III

Course Code	Course Name	L	T	P	C *
	Core Foundation Course - III	2	0	0	2
	Elective Foundation Course – I	2	0	0	2
DES	201L Architectural Drafting - I Lab	0	0	6	3
DES	208 Design Methods and Processes	4	0	0	4
DES	208L Design Methods and Processes Lab	0	0	2	1
DES	211L Drawing III : Analytical Drawing Lab	0	0	8	4
DES	214L Form Space and Order Lab	0	0	4	2
DES	217 Introduction to Interior Design	2	0	0	2
DES	221 Research Methodology and Craft Study	4	0	0	4
DES	221L Research Methodology and Craft Study Lab	0	0	4	2
Semester Total:		14	0	24	26

Semester - IV

Course Code	Course Name	L	T	P	C *
	Core Foundation Course - IV	2	0	0	2
	Elective Foundation Course –II	2	0	0	2
DES	204 Color Concepts	2	0	0	2
DES	204L Color Concepts Lab	0	0	6	3
DES	207 Cultural Anthropology	2	0	0	2
DES	207L Cultural Anthropology Lab	0	0	4	2
DES	215 Human Factors	2	0	0	2
DES	216 Interior Structures	2	0	0	2
DES	216L Interior Structures Lab	0	0	4	2
DES	218 Introduction to Textile Fibers and Yarns	2	0	0	2
DES	218L Introduction to Textile Fibers and Yarns Lab	0	0	2	1
DES	220 Processing Techniques	4	0	0	4
DES	220L Processing Techniques Lab	0	0	4	2
Semester Total:		18	0	20	28

Semester - V

Course Code	Course Name	L	T	P	C *
	Vocational Course – I	2	0	0	2
	Core Foundation Course - V/ Elective Foundation Course – III	2	0	0	2
DES 304L	Architectural Drafting – II and CAD I Lab	0	0	6	3
DES 306	Building Codes and Standards	2	0	0	2
DES 306L	Building Codes and Standards Lab	0	0	2	1
DES 318	Furniture Design and Detailing	2	0	0	2
DES 318L	Furniture Design and Detailing Lab	0	0	8	4
DES 331L	Materials and Applications Lab	0	0	8	4
	Discipline Elective – I	0	0	6	3
Semester Total:		8	0	30	23

Semester - VI

Course Code	Course Name	L	T	P	C *
	Vocational Course – II	2	0	0	2
	Elective Foundation Course – III / Core Foundation Course – V	2	0	0	2
DES 307	Business Practices	2	0	0	2
DES 311	Critical Thinking	2	0	0	2
DES 311L	Critical Thinking Lab	0	0	4	2
DES 330	Lighting Design	2	0	0	2
DES 330L	Lighting Design Lab	0	0	6	3
DES 335	Sustainable Environments	2	0	0	2
DES 338	Trends and Forecasting for ID	4	0	0	4
DES 338L	Trends and Forecasting for ID Lab	0	0	2	1
	Discipline Elective - II	0	0	6	3
Semester Total:		16	0	18	25

Semester - VII

Course Code	Course Name	L	T	P	C *
DES 402	CAD - II: Walkthrough 3D Max	2	0	0	2
DES 402L	CAD - II: Walkthrough 3D Max Lab	0	0	4	2
DES 416	Portfolio and Presentation Techniques	2	0	0	2
DES 416L	Portfolio and Presentation Techniques Lab	0	0	4	2
	Discipline Elective - III	0	0	6	3
	Discipline Elective - IV	0	0	6	3
	Discipline Elective - V	0	0	6	3
	Open Elective	0	0	6	3
Semester Total:		4	0	32	20

Semester - VIII

Course Code	Course Name	L	T	P	C *
DES 436P	UIL Project	0	0	48	24
	Reading Elective	0	0	0	2
Semester Total:		0	0	48	26

List of Discipline Elective

Course Code	Course Name	L	T	P	C*
DES 361L	Residential Space Design	0	0	6	3
DES 343L	Corporate Space Design	0	0	6	3
DES 362L	Retail Space Design	0	0	6	3
DES 352L	Hospitality Space Design	0	0	6	3
DES 355L	Institutional Space Design	0	0	6	3
DES 350L	Exhibition Space Design (Museum, Gallery, etc.)	0	0	6	3
DES 359L	Other Spaces(Cruise, Yatch,etc.)	0	0	6	3
DES 351L	Furniture Design	0	0	6	3
DES 364L	Sustainable Interiors	0	0	6	3
DES 113L	Vernacular Architecture & its Application In Interiors	0	0	6	3
DES 354L	Innovative Solution with reference to Human Behaviour	0	0	6	3
DES 353L	Innovation Workshop ID Lab	0	0	6	3

Reading Electives

Course Code	Course Name	L	T	P	C*
DES 432R	Introduction to Behavioral Science	0	0	0	2
DES 433R	Introduction to Intellectual property Rights (IPR)	0	0	0	2
DES 427R	Fundamentals of Retail Management	0	0	0	2
DES 434R	Management of Information System	0	0	0	2
DES 444R	Science and Liberal Arts	0	0	0	2

List of Core Foundation Courses

Course Code	Course Name	L	T	P	C*
BVF 002	Environment Studies	2	0	0	2
BVF 013	Indian Cultural Heritage	2	0	0	2
BVF 017	Selected Writings of Great Authors-I	2	0	0	2
BVF 020	Women in Indian Society	2	0	0	2
BVF 015	Parenthood and Family Relation	2	0	0	2

List of Elective Foundation Courses

Course Code	Course Name	L	T	P	C*
BVF 016	Science of Happiness	2	0	0	2
BVF 012	Human Body and Health	2	0	0	2
BVF 010	Design Thinking	2	0	0	2
BVF 019	Universal Human Values	2	0	0	2
BVF 018	Selected Writings of Great Authors-II	2	0	0	2

List of Vocational Courses

Course Code	Course Name	L	T	P	C*
VOC 011L	Basic Dress Making	0	0	4	2
VOC 005L	Dress Designing	0	0	4	2
VOC 014	Entrepreneurship - I	2	0	0	2
VOC 015	Entrepreneurship - II	2	0	0	2
VOC 020	Radio Production - I	2	0	0	2
VOC 021	Radio Production - II	2	0	0	2
VOC 022	Web Designing and Internet Technology-I	1	0	0	1
VOC 022L	Web Designing and Internet Technology-I Lab	0	0	2	1
VOC 023	Web Designing and Internet Technology-II	1	0	0	1
VOC 023L	Web Designing and Internet Technology-II Lab	0	0	2	1
VOC 009	Library Science – I	1	0	0	1
VOC 009L	Library Science - I Lab	0	0	2	1
VOC 010	Library Science - II	1	0	0	1
VOC 010L	Library Science - II Lab	0	0	2	1
VOC 018	Photography – I	0	0	4	2
VOC 019	Photography - II	0	0	4	2
VOC 016	Introduction to Artificial Intelligence - I	2	0	0	2
VOC 017	Introduction to Artificial Intelligence - II	2	0	0	2
VOC 012	Computer Assisted Learning and Teaching	1	0	0	1
VOC 012L	Computer Assisted Learning and Teaching Lab	0	0	2	1
VOC 013	Emerging Technologies for Learning and Teaching	2	0	0	2

1. Student can opt for at most 2 additional Open (Generic) audit/credit Elective from other disciplines opting at most 1 per semester from Semesters III onwards with prior permission of respective heads and time table permitting.
2. Every Student shall also opt for:
 Five Fold Education: Physical Education I, Physical Education II,
 Five Fold Education: Aesthetic Education I, Aesthetic Education II,
 Five Fold Education: Practical Education I, Practical Education II
 one each semester

* **L - Lecture hrs/week ; T - Tutorial hrs/week;**

P - Project/Practical/Lab/All other non-classroom academic activities, etc. hrs/week; C- Credit Points of the Course

Note: Syllabus of Foundation and Vocational courses are available in separate booklet, "Curriculum Structure and Syllabus Foundation and Vocational Courses."

Five Fold Activities

Fine Arts		Physical Education and Sports	
BVFF 101	Classical Dance (Bharatnatyam)	BVFF 201	Aerobics
BVFF 102	Classical Dance (Kathak)	BVFF 202	Archery
BVFF 103	Classical Dance (Manipuri)	BVFF 203	Athletics
BVFF 104	Creative Art	BVFF 204	Badminton
BVFF 105	Folk Dance	BVFF 205	Basketball
BVFF 106	Music-Instrumental (Guitar)	BVFF 206	Cricket
BVFF 107	Music-Instrumental (Orchestra)	BVFF 207	Equestrian
BVFF 108	Music-Instrumental (Sarod)	BVFF 208	Flying - Flight Radio Telephone Operator's Licence (Restricted)
BVFF 109	Music-Instrumental (Sitar)	BVFF 209	Flying - Student Pilot's Licence
BVFF 110	Music-Instrumental (Tabla)	BVFF 229	Aeromodelling
BVFF 111	Music-Instrumental (Violin)	BVFF 210	Football
BVFF 112	Music-Vocal	BVFF 211	Gymnastics
BVFF 113	Theatre	BVFF 212	Handball
		BVFF 213	Hockey
Social Service and Extension Activities		BVFF 214	Judo
BVFF 301	Banasthali Sewa Dal	BVFF 215	Kabaddi
BVFF 302	Extension Programs for Women Empowerment	BVFF 216	Karate – Do
BVFF 303	FM Radio	BVFF 217	Kho-Kho
BVFF 304	Informal Education	BVFF 218	Net Ball
BVFF 305	National Service Scheme	BVFF 219	Rope Mallakhamb
BVFF 306	National Cadet Corps	BVFF 220	Shooting
		BVFF 221	Soft Ball
		BVFF 222	Swimming
		BVFF 223	Table Tennis
		BVFF 224	Tennis
		BVFF 225	Throwball
		BVFF 226	Volleyball
		BVFF 227	Weight Training
		BVFF 228	Yoga

Evaluation Scheme and Grading System

Continuous Assessment (CA) (Max. Marks)					End-Semester Assessment (ESA) (Max. Marks)	Grand Total (Max. Marks)
Assignment		Periodical Test		Total (CA)		
I	II	I	II			
10	10	10	10			
					40	

In all theory, laboratory and other non classroom activities (project, dissertation, seminar, etc.), the Continuous and End-semester assessment will be of 40 and 60 marks respectively. However, for Reading Elective, only End semester exam of 100 marks will be held. Wherever desired, the detailed breakup of continuous assessment marks (40), for project, practical, dissertation, seminar, etc shall be announced by respective departments in respective student handouts.

Based on the cumulative performance in the continuous and end-semester assessments, the grade obtained by the student in each course shall be awarded. The classification of grades is as under:

Letter Grade	Grade Point	Narration
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C+	5	Average
C	4	Below Average
D	3	Marginal
E	2	Exposed
NC	0	Not Cleared

Based on the obtained grades, the Semester Grade Point Average shall be computed as under:

$$SGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of courses (with letter grading) registered in the semester, CC_i are the course credits attached to the i^{th} course with letter grading and GP_i is the letter grade point obtained in the i^{th} course. The courses which are given Non-Letter Grades are not considered in the calculation of SGPA.

The Cumulative Grade Point Average (CGPA) at the end of each semester shall be computed as under:

$$CGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of all the courses (with letter grading) that a student has taken up to the previous semester.

Student shall be required to maintain a minimum of 4.00 CGPA at the end of each semester. If a student's CGPA remains below 4.00 in two consecutive semesters, then the student will be placed under probation and the case will be referred to Academic Performance Review Committee (APRC) which will decide the course load of the student for successive semester till the student comes out of the probationary clause.

To clear a course of a degree program, a student should obtain letter grade C and above. However, D/E grade in two/one of the courses throughout the UG/PG degree program respectively shall be deemed to have cleared the respective course(s). The excess of two/one D/E course(s) in UG/PG degree program shall become the backlog course(s) and the student will be required to repeat and clear them in successive semester(s) by obtaining grade C or above.

After successfully clearing all the courses of the degree program, the student shall be awarded division as per following table.

Division	CGPA
Distinction	7.50 and above
First Division	6.00 to 7.49
Second Division	5.00 to 5.99
Pass	4.00 to 4.99

CGPA to % Conversion Formula: % of Marks Obtained = CGPA * 10

First Semester

Bachelor of Design (Fashion and Lifestyle Design)

Bachelor of Design (Communication Design)

Bachelor of Design (Industrial Design)

DES 101 Art Appreciation

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

2 0 0 2

Theory:

Section-A

(Introduction and origin of art)

- Meaning, Definition and classification of Art and Aesthetics.
- Themes and purpose of art.
- Prehistoric introduction of art in India and Europe context.
- Oriental period of art- Indus valley civilization

Section-B

(Ancient, Mediaeval, and Modern period of western art)

- Classical period of Greece and Rome with characteristics, artwork, and artist.
- Early Christian art (Byzantine, Gothic, and Romanesque)
- Renaissance Period (The early and high renaissance in Italy) with the characteristics of art, master artist, and their art work.
- Baroque period characteristics master artist and their art work.
- Rococo period characteristics master artist and their art work.
- Art deco period characteristics master artist and their art work.
- Art Nouveau period characteristics master artist and their art work.
- Neoclassical periodic characteristics master artist and their art work.
- Realism periodic characteristics master artist and their art work.

- Impressionism (neo impressionism, Post impressionism) characteristics master artist and their art work.
- Cubism characteristics master painter and their art work.
- Some master painters of different art period of modern world:- Henry Mattie, Salvador Dali, Kandinsky, Paul Klee, Francis Picabia, Joan Miro, Piet Mondrian, Jackson Pollock, Andy Warhol.

Section-C

Ancient Medieval and Modern period of Indian art

- Cave art:- Ajanta and Baagh cave their style, medium, subjects and characteristics.
- Manuscripts art:- Jain and pal school
- Miniature art:- Mughal, Rajputana Rajasthani and Pahadi origin, subject medium and characteristics and master painters
- Bengal school of art
- Some master painter of Indian art :- Raja Ravi Varma, Amrita shergil, D.P. Roy choudhary, Jamini Roy, N.S. Bandre, K.K. Hebbaar, M.F.Hussain, F.N.Suza and S.H. Raza and G.R. Santosh.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

- Recognize the visual art forms and their historical cultural contexts
- Appreciate the importance of art and its application in various disciplines of art education.
- Critically interpret and analyze works of art in terms of form and content.
- Utilize fundamental concepts of aesthetics toward the interpretation of art.
- Understand the basic and formal elements of art and key works of art.
- Identify the master artist's work with their style.

Recommended Books:

1. Tomory, Edith (2009). *A history of fine arts in Indian and the west*. Hyderabad (AP), India. Orient Blackswan Private Limited.
2. Morris, Desmond (2013). *The Artistic Ape, Three million years of art*. UK, Red Lemon Press.

DES 103 Colour and Form studies

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section-A

- Relation between color and form.
- Elements of design.
- Principles of design.

Section-B

- Definition of color and its source.
- Difference between additive and subtractive colors.
- Study of color wheel, its importance and color harmonies.
- Concept of grey-scale.
- Fundamentals of color.

Section-C

- Definition of 2- Dimensional and 3- Dimensional forms.
- Kinds of form.
- Concept of positive and negative form.
- Functional aspect of form.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the definition of color, its source and difference between various types of color theories.
- Understand the value of colors, texture, visual composition, importance of line to divide composition and distinction between subject and object (figure-ground relationship)

Recommended Books:

1. Delong, M., Martinson, B. (2012). *Color and Design*. New York, NY: Bloomsbury Publication Plc.
2. Swirnoff, Lois (2003). *Dimensional Color* (2nd ed.). New York, NY: W. W. Norton & Company.

3. Feisner, Edith Anderson (2014). *Color Studies*, New York, NY: Bloomsburry Publishing.
4. Ambrose, G., Harris, P. A., & Sansom, A. (2006). *Colour*. Lausanne: AVA Academia.
5. Chijiwa, H. (1991). *Color harmony: A guide to creative color combinations*. Radnor: Chilton Book Company.

DES 103L Colour and Form Studies Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 6 3

Practical:

- Color wheel.
- Grey-scale in different color medium.
- Composition of textural form with primary colors.
- Composition of line with achromatic, secondary, tertiary and analogues colors.
- Composition of natural forms with warm colors and showing hi-key, middle-key, low-key.
- Composition of geometrical forms with cool colors and showing hi-key, middle-key, low-key.
- Composition of negative forms with complimentary colors.

Note : Well-maintained sketch file with 100 sketches.(Natural objects, manmade objects, color specimens, combinations etc.)

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the definition of color and its source and difference between various color theories and application.
- Observe and practice values of colors, texture, and visual composition and
- Understand the importance of Design elements to divide composition.
- Understand of figure-ground relationship refers to the perceptual distinction between subject and object.

Recommended Books:

1. Delong, M., Martinson, B. (2012). *Color and Design*. New York, NY: Bloomsbury Publication Plc.
2. Swirnof, Lois (2003). *Dimensional Color* (2nd ed.). New York, NY: W. W. Norton & Company.
3. Feisner, Edith Anderson (2014). *Color Studies*, New York, NY: Bloomsbury Publishing.
4. Ambrose, G., Harris, P. A., & Sansom, A. (2006). *Colour*. Lausanne: AVA Academia.
5. Chijjiwa, H. (1991). *Color harmony: A guide to creative color combinations*. Radnor: Chilton Book Company.

DES 104L Drawing I: Media Exploration Lab**Max. Marks : 100****(CA: 40 + ESA: 60)**

L	T	P	C
0	0	8	4

Practical:

- Drawing warm-up Assignments
- Lines and shapes
- Manmade object Drawing
- Nature Drawing
- Introduction to Figure Drawing

Note:

- Mediums: Pencil, Pencil Colors, Ink, Crayons and Water Color-Transparent and Opaque. Total 7 practical are conducted by teacher.
- Maintain sketch file with rough/fair sketches.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop observation power and sense of proportion.
- Work with various mediums for visual execution.
- Develop hand and eye coordination.
- Incorporate design and composition theories.
- Understand and implement perspective in drawing.
- Draw human figures.

Recommended Books:

1. Hogarth, Burne (1988), *Drawing Dynamic Hands*. New York, NY: Watson Guptill Publications.
2. Tiner, Ron (2001), *Figure Drawing Without a Model*. UK, UK: David & Charles.
3. Mulick, Milind (2006). *Watercolour (new ed.)* India, Jyotsna Prakashan.
4. Simblet, Sarah (2009). *Sketch book for the artist*, US, US: DK Publishing.
5. Pérard, V. S. (2004). *Anatomy and drawing*. Mineola, NY: Dover Publications.
6. John, R., & Raynes, J. (2002). *How to draw the human figure: A complete guide*. Bath, Eng.: Paragon.
7. Raynes, J., & Raynes, J. (2003). *How to draw the human figure: A complete guide*. Bath: Paragon.

DES 107L Introduction to Photography Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

Practical:

Section-A

Understanding of Photography tools: What's The Right Camera; Introduction to Lenses; How Modern Cameras Work- F-Stops & Shutter Speeds; What Are F Stops; How The Shutter Work; Introduction to Exposure Control. Depth of Field: How Depth Of Field Works; Compensation With Shutter Speeds; Selective Depth Of Field Examples; Using The Scale And Preview

Section-B

Lenses: Lens Focal Length; Lens Speed; Lens 'angle-of-view'; Lens Extenders

Daylight Photography: To Write With Light; How to Use Light; Our Changing Sunlight; Shooting in Bright SunlightFlash Photography: Creating Your Own Light; Flash, Types & Sizes; Exposure Controls; Flash

Examples Filters :Using Color Filters; Skylight And UV Filters; The Polarizing Filter; Special Effects Filters :Using Color Filters; Skylight And UV Filters; The Polarizing Filter; Special Effects Filters

Section-C

Introduction to Light Hardware, Dimmers and Cables, Tungsten lights, Cool lights and Flash Lights; Technical details of power consumption; Mix dimmer load, solo dimmer load, load distribution and power requirement; Light Stands, Cutter Stands, Flags and Dollies for Lights. Use of Natural Lighting as the only available light; Use of reflectors, flaxy reflectors, skimmers; still photography lights and flash Guns, triggering sync lights; multiple light setup Practical Lighting for Commercial Projects, Difference between Day and Night Lighting, Setup of a complex TV set, News Setup, Chroma Key Lighting; Projects Using Porta Lights/Jokar Par and Portable Lights.

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Understand about the technical and creative aspects of photography.
- Use the lighting techniques for indoor and outdoor Photography.
- Execute different theme/subject (creative) based photographs.

Recommended Books:

1. Bate, David (2016), *Photography-The Key concepts*, UK: Berg Publishers,
2. Langford, Michael, *Langford's Basic Photography*, Waltham, Massachusetts: Focal Press Book
3. Lou, Jacobs (Jr.) (2013), *Point and Shoot*, US: Amphoto.
4. Freeman, John (2002), *Practical Photography, How to Get the Best Picture Every time*, US: Ultimate Editions
5. Arena, Syl (2012). *Lighting for Digital Photography: From Snapshots to Great Shots*, San Francisco: Peachpit Press
6. Long, Ben. (2001). *Complete Digital Photography*. United States US. Cengage Learning, Inc.
7. Kelby, Scott. (2007). *The Digital Photography Book Volume 1 & 2*. United States US. Peachpit Press.

DES 108L Material Studies - I Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 6 3

Practical:

- Linear materials: Thread, Wire (Compositions)
- Soft materials: Paper (Origami, Poly hydron forms, 3D compositions); Clay (Relief compositions, 3D figures & compositions).
- Hard Materials: Siporex (Relief compositions, 3D compositions); Terracotta (Relief compositions, 3D compositions); Glazed tiles (Relief compositions, 3D compositions)

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand properties of various materials.
- Differentiate between shape and form and its application
- Apply various materials for design prototype and product making.

Recommended Books:

1. Huyler, S. P. (1996). *Gifts of earth: Terracottas & clay sculptures of India*. New Delhi: Indira Gandhi National Centre for the Arts.
2. Honig, J. M. (1981). *Preparation and characterization of materials the proceedings of the Indo-U.S. Workshop on the preparation and Characterization of Materials held Febr. 19 - 23, 1981, Indian Inst. of Science, Bangalore, India*. New York: Acad. Pr.
3. Coutts, H. (2001). *The art of ceramics: European ceramic design 1500-1830*. New Haven, CT: Published for the Bard Graduate Center for Studies in the Decorative Arts, New York by Yale University Press.

DES 112L Typography - I Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Identifying the Anatomy of Typeface
- Lettering and Designing a single letter
- Lettering and Designing a single word
- Conversion of Lettering for Typography
- Decorative Type designing
- Expressive Typography
- Usage of Lettering in Print Media (Could be Research Based, if technical inputs are not provided)

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Utilize anatomy of a Typeface for creating new typefaces through lettering activity
- Understand the of basic Graphic Design rules to develop the manipulative-cum-illustrative mindset
- Understand the of the differences between Lettering & Typography and use the same as per the need
- Develop manipulative-cum-illustrative approach in Lettering which could be implemented for vector conversion
- Create the own Typeface for specific design purposes

Recommended Books:

1. Sandra, B Ernst. (2007). *The ABC's of Typography – A practical guide to the Art and Science of Typography*, Art Direction Book Company.
2. Jong, Cees de., et al. (2005). *Creative Type: a Sourcebook of Classic and Contemporary Letterforms*. Thames & Hudson.
3. Heller, Steven, and Gail Anderson. (2011). *New Vintage Type: Classic Fonts for the Digital Age*. Thames & Hudson.
4. Triggs, T. (2003). *The typographic experiment: Radical innovation in contemporary type design*. London: Thames & Hudson.
5. Ambrose, G., & Harris, P. (2017). *Typography*. London: Bloomsbury Visual Arts.

Second Semester

DES 102 Color, Context and Composition

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section-A

- Color symbolism- Universal, Cultural.
- Color in practice (color coding, color as warning, color effects, color creating identity).
- Color context in society.

Section-B

- Meaning of composition.
- Use of composition in different areas (painting, graphic, photography, textile).
- Functions of composition.

Section-C

- Role of color in composition.
- Color context for product, fashion, graphic, print and digital media

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the role of color theories in different areas. Color effect, Color moods, Experiences and emotions with human beings in life.
- Learn Symbolism, effect of color in society culturally and universally.
- Use colors in product making and in different areas.

Recommended Books:

1. Delong, M., Martinson, B. (2012). *Color and Design*. New York, NY: Bloomsbury Publication Plc.
2. Swirnof, Lois (2003). *Dimensional Color* (2nd ed.). New York, NY: W. W. Norton & Company.
3. Feisner, Edith Anderson (2014). *Color Studies*, New York, NY: Bloomsbury Publishing.

DES 102L Color, Context and Composition Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practical:

- Making color-inspiration board.
- Study on color effects (after image, optical illusion, movement, perception of size, depth of color).
- Composition of living things.
- Composition of man-made objects.
- Composition of alphabets.
- Composition from organic things.
- Composition from given references

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the Inspiration and depiction of colors in forms with color effects.
- Apply color in practice, study and explore color in context of different types of living and manmade things composition.
- Compose design applying different principles of Design.
- Develop new horizon, building concept and exploration of skills.

Recommended Books:

1. Delong, M., Martinson, B. (2012). *Color and Design*. New York, NY: Bloomsbury Publication Plc.
2. Swirnof, Lois (2003). *Dimensional Color* (2nd ed.). New York, NY: W. W. Norton & Company.
3. Feisner, Edith Anderson (2014). *Color Studies*, New York, NY: Bloomsbury Publishing.
4. Albers, Josef (2013). *Interaction of Color* (50th Anniversary ed.). New haven and London, Yale University Press.

DES 105L Drawing II: Representation Techniques Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practical:

- Manmade object drawing
- Natural object drawing
- Animal Figurative study
- Human figure study

Note: Medium: Pencil, Pencil Colors, Ink, Crayons and Water Color - Transparent and Opaque. Maintain sketch file with rough/fair sketches.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

- Develop an understanding of how to use technical drawing and artistic drawing.
- Develop an understanding of hand and eye coordination for observational, human and animal anatomy drawing.
- Utilize drawing as a tool of representation and visual communication.
- Incorporate design, composition, and spatial organization theories in their design solutions.
- Utilize a variety of traditional drawing materials.

Recommended Books:

1. Hogarth, Burne (1988), *Drawing Dynamic Hands*. New York, NY: Watson Guptill Publications.
2. Tiner, Ron (2001), *Figure Drawing Without a Model*. UK, UK: David & Charles.
3. Mulick, Milind (2006). *Watercolour (new ed.)* India, Jyotsna Prakashan.
4. Simblet, Sarah (2009). *Sketch book for the artist*, US, US: DK Publishing.
5. Hultgren, Ken (2016). *The Art of Animal Drawing: Construction, Action Analysis, Caricature*, Green Point Books.

DES 106 History of Design

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Section-A

- A brief introduction about design: Product, technology, and progress
- Supply, Demand and Design (1700-1800): Royal demand and the control of production; entrepreneurial efforts in Britain and elsewhere
- Expansion and Taste (1801-1865): Growing pains: Expanding Industry in the early 19th century; Design, Society and standard

Section-B

- Arts, crafts and machines-Industrialization: Hopes and fears (1866-1914)
- After World War I: Art, Industry, and Utopias (1918-1944)

Section-C

- Humanism and Luxury: International Modernism and Mass Culture after World War II (1945-1960)
- Progress, Protest and Pluralism (1961-2010)

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the origin and evolution of design and its influence in the world of design.
- Understand the need, importance and purpose of design.
- Understand the basic differences and similarities between Art and Design.
- Recognize the design forms and functional aspects with their cultural connections.
- Understand the design history in depth with the development of material, media and methods used in creative processes and thought.
- Identify eminent designers of their time with their style and selected design cum art works in historical context.
- critically interpret and analyze works of design in terms of form, function, space, time and structure.

Recommended Books:

1. Raizman, David (2010). *History of Modern Design*. London. Laurence King Publishing Ltd.
2. Tomory, Edith (2009). *A history of fine arts in Indian and the west*. Hyderabad (AP), India. Orient Blackswan Private Limited.
3. Morris, Desmond (2013). *The Artistic Ape, Three million years of art*. UK, Red Lemon Press.
4. Fallan, K. (2014). *Design history: Understanding theory and method*. New York: Berg.

DES 109L Material Studies-II Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Linear materials: Thread, Wire (Compositions)
- Soft materials: Clay (Relief compositions, 3D figures & compositions)
- Hard Materials: Wood (Relief compositions, 3D compositions); Glazed tiles (Relief compositions, 3D compositions); Metal (Relief compositions, 3D compositions)

Learning Outcome:

Upon completion of the course, the students will be able to:

- Know the properties of various materials and its use accordingly.
- Handle material and use them for making design prototypes.
- Fuse various materials to create new aesthetic appealing and functional product.

Recommended Books:

1. Honig, J. M., & Rao, C. N. (1981). *Preparation and characterization of materials*. New York: Academic Press.
2. Vlack, L. H. (1985). *Elements of materials science and engineering*. Reading, MA: Addison-Wesley.
3. Raghavan, V. (2015). *Materials science and engineering: A first course*. Delhi: PHI Learning Private Limited.

4. Coutts, H. (2001). *The art of ceramics: European ceramic design 1500-1830*. New Haven, CT: Published for the Bard Graduate Center for Studies in the Decorative Arts, New York by Yale University Press.
5. Houseley, L. (2009). *The independent design guide: Innovative products from the new generation*. New York: Thames & Hudson.

DES 110 Narrative Structure

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Section-A

Narrative Structure: Narration – meaning and definition; Elements of narration; character, setting, conflict, plot and theme; Types of narration

Section-B

Types of construction of narration (point of views)

Section-C

Characteristics of Narrative Design: Individual experiences; Chronology of the experiences; collecting individual stories; Restoring; Coding of themes; Context or setting; Presentation

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Understand about characteristics of narrative design and narrative elements.
- Apply observation and individual experiences to write a narrative.
- Understand the characteristics of Narrative design.

Recommended Books:

1. Truby, John (2008), *The Anatomy of Story: 22 Steps to Becoming a Master Storyteller*, New York: Farrar, Straus and Giroux
2. Egri, Lajos, (1946), *The Art of Dramatic Writing*, US: Wildside Press.
3. Egri, Lajos, (1965), *The Art of Creative Writing*, London: Citadel
4. LalNahal, Chaman (1970), *The Narrative pattern in Ernest Hemingways*, US: Associated Univ Press

DES 110L Narrative Structure Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 2 1

Practical:

- Take a historical or contemporary subject or story. Study all aspect of it and create/remodel a new story on the basis of previous one but with a new narrative structure and treatment.
- Narrative Structure Exercise
- a. Observation Exercise
- b. Individual Story Writing and Story Telling
- c. Story writing on personal Experience
- d. Character base writing
- e. Plot base writing
- f. Writing base on different situations
- g. Group Exercise (Drama) on Verbal Narrative & Non verbal Narrative

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Write a narrative with the understanding of narrative elements.
- Apply the art of narrative writing for masses.
- Give presentation on Narrative written.

Recommended Books:

1. Truby, John (2008), *The Anatomy of Story: 22 Steps to Becoming a Master Storyteller*, New York: Farrar, Straus and Giroux
2. Egri, Lajos, (1946), *The Art of Dramatic Writing*, US: Wildside Press.
3. Egri, Lajos, (1965), *The Art of Creative Writing*, London: Citadel
4. LalNahal, Chaman (1970), *The Narrative pattern in Ernest Hemingways*, US: Associated Univ Press

DES 111L Software Skills Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical:

- Adobe Photoshop (Image editing)
- Adobe Illustrator (Creating graphic images)
- Adobe In Design (Creating layout and compositions)
- Corel Draw

Learning Outcome:

Upon completion of the course, the students will be able to:

- Apply softwares as tool for design solution.
- Use Adobe Photoshop, Illustrator and in Design for creative purposes.

Recommended Books:

1. Team, A. C. (2012). *Adobe Photoshop CS6: Classroom in a book*. Berkeley, Calif: Adobe Press/Peachpit.
2. *Adobe Photoshop CC: Classroom in a book*. (2013). San Francisco, CA: Adobe Press/Peachpit.

Bachelor of Design (Fashion and Lifestyle Design)

Third Semester

DES 211L Drawing III: Analytical Drawing Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 8 4

Practical:

- To work on structure of man-made object & natural specimen & rendering techniques to enhance light & shade effect, material quality of the object, surface quality, texture, relative proportion in linear & massive methods.
- To work on perspective study (one point and two point) on the basis of solid geometrical construction and emphasizing on Construction of objects.
- To work on analyzing objects and drawing from observation on the basis of orthographic and isometric /parallel projections.
- Exploration exercises on constructional drawing with curves and ellipsis to be incorporated in the study

Note : Medium: Pencil, Pencil Colors, Ink, Crayons and Water Color - Transparent and Opaque. Maintain sketch file with rough/fair sketches.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

1. Develop hand and eye coordination for Analytical Drawing
2. Incorporate design, composition, and spatial organization theories in their design solutions.
3. Utilize a variety of traditional drawing materials.
4. Develop drawing skill which could be implemented for design solution development.
5. Critically interpret and analyze design work in terms of form and structure.
6. Utilize fundamental concepts of aesthetics in creating design drawings. Understand the basic and formal elements of design and drawings.

Recommended Books:

1. Colussy, M. Kathleen (2007). *Rendering fashion, fabric and prints*. New Delhi : Pearson Education
2. Casals Josep (2010) *Watercolor : Course of drawing and painting Atrium group de ediciones* New York: Publicaciones Barcelona.
3. Casals Josep (2004) *Drawing : Drawing and painting course*, New York: Publicaciones Barcelona.
4. Casals, Josep. (2004) *Pastel: Course of drawing and painting*, Barcelona: Atrium Publication

DES 212 Economics and Management

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Objectives:

- ☐ To introduce the fundamental concepts of economics and management to Designers and explain how these will contribute in achieving commercial success in design profession

Theory:**Section-A**

Introductory Micro Economics with brief introduction of following topics

- o Demand & Supply
- o Production Function
- o Cost and breakeven analysis

Section-B

Introductory Macro Economics with brief introduction of following topics

- o National Income and Related aggregates
- o Money and Banking
- o Government Budget and the Economy
- o Foreign Trade and Balance of payments

Section-C

- o Principles of Managements - Planning-Organizing-Staffing-Directing and Controlling
- o Types of Business Organizations

- o Functional Management with brief overview of following topics
 - ☐ Marketing Management
 - ☐ Production Management
 - ☐ Financial Management
 - ☐ Human resource Management

Learning outcomes:

Upon completion of the course, the students will be able to:

- Understand basic terminology related to Economics
- Understand basic principles of management
- Understand types of Business Organizations and its respective departments

Suggested readings:

1. Siddiqui S. A., (2006), *Managerial Economics and Financial Analysis*, New Delhi: New Age International.
2. B L Gupta (2011) *Introductory Micro and Macro Economics*, Sirmour, H.P: Arya Publications.
3. KoonzWeihrich, (2004) *Essentials of Management : An International and Leadership Perspective* 9th Edition, New Delhi: Tata McGraw-Hill.
4. Philip Kotler Kevin Lane Keller (2009) *Marketing Management: A South Asian Perspective* 14th Edition, New Delhi: Pearson Education.

DES 218 Introduction to Textile Fibers and Yarns

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to Textile fibers; Classification of fibers; Physical and chemical properties of fibers.

Section B

Introduction to Yarn numbering systems; Twist of yarn; Types of yarns and yarn properties; Basic principle of various steps in the cotton, woolen and worsted spinning system.

Section C

Introduction to various types of Fabric & Fabric Construction; The design implications of Fibers and yarn properties.

Learning Outcome:

Upon completion of the course students will be able to:

- Understand the basics of Fibre Science.
- Understand the essential and desirable properties of Fibre and classification of Fibre.
- Understand the Longitudinal and Cross sectional structure of Natural and Manmade Fibres.
- Understand the relation between selection of fibre and its impact in designing the end product as per the customer requirements

Recommended Books:

1. Sara J Kadelph (2014) *Textiles South Asia*: Pearson Education.
2. Corbman *Textiles Fiber to Fabric*, New York: McGraw-Hill.
3. Gohl, E. P.G. and Vilensky, L. D.(2005) *Textile Science*, Melbourne, Longman Cheshire House
4. J. E. Booth. (1996) *Principles of textile testing* New Delhi: CBS Publishers.
5. Martindale and Goswami (2011) *Textile Yarns*, New York: Wiley India.
6. K.R. Salhotra, *Spinning of Manmade Fibres and Blends on Cotton System*, CBS Publishers.
7. S.P. Mishra(2000) *Fibre Science and Technology*, New Delhi: New Age International.

Recommended E-Resources:

National Programme on Technology Enhanced

Learning (NPTEL) - nptel.ac.in

DES 218L Introduction to Textile Fibers and Yarns Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

- To identify the textile fiber by basic tests
- To test the given Yarn for Yarn Count and Twist.
- To identify and make samples of basic weaves.

Learning Outcome:

Upon completion of the course, students will be able to:

- Understand the basics of Fibre Science.
- Understand the essential and desirable properties of Fibre and classification of Fibres.
- Understand the Longitudinal and Cross sectional structure of Natural and Manmade Fibres.
- Understand the relation between selection of fibre and its impact in designing the end product as per the customer requirements.

Recommended Books:

1. Sara J Kadolph (2014) *Textiles South Asia*: Pearson Education.
2. Corbman *Textiles Fiber to Fabric*, New York: McGraw-Hill. Gohl, E. P.G. and Vilensky, L. D.(2005) *Textile Science*, Melbourne, Longman Cheshire House
3. J. E. Booth. (1996)*Principles of textile testing* New Delhi: CBS Publishers.
4. Martindale and Goswami (2011)*Textile Yarns*, New York: Wiley India.
5. K.R. Salhotra, *Spinning of Manmade Fibres and Blends on Cotton System*, CBS Publishers.
6. S.P. Mishra (2000) *Fibre Science and Technology*, New Delhi: New Age International.

Recommended E-Resources:

1. National Programme on Technology Enhanced Learning (NPTEL) - npTEL.ac.in

DES 219L Material Studies – III Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 8 4

Practical:

- To study and explore the properties and end use of “soft materials” such as Jute and leather and to prepare a document for the same.
- To develop an innovative product line using the above mentioned materials. (Products should be lifestyle products and avant-garde in nature)

Learning Outcome:

Upon completion of the course, the students will be able to:

- Identify different materials for the end product.
- Select the appropriate material and use/apply it into the product from 2D to 3D
- Understand the product making process.

Recommended Books:

1. Sarabhai Mallika. *Jute Handlooms of India*, Ahmadabad: Mapin Publishing Pvt. Ltd.
2. Woodhouse Thomas (2007). *The Finishing Jute and Linen Fabrics*, Chandigarh: Abhishek Publications.
3. Tyagi Anita (2014). *Leather in Fashion Designing*, , New Delhi: Sonal Publications.
4. 4. Ellen, Lynch Gold Stein, Malone Nicole and Mullins Sarah (2007). *Making Handbags*, Massachusetters, USA: Quarry Books- Quayside Publishing Group.

DES 221 Research Methodology and Craft Study

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Theory:

Section A

- Need Based Study: crafts
- Nature, Purpose, Problems & Importance.
- Meaning, objective & motivations
- Type of research – Historical, Descriptive, Explorations, Formulation of Research problem.

Section B

- Making a Research format
- Meaning of Research Design
- Procedure of preparing Research Design
- Writing Hypothesis
- Data Collection
- Observation, Interview, and Questionnaire.

Section C

- Sampling: Meaning, types, data
- Analysis of data
- Report writing
- Case studies of crafts
- Craft documentation

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand meaning & methodology of research
- Evaluate literature from a variety of sources, pertinent to the research objectives.

- Identify and justify the basic components of the research framework relevant to the tackled research problem majorly based on the Craft sector.
- Collect research data; analyze it, interpret the data, write research findings and conclusion.

Recommended Books:

1. Glatthorn, Allan A. (2005) *Writing the Wining Dissertation: Step by Step*, Guide Research. Sage pub.
2. Pollard, Elizabeth (1986) *Visual art research*, New York: Greenwood Press.
3. Kothari. C. R. (2004) *Research Methodology: methods and techniques*, New Delhi: Age International.
4. Verma, R. K. and Verma, Gopal (1988) *Methodology and techniques of research*, New Delhi: Anmol.
5. Reddy, C. R. (1987) *Research methodology in social science*, Delhi: Daya Pub. House.
6. Kenneth, D. Bailey (1987) *Methods of social research*, New York: Free Press.
7. Mckeluey, Kathryn (2003) *Fashion design process, innovation & practice*. Blackwell Pub. Oxford.

DES 221L Research Methodology and Craft Study Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 4 2

Practical: Case study of a craft

(Any craft as approved by guide).

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand meaning & methodology of research

- Evaluate literature from a variety of sources, pertinent to the research objectives.
- Identify and justify the basic components of the research framework relevant to the tackled research problem majorly based on the Craft sector.
- Collect research data; analyze it, interpret the data, write research findings and conclusion.

Recommended Books:

1. Glatthorn, Allan A. (2005) *Writing the Wining Dissertation: Step by Step*, Guide Research. Sage pub.
2. Pollard, Elizabeth (1986) *Visual art research*, New York: Greenwood Press.
3. Kothari. C. R. (2004) *Research Methodology: methods and techniques*, New Delhi: Age International.
4. Verma, R. K. and Verma, Gopal (1988) *Methodology and techniques of research*, New Delhi: Anmol.
5. Reddy, C. R. (1987) *Research methodology in social science*, Delhi: Daya Pub. House.
6. Kenneth, D. Bailey (1987) *Methods of social research*, New York: Free Press.
7. Mckeluey, Kathryn (2003) *Fashion design process, innovation & practice*. Blackwell Pub. Oxford.

Fourth Semester

DES 208 Design Methods and Processes

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section-A

- Fundamentals of Design
 - a. Definition of Design
 - b. Necessity of Design
 - c. Design and Society
- Form and Function

Section-B

Design Thinking: Critical thinking-exploring possibilities, constraints and inherited psychographs; Significance of design research and design practice; Sustainability; Convergence – prototyping alternatives and possible scenarios; Aesthetics and function; Problem solving – where process meets method; Design – client needs and/or user needs; Green design.

Section-C

Methodology: Concept; Design brief; Branding; Research; Analysis; Implementation/prototyping; Costing, specifications for multiplication; Production; Quality monitoring.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop critical and lateral thinking approach.
- Develop a basic design concept, visualization and manipulation techniques.
- Develop an appreciation of function, aesthetics and technology in design.
- Develop basic design thinking and communication skills.

- Create activities and experiences for basic process of design, adapt in their abilities, interest and design in context of human society, economy, politics and socio-cultural aspect.

Recommended Books:

1. Balaram, S (2011). Thinking Design, SAGE Publications India Pvt Ltd
2. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
3. Vyas, H. Kumar (2009). *Design and Environment: A Primer* (3rd ed.). India, National Institute of Design.
4. Munari, Bruno (1971). *Design as Art*. Penguin books

Recommended E-Resources:

<https://www.bloomsburydesignlibrary.com/taxonomy?id=disciplines>

DES 208L Design Methods and Processes Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

- Define a need by considering appropriate human, functional and aesthetic factors;
- Gather and use relevant information for design decision making.
- Generate and develop ideas using appropriate methods.
- Test and evaluate their design ideas, making appropriate modifications.
- Apply appropriate communication techniques to inform and defend ideas.
- Developing forms and planning the steps in making their artifact.
- Explore appropriate materials and suitable techniques to make final artifact.
- Make appropriate modifications to enhance the artifact.
- Find a design solution as per all above given details.

Learning Outcomes:

- Develop critical and lateral thinking approach.
- Develop a basic design concept, visualization and manipulation techniques.
- Develop an appreciation of function, aesthetics and technology in design.
- Develop basic design thinking and communication skills.
- Create activities and experiences for basic process of design, adapt in their abilities, interest and design in context of human society, economy, politics and socio-cultural aspect.

Recommended Books:

1. Balaram, S (2011). Thinking Design, SAGE Publications India Pvt Ltd
2. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
3. Vyas, H. Kumar (2009). *Design and Environment: A Primer* (3rd ed.). India, National Institute of Design.
4. Munari, Bruno (1971). *Design as Art*. Penguin books

Recommended E-Resources:

<https://www.bloomsburydesignlibrary.com/taxonomy?id=disciplines>

DES 209L Draping and Pattern Making-I Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:**Draping:**

- Introduction to Draping- Explanation of parts of the dress form, Uses of the tools, Blocking of fabric, Grain & its Importance, Handling of fabrics.
- Basic Bodice-Front & Back.
- Basic Skirts-Front & Back.

Pattern-Making:

- Introduction to Pattern Making.
- Draft Basic Bodice Front & Back.

- Draft Basic skirt.
- Draft Basic sleeve

Final Assignment:

To select a category and create pattern/drape of any 1 of the following and stitch it.

- Garments - Exercises for Dart Manipulation- Shift dart into another area/convert one dart into two darts & two darts into one dart
- Fashion Accessories - Hand bag/ clutch/stole with surface ornamentation/shrug/belts etc.
- A range of home textile products – Complete Dining set/Bedroom set/Sofa cover & single bed-sheet set

Learning Outcomes:

Upon completion of the course, the students will be able to

- Understand the basics of converting a 2D fabric/paper into a 3D garment/product
- Understand the basics of cutting and finishing a fabric as basic stitching will be taught.

Recommended Books:

1. Hilde Jaffe & Nurie Relis (2012) *Draping For Fashion Design* (Fifth Edition), New Delhi: Published by Pearson Education.
2. Ernestine, Kopp (1987), *New Fashion areas for designing apparel through the flat pattern*, New York: Fair child.
3. Joseph-Armstrong, Helen (2006) *Pattern Making for fashion design*, – III Edition, New York: Published by Pearson Education.

DES 213 Fabric Structure - I

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Different methods of fabric formation-weaving, knitting, non-woven. Introduction to weaving preparatory-winding, warping, sizing and pirn winding. Introduction of loom, classification and parts of loom; Motion

of the loom: primary motion, secondary motion-Take-up and Let off, Expression of reed/heald count: methods, different reed count system-Stockport and Bradford, heald count.

Section B

Basic weaves & variations-

- Plain: Warp Rib, Weft Rib and Matt (Basket)
- Twill: Right Hand and Left hand (balance and unbalance)
- Satin: Regular and Irregular

Section C

Modified Weave of the basic-

- Plain: Hopsack, Barley-corn, Mock-leno and Huck-a-back weave
- Rhythmic Twill Weaves: Pointed, Diamond, Herring-Bone and Diaper, Honeycomb, Broken twill, Curve twill, wave twill and Angle of twill
- Satin: Backed cloth

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Identify and work on Handloom with care.
- Identify and differentiate between basic weaves and modified weaves
- Identify suitable materials according to the end use of the product for apparel, furnishing and accessories
- Distinguish between different fabric construction methods and giving reasons, apply their properties to different fabric items and clothing.
- Surface Ornamentation using more than one or two weaves and variety of yarns like cotton, polyester, wool and blended etc.

Recommended Books:

1. Grosicki, Z (1988) *Watson's Textile Design and Color*, Butterworth, London.
2. Mohamed, M.H. and Lord, P.R.(2005) *Weaving – Conversion of yarn to fabric*, Woodhead, Pub. Cambridge
3. Nisbet, Harry (2014) *Grammar of Textile Design*, Abhishek Pub. New Delhi.
4. Marks, R. and Robinson, A.T.C.(1986) *Principles of weaving*, The Textile Institute

DES 213L Fabric Structure - I Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

To prepare the sample on the handloom-

- Plain, Twill and Satin
- Pile (cut)
- Develop any two weaves through straight draft
- Develop any two weaves through pointed draft

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Identify and work on Handloom with care.
- Identify and differentiate between basic weaves and modified weaves
- Identify suitable materials according to the end use of the product for apparel, furnishing and accessories
- Distinguish between different fabric construction methods and giving reasons, apply their properties to different fabric items and clothing.
- Surface Ornamentation using more than one or two weaves and variety of yarns like cotton, polyester, wool and blended etc.

Recommended Books:

1. Grosicki, Z (1988) *Watson's Textile Design and Color*, Butterworth, London.
2. Mohamed, M.H. and Lord, P.R.(2005) *Weaving – Conversion of yarn to fabric*, Woodhead, Pub. Cambridge
3. Nisbet, Harry (2014) *Grammar of Textile Design*, Abhishek Pub. New Delhi.
4. Marks, R. and Robinson, A.T.C. (1986) *Principles of weaving*, The Textile Institute.

DES 230 Textile Processing

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section-A

- Preparation of fabric before Dyeing and Printing
 - a. Singing
 - b. De-sizing / Degumming
 - c. Scouring
 - d. Bleaching
- Introduction to general Theory of Dyeing and Printing (The role of dye Molecule, Water & Temperature, Affinity/Substantively, Concept of shade percentage, Material and Liquor Ratio, Weight of Goods & Volume of Liquor)

Section-B

- Introduction of Dyes
 - a. Classification of Dyes
 - b. Study of : Natural Dye and Synthetic Dyes (Direct, Reactive Dyes, Acid Dyes, Vat Dyes, Disperse Dyes)
 - c. Physical & Chemical Properties of Dyes
- Introduction to Printing
 - a. Styles of Printing: - Direct, Discharge and Resist printings.
 - b. Methods of Printing:-Block, Screen printing (Flat Bed screen, Rotary screen printing), Transfer, Digital Printing

Section-C

- Introduction to Fabric Finishes
 - a. Basic finishes- Felting, Singeing, Stiffening, Decatizing
 - b. Surface finishes - Bleaching, Delustering, Calendaring, Beetling, Napping, Flocking, Burn out Design, Acid Design, Plisse Design, Tentoring Shearing and Brushing.
 - c. Functional finishes- Waterproof and Water Repellent Finishes, Shrinkage Control, Wrinkle Resistance, Durable Press and Flame Retardant Finish.

Learning Outcome:

Upon completion of the course, students will be able to:

- Understand basic concept of Dyeing & Printing Process on fabrics.
- Differentiate between various kinds of finishes on fabrics.
- Understand the theoretical & practical application of Processing Techniques on fabric.
- Understand the dyes applied on various Cellulosic fibres.
- Understand the dyes applied on various Synthetic and Protein fibres.

Recommended Books:

1. Clarke. W. 1974. *An Introduction to Textile Printing*. London, Newness Butter Worth.
2. Anderson, F. 1974. *Tie-dyeing and Batik*. London, Octopus Editorial Production by Berkeley Publishers Ltd.
3. Gohl, E. P.G. and Vilensky, L. D. (1983), *Textile Science*, Melbourne, Longman Cheshire House
4. Shenai, V.A (1991) *Chemistry of organic Textile Chemicals*, Bombay, Sevak Publication.
5. Gentile, Terry A. (1982) *Printed Textile* NJ, Prentice Hall.
6. Smith, J.L. (2003) *Textile Processing: Printing, Finishing, Dyeing*. Chandigarh, Abhishek Publication
7. H.Panda. *Modern Technology of Textile: Dyes & Pigments*

Recommended E-Resources:

1. National Programme on Technology Enhanced Learning (NPTEL) - nptel.ac.in

DES 230L Textile Processing Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

- Impurities removal Process of Cotton Fabric
- Bleaching process of Cotton fabric (Hydrogen Peroxide or Hypochlorite bleaching)

- Application method of Natural Dyes & Synthetic Dyes (Direct, Reactive, Acid, Vat)
- Style of Printing- Direct, Discharge and Resist Printing

Learning Outcome:

Upon completion of the course, students will be able to:

- Develop basic concept of Dyeing & Printing Process on Textile.
- Differentiate between different kinds of Finishes on Textile.
- Understand the Theoretical & Practical application of Processing Technique on Textile.
- Understand the dyes applied on various Cellulose Fibre
- Understand the dyes applied on various Synthetic and Protein Fiber

Recommended Books:

1. Clarke. W. 1974. *An Introduction to Textile Printing*. London, Newness Butter Worth.
2. Anderson, F. 1974. *Tie-dyeing and Batik*. London, Octopus Editorial Production by Berkeley Publishers Ltd.
3. Gohl, E. P.G. and Vilensky, L. D. (1983), *Textile Science*, Melbourne, Longman Cheshire House
4. Shenai, V.A (1991) *Chemistry of organic Textile Chemicals*, Bombay, Sevak Publication.
5. Gentile, Terry A. (1982) *Printed Textile* NJ, Prentice Hall.
6. Smith, J.L. (2003) *Textile Processing: Printing, Finishing, Dyeing*. Chandigarh, Abhishek Publication
7. H.Panda. *Modern Technology of Textile: Dyes & Pigments*

Recommended E-Resources:

2. National Programme on Technology Enhanced

Learning (NPTEL) - nptel.ac.in

DES 224 Traditional Indian Textiles

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section-A

Study Traditional textiles of different states of India with reference to historical significance, technique, color & motifs, construction of following woven craft. :- Jamdani, Banaras Brocade, Paithani, Kullu Shawl, Chanderi, Maheshwari saree, Balu Chari

Section-B

Study of dyed & printing textiles with reference to histories significances, dyeing technique, color & motif of :- Patola, Ikat, TeliaRumal, Bandhani of Rajasthan & Gujrat, Sanganeri Block printing, Kalam Kari, Bagh Printing , Mud Printing fromBagru

Section-C

Study of embroideries with reference to color, motif, stitches & fabric of the following crafts:- Kantha, Phulkari, Chickenkari, Chambarumal, Sujanibihari, Kasuti.

Learning Outcomes:

Upon completion of the course , students will be able to:

- Identify textiles from different states of India in reference to motifs and techniques.
- Understand procedure of weaving, printing and different type of dyeing process followed in Indian Textiles
- Create hand embroidery samplesfrom different stitches.

Recommended Books:

1. Bhatnagar, Parual (2004) *Traditional Indian costumes & textiles*, Abhishek pub. Chandigarh
2. Shukla, Das (1992) *Fabric art heritage of india*., New Delhi: Abhinav Pub.
3. Mehta, Rustam J. (1984) *Masterpieces of Indian textiles*, D. B. Taraporevala, Bombay
4. Bhavnari, Enakshi (1982) *Decorative designs and craftsmanship of india*, D. B, Taraporevala, Bombay.

5. Gupta, Meenakshi & K.N. shrivastav (2011) *Pamparagat Bhartiya vastra*, (II edition) Jaipur: Rajasthan Hindi GranthAcadmic, Jaipur.
6. Gupta, Meenakshi (2015) *Traditional Indian textile*, Lap Lambert Acadmic, Germany.
7. Gupta, Meenakshi, (2010) *Sanganeri Block Printing*, Navjeevan Pub. Newai.
8. Gupta, Meenakshi (2016) *Bhartiya vastra kala*, Rajasthan Hindi GranthAcadmic, Jaipur.
9. Ria, Inderpal. (2008) *Indian embroideries and Textiles*. Jodhpur: Books Treasure.
10. Naik, shailajaD. (2013) *Textile Design*. New Delhi: APH Publication.
11. Shenai, V.A. (1977) *History of Textile design*. Bombay: Sevak Publication
12. *Tanaban Textiles of India* by RomanieJaiyly.
13. Shrikant, Usha (2009) *Ethnic embroideries of India*. Pune: Usha Srikant.
14. Sethna, Nelly (1985) *Kalamkari*. New York: Mapin.
15. Goel, Gauri (2013) *Ethnic Needlecrafts*. New Delhi: Discovery Publication.

DES 224L Traditional Indian Textiles Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical

To create sample of hand embroideries stitches :-Kantha, Phulkari, Kasuti, sujanibihari, Kashmiri, Chickenkari

Learning Outcomes:

Upon completion of the course , students will be able to:

- Identify textiles from different states of India in reference to motifs and techniques.
- Understand procedure of weaving, printing and different type of dyeing process followed in Indian Textiles
- Create hand embroidery samples from different stitches.

Recommended Books:

1. Bhatnagar, Parul (2004) *Traditional Indian costumes & textiles*, Abhishek pub. Chandigarh
2. Shukla, Das (1992) *Fabric art heritage of india.*, New Delhi: Abhinav Pub.
3. Mehta, Rustam J. (1984) *Masterpieces of Indian textiles*, D. B. Taraporevala, Bombay
4. Bhavnari, Enakshi (1982) *Decorative designs and craftsmanship of india*, D. B. Taraporevala, Bombay.
5. Gupta, Meenakshi & K.N. shrivastav (2011) *Pamparagat Bhartiya vastra*, (II edition) Jaipur: Rajasthan Hindi GranthAcadmic, Jaipur.
6. Gupta, Meenakshi (2015) *Traditional Indian textile*, Lap Lambert Acadmic, Germany.
7. Gupta, Meenakshi, (2010) *Sanganeri Block Printing*, Navjeevan Pub. Newai.
8. Gupta, Meenakshi (2016) *Bhartiya vastra kala*, Rajasthan Hindi GranthAcadmic, Jaipur.
9. Ria, Inderpal. (2008) *Indian embroideries and Textiles*. Jodhpur: Books Treasure.
10. Naik, shailajaD. (2013) *Textile Design*. New Delhi: APH Publication.
11. Shenai, V.A. (1977) *History of Textile design*. Bombay: Sevak Publication
12. *Tanaban Textiles of India* by RomanieJaiyly.
13. Shrikant, Usha (2009) *Ethnic embroideries of India*. Pune: Usha Srikant.
14. Sethna, Nelly (1985) *Kalamkari*. New York: Mapin.
15. Goel, Gauri (2013) *Ethnic Needlecrafts*. New Delhi: Discovery Publication.

Fifth Semester

DES 305L Art and Illustration Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Life Study
- Anatomy & Figure Drawing
- Memory Drawing
- Stylized Croqui
- Composition based on theme

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Study basic proportion and drawing properly to improve drawing skills.
- Preview and visualize and thus draw the same in order to communicate thoughts
- Develop the understanding of new era, atmosphere, situations and observation of changing styles.

Recommended Books:

1. Pérard, V. S. (2004). *Anatomy And Drawing*. Mineola, Dover Publications, NY.
2. John, R., & Raynes, J. (2002). *How To Draw The Human Figure: A Complete Guide*. Bath, Eng.: Paragon.
3. Raynes, J., & Raynes, J. (2003). *How To Draw The Human Figure: A Complete Guide*. Bath: Paragon.
4. Martin,D.(2011) *Great Big Book Of Fashion Illustration*, Anovabooks, Hong Kong.
5. Alexandra,S.I.(2012) *Technical Drawing For Fashion Design, Garment Source Book*, The Pepin Press, Netherlands.
6. Perard,V.*Human Anatomy*,Mumbai,India, Grace Prakashan
7. Simblet,S. (2001) *Anatomy for the Artist*, Penguin UK
8. Ireland,P.J. (2003) *Figure templates for fashion illustration* , Batsford

9. Martin, D.(2009) *Big book of fashion illustration*, London Botsford
10. Cally, B.(2007) *100 years of fashion illustration*. London: Laurence King Pub.
11. Ireland, P.J. (1995) *Fashion design illustration : children* .London: B T Batsford Ltd

DES 308 Calculation and Costing

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section-A

Basic costing concepts: Classification of costs, types of costs, methods of costing, elements of cost.

Section-B

- **Spinning Calculations**

- a. Yarn numbering, Direct & Indirect system of yarn numbering, Universal yarn numbering system, conversion from one system to other, Calculation of resultant yarn number of plied yarn.
- b. Yarn Twist, Twist factor, twist per unit length, S & Z twists

- **Weaving Calculations**

- a. Calculation of length of warp and weft in a fabric, Weight of warp and weft required for particular length of cloth, weight per unit area of cloth,
- b. Cloth cover, cover factor
- c. Concept of cloth setting

Section-C

- **Fabrics, apparel and other textile made-ups, accessories costing**

- a. Cost of raw material
- b. Calculation of processing cost
- c. Cost of packing and transportation
- d. Other cost components

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Estimate the cost of products with different methods and elements.
- Cost the given sample of fabric according to its construction.
- Cost the end-product from fabric to apparels, including packaging and transport

Recommended Books:

1. Taggart W. S. (1998), *Cotton Spinning Calculations*, Navneet Prakashan, Bombay.
2. Gupta Sen (1971), *Weaving Calculation*, Taraporevala Publishers, Bombay.
3. Ashen hurst T.R. (1998). *Textile Calculations*, Abhishek Publishers, Chandigarh.

DES 310L Construction Techniques (Soft Material) Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Sketching the Basic sewing machine and parts, threading the Single needle Lockstitch machine, loading bobbin and bobbin case, fixing and removing the needle, care and maintenance of sewing machines, oiling.
- Stitch samples of Seam & seam finishes
- To construct different components of garment: Neck-lines, Collars, and Pockets.
- To create samples of different styles of tucks, pleats, gathers and smocking
- To create samples of different styles of fasteners- hook, eyes, button, button hole & zipper.
- To select a category and to construct any 1 of the following:
 - a. Women's skirt- Top
 - b. Hand bag ,clutch
 - c. A range of home textile products

Learning outcomes:

Upon completion of the course, the students will be able to:

- Cut the fabric as per the drape required or the final illustration.
- Operate an Automatic/semi-automatic Industrial Sewing machine.
- Understand the application of seams according to fabric and end product.
- Understand the construction and application of various necklines, collars and pockets.
- Do surface ornamentation using SNLS
- Stitch end-product applying different techniques of stitching

Recommended Books:

1. Harlow, Eve (1973) *The Basic Book of Sewing*, London, Octopus Books.
2. Lippman, Gidon, (1977) *Sew it yourself: How to Make Your Own Fashion Classics*, Englewood Cliffs, NJ, Prentice Hall.
3. Hollis, Nesta (1969) *Successful Sewing: A Modern Guide*, London: Faber and Faber.
4. Barber, Janet (1980) *Basic Machine Sewing*, Cassel, London
5. Jeffreys, Chris (2006) *The Complete Book of Sewing*, DK, London.

DES 337 Traditional Indian Costumes

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:**Section-A**

Traditional costumes of various regions of India; Costumes of Northern & Central states (Jammu & Kashmir, Himachal Pradesh, Punjab, Uttar Pradesh, Haryana, Madhya Pradesh, Orissa)

Section-B

Costumes of southern & Eastern states (Kerala, Karnataka, Andhra Pradesh, Tamil Nadu, West Bengal, Bihar)

Section-C

Costumes of North- Eastern states (Assam, Manipur, Mizoram, Nagaland, Sikkim, Maharashtra, Rajasthan, Gujarat); Design elements of costumes &

their influence on historical, present & future clothing; Socio-economic & historical events their influence on fashion.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Identify Traditional Indian Costumes of different states with reference of the past clothing and illustrate the same.
- Illustrate prevailing designs of costumes worn by people of different states.
- Design contemporary costumes taking reference from the traditional ones.

Recommended Books:

1. Ghurye, G.S, (1966), *Indian Costumes*, popular prakashan, Bombay.
2. Kumar,Ritu, (2006), *Costumes And Textiles Of Royal India*, Christie books ltd., USA.
3. Bhandari, Vandana (2005), *Costumes, Textiles & Jewellery of India*, Mercury books, London.
4. Alkazi, Roshan (2006), *Ancient and Medieval Indian Costume*, Art heritage, New Delhi.
5. Arora, Vishu (2008), *Suvasas the Beautiful Costumes*, abhishek publication, Chandigarh.
6. Bhatnagar, Parul (2004), *Traditional Indian Costumes and Textiles*, Abhishek publication, Chandigarh.
7. Bhatnagar, Parul (2005), *Decorative Design History in Indian Textiles and Costumes*, .Chandigarh ,India: Abhishek Publications
8. Parekh, Soha (2012), *Splendour in threads, red pepper books*, Mumbai.
9. Banerjee, Mukulika (2004), *The Sari*, Berg, Oxford.
10. Patterns of the 1930s; (2003), *Motifs Anneestrente*, Pepin press, Amsterdam.
11. Roetzel, Bernhard (2004), *Gentleman a Timeless Fashion*, konemann, Cambrige.
12. Johnson, Kim K. P. (2003) *Fashion foundation: early writings on fashion and dress*, Berg Oxford

13. McClaud, Peter (2013) *Past and Present trends in fashion technology*. Chandigarh, India: Abhishek Publications
14. Ezekiel, James (2010) *An insight into fashion history*. Chandigarh, India: Abhishek Publications
15. Kaplan, N. S. (2012) *Changing trends in apparel industry*. Chandigarh, India: Abhishek Publications
16. Roetzel, Bernhard (2004) *Gentleman a timeless fashion*, Cambridge: Konemann
17. The Pepin Press (2003) *Patterns of the 1930s*. Amsterdam: Pepin Press

Discipline Elective- I

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are supposed to opt one subject which provides extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these elective based projects will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.

- Students will set the timeline as per given credit of the course/discipline elective.
- At the end of the course all concepts developed of the final product will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- Understand deadline sacrosanct.
- Develop sense of ownership and commitment.
- Develop the designer's skills and knowledge through a process of hands on-minds on.

Discipline Elective- II

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project

selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.

- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the end of the course all concepts developed of the final product will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- Understand deadline sacrosanct.
- Develop sense of ownership and commitment.
- Develop the designer's skills and knowledge through a process of hands on-minds on.

Sixth Semester

DES 342L Construction Techniques (Hard Material) Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Construct a Lifestyle Accessory product using any of the following techniques and processes:
 - a. Working of basic tools and machinery with reference to construction.
 - b. Basic techniques - Sawing, Drilling, filling, polishing, Soldering, etc.
 - c. Basic Surface modeling – hard or semi hard material transformation; wire manipulation, twisted wire fabrication, geometrical shape fabrication, etc.
 - d. Basic Mechanisms- Screw, Pin joints, Jump rings Mechanisms, etc.
- To Develop and incorporate any one of the below mention surface embellishment methods on constructed outcome / Product.
 - a. Embossing
 - b. Engraving
 - c. Texturing
 - d. Oxidization
 - e. Etching

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the functional aspects and steps involved in transformation of concept to a fabricated product.
- Get hands-on experience to make final utility product from their own designs from provided hard materials.

Recommended Books:

1. Miranda M. Rosa, (2014). *Surface Modification By Solid State Processing*; Woodhead Publishing, UK.

2. Karl Ulrich, Steven Eppinger, (2015). *Product Design and Development* 6th Edition: McGraw-Hill Education, NY, New York.
3. Asa Christiana, (2017), *Build Stuff with Wood: Make Awesome Projects with Basic Tools*, Taunton Press, U.S.A.
4. Diane Fitzberger, (2018). *Wood Pallet DIY Projects*, Fox Chapel Publishing, U.S.A.
5. Ulrich, Karl (2012), *Product design and development*. New Delhi: McGraw Hill.
6. Hudson, Jennifer (2011) *Process: 50 product designs from concept to Manufacture*. Laurence King Publishing

DES 312 Design Management

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section-A

Introduction to Design management; Understanding key words in Design thinking; Understanding key words in Management Thinking; Design and sustainability; the role of Design practices in economic development of the country.

Case studies: Mumbai Dabbewala, Lijjat Papad, Infosys, Amul, Meru Taxi, Nirma

Section-B

Design Thinking: Evolution of Design Management as a discipline and its application in various walks of life like politics, education, research etc; Importance of perception in Design thinking.

Design thinking methods: De Bono's Cort tools; Six thinking hats, parallel thinking, Lateral thinking methods.

The Role of Yoga and Meditation in Design Thinking. Design Thinking methods for Designing your emotions, managing stress and getting read of fear.

Case studies: Facebook, Whatsapp, Linked-in, Amazon, Flipcart, Snapdeal

Section-C

Further detailed discussions and getting insight in Case studies mentioned in Section A& B to understand the design, management & sustainability elements.

Learning outcome:

Upon completion of the course, the students will be able to:

- Understand how Design and Management can be balanced to ensure professional success and better quality of life

Recommended Books:

1. Bono De Edward, (2008), *The Free Mind by Edward De Bono*, Jaico Publishing House, Mumbai.
2. Bono De Edward, (2010), *Six Thinking Hat*, Penguin, UK.
3. Bono De Edward, (2010), *Lateral Thinking*, Penguin, UK.
4. Biyani Kishore, (2007), *It Happened in India*, Rupa, New Delhi.
5. Best Kathryn (2010), *The Fundamentals of Design Management*, Switzerland:AVA Pub.
6. Cramer,J.P. &Simpson,S.(2004), *How Firms Succeed: A Field Guide to Design Management*, Greenway Communications
7. Schiffman, Leon G. (2010) *Consumer Behavior*, 10/E New Delhi Prentice Hall
8. Kapferer, J. N. (2012) *Strategic Brand management*: New Delhi Kogan Page

Recommended E-resources:

1. www.edwarddebonofoundation.com
2. https://en.wikipedia.org/wiki/Design_management

DES 358 Introduction to Trends and Forecasting

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section-A

Introduction to the world of Fashion, the structure of the Industry; The terminologies of Fashion: Style, Fashion, Design, Silhouette, Haute Couture, Ready-to-Wear; The Fashion Cycle and its stages. Long-run and Short-run Fashions.

Section-B

Trends and the role of trend forecasting; Forecasting Personnel: Fashion Forecasters, Forecasting services/agencies, publications, trend portfolio; Fashion promotion as a tool for trend forecasting

Section-C

Forecasting process: From Producers to Consumers, primary and Secondary Market Forecasts; Fashion Theme Development; Fashion Trend Presentation, Fashion Shows

Learning Outcomes:

Upon successful completion of the course students will be able to:

- Critically assess and review the requirements and operational methods of the role of a trend forecaster relevant to fashion and textiles brands and companies.
- Identify, evaluate and communicate the potential impact of cultural, social, economic and technological components in the trend forecasting process.

Recommended Books:

1. Burns, L. D., Bryant, N. O., & Mullet, K. K. (2011). *The business of fashion: Designing, manufacturing, and marketing*. Fairchild Books, New York.
2. McKelvey, K., & Munslow, J. (2008). *Fashion forecasting*. Chichester, Wiley-Blackwell, U.K.
3. Rousso, C. (2012). *Fashion forward: A guide to fashion forecasting*. Fairchild Books, New York.
4. Raymond, M., & Raymond, M. (2010). *The trend forecasters handbook*, Laurence King, London
5. Frings, G.S.(1999) *Fashion From Concept To Consumer* Upper Saddle River, N.J by Prentice Hall
6. Scully,K.,Cobb,D.J.(2012). *Color Forecasting for Fashion*. Laurence King Publishing

Recommended E- resources:

1. <https://www.bloomsburyfashioncentral.com/products/fairchild-books/shop/fashion-forecasting/ebook>

DES 328L Introduction to Trends and Forecasting Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

To study and explore the application of Trends and Forecasts for Apparel / Accessories / Home Textiles range according to present trends and forecasting (Colors, Styles, Fabrics)

Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Substantiate and apply appropriate research methodologies to identify and analyze alternative research sources for identifying global trend directions.
- Research and critically analyze the challenges and opportunities of translating trend scenarios into the development of textile and fashion products.

Recommended Books:

1. Burns, L. D., Bryant, N. O., & Mullet, K. K. (2011). *The business of fashion: Designing, manufacturing, and marketing*. Fairchild Books, New York.
2. McKelvey, K., & Munslow, J. (2008). *Fashion forecasting*. Chichester, Wiley-Blackwell, U.K.
3. Rouso, C. (2012). *Fashion forward: A guide to fashion forecasting*. Fairchild Books, New York.
4. Raymond, M., & Raymond, M. (2010). *The trend forecasters handbook*, Laurence King, London
5. Frings, G.S.(1999) *Fashion From Concept To Consumer* Upper Saddle River, N.J by Prentice Hall
6. Scully,K.,Cobb,D.J.(2012). *Color Forecasting for Fashion*. Laurence King Publishing

Recommended E- resources:

1. <https://www.bloomsburyfashioncentral.com/products/fairchild-books/shop/fashion-forecasting/ebook>

DES 363L Surface Designing Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

Develop suitable designs on paper, samples and actual product using **any 1** of the following printing methods:

- a. Block printing method. Styles of printing: Direct style of printing with Pigment dyes, Resist style of printing with natural dyes. **Product Cotton Table Mats/Cotton Top.**
- b. Screen printing with photo chemical method. Styles of printing: Resist style of printing with reactive dyes, Discharge style of printing with acid dyes, Crepe style of printing, Devor style of printing. **Product- Cotton dupatta/Silk Scarf /Cotton Table cloth /Blended curtain.**
- c. Transfer printing method. Styles of printing-Direct style of printing with sublimе dyes. **To develop a product (A4/A3 sized).**

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the functions of different types of chemicals, dyes and other required ingredients, their properties and taking precautions during applications.
- Develop knowledge and skills of various methods and styles of Printing.
- Develop ability to transfer a design on fabric according to the design/concept made on paper.

Recommended Books:

1. McKelvey K., Munslow J. (2012), *Fashion design process, innovation & Practice*, 2 Edition, Wiley, US.
2. Carbmán B.P., (1985), *Textiles: Fibers to Fabrics*, The Gregg/McGraw-Hill, US.
3. Gohl E.P. & Vilensky. (1983). *Textile Science*, CBA publisher and Distributors, Delhi.
4. V.A Shenai. (1996). *Technology of Dyeing*, Sevak publication, I edition. Mumbai.

5. V.A. Shenai., (1995). *Technology of Printing*, III edition , Sevak publication, Mumbai .
6. Clarke. W. (1974), *An Introduction to Textile Printing* , Newness Butter Worth, London.
7. Storey J. (1992). *Dyes and Fabrics*, Thames and Hudson, London.

DES 336 Textile Testing and Quality Assurance

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

2 0 0 2

Theory:

Section-A

Importance of Textile Testing and Analysis: Objectives (reasons) of Textile Testing, Uses of testing information, Factors influencing Quality Control.

Statistical terms: Use of statistic in handling data in area of textile testing, Development of Standard Test Methods, National and International Organizations involved in textile testing, ISO Stds. and ISO – series.

Precision and Accuracy of Testing Methods: Precision and Accuracy of Testing Methods, atmospheric conditions for textile testing, temperature and humidity, measurement of humidity and moisture in textiles.

Section-B

Testing and Evaluation of Fabric and Garment: Strength properties of Textile & Apparel, Terminologies and Definitions like force units, Breaking Strength and Tensile Strength, Stress, Specific Stress, Tenacity, Elongation

Fabric Test Methods: Breaking strength – Raveled Strip Method, Cut Strip Method and Grab Method; Tearing Strength – Tongue Tear Test, Trapezoid Method, Elmendorf Tear Test; Bursting Strength – Hydraulic / Diaphragm bursting test Seam strength and yarn slippage in woven fabrics at seams, seam slippage tests for woven and upholstery fabrics, needle cutting in a fabric, sewing ability of fabrics and seam efficiency.

Section-C

Pilling – Definition, Causes of Pilling, Stages in formation of Pilling, Remedies for reducing pilling, Methods for testing Pilling Resistance of fabrics.

Abrasion – definition, types of abrasion, properties affecting abrasion resistance, Common abrasion instruments and methods used for evaluating abrasion method

Fabric Faults and Defects: Bowing and Skewness in Wovens and Knitted fabrics, methods used for measuring Bowing and Skewness in fabrics, distortion of yarn in woven fabrics – method used for measuring bowing and Skewness in fabrics

Learning Outcome:

Upon completion of the course, students will be able to:

- Apply principles and techniques of metrology (measurement), to determine the accuracy of product components.
- Gain basic understanding of Quality control and Quality Assurance.
- Use statistical process control techniques (SPC) recognized throughout industries to ensure the quality level of products.
- Gain Knowledge of comparative testing of Fabric.
- Gain Knowledge of various Quality Standard Organization and their significance in Textile Industries.
- Develop Concept of Customer Satisfaction.

Recommended Books:

1. Booth, J.E. (1996) *Principles of Textile Testing*. C.B.S. New Delhi
2. Groover, Elliot and Hamby, D. S. (1960) *Handbook of Textile Testing and Quality Control*. Wiley India, Delhi.
3. Mehta, Pradip V. (1998) *An Introduction to Quality Control for Apparel Industry*. New Age International, Delhi.
4. Billie J. Collier and Helen E. Epps. *Textile Testing and Analysis*, New Jersey: Prentice Hall
5. John H. Skinkle, *Textile Testing*. Brooklyn, New York
6. Metha, Pradip V. (1998) *Managing quality in the apparel industry*. New Delhi: New Age Publication.
7. Skinkle, J. H. *Textile Testing* .Brooklyn, New York
8. Textile Testing & Quality Control Standards like – BIS, BS, ASTM, ISO, AATCC, etc.

DES 336L Textile Testing and Quality Assurance Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical:

Conditioning of material

- Yarn fineness tests
- Fabric strength tests
- Fabric defect identification

Learning Outcome:

Upon completion of the program students will be able to:

- Apply principles and techniques of metrology (measurement), to determine the accuracy of product components.
- Gain basic understanding of Quality control and Quality Assurance.
- Use statistical process control techniques (SPC) recognized throughout industries to ensure the quality level of products.
- Gain Knowledge of comparative testing of Fabric.
- Gain Knowledge of various Quality Standard Organization and their significance in Textile Industries.
- Develop Concept of Customer Satisfaction.

Recommended Books:

1. Booth, J.E. (1996) *Principles of Textile Testing*. C.B.S. New Delhi
2. Groover, Elliot and Hamby, D. S. (1960) *Handbook of Textile Testing and Quality Control*. Wiley India, Delhi.
3. Mehta, Pradip V. (1998) *An Introduction to Quality Control for Apparel Industry*. New Age International, Delhi.
4. Billie J. Collier and Helen E. Epps. *Textile Testing and Analysis*, New Jersey: Prentice Hall
5. John H. Skinkle, *Textile Testing*. Brooklyn, New York
6. Metha, Pradip V. (1998) *Managing quality in the apparel industry*. New Delhi: New Age Publication.
7. Skinkle, J. H. *Textile Testing* .Brooklyn, New York
8. Textile Testing & Quality Control Standards like – BIS, BS, ASTM, ISO, AATCC, etc.

Discipline Elective- III

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are supposed to opt one subject which provides extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these elective based projects will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the end of the course all concepts developed of the final product will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- Understand deadline sacrosanct.
- Develop sense of ownership and commitment.
- Develop the designer's skills and knowledge through a process of hands on-minds on.

Discipline Elective- IV

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.

- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the end of the course all concepts developed of the final product will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- Understand deadline sacrosanct.
- Develop sense of ownership and commitment.
- Develop the designer's skills and knowledge through a process of hands on-minds on.

Seventh Semester

DES 401 Advances in Fashion and Textiles

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

Overview of Fashion and Textiles: Defining Fashion; Fundamentals of Fashion; Timeline of Fashion; Tailoring and Dressmaking; the Couture House; Fashion Centers, Sourcing Hubs of Textiles & Apparel

Section B

Advances in Fashion and Textiles: The role of Technology in Apparel and Textile Industry; Automation in Apparel and Textile Industry; The implications of Automation in Apparel and Textile Industry.

Section C

Technical Textiles: Scope of Technical Textiles; 12 Sectors of Technical Textiles; Centre of excellence in Technical Textiles; Role of BIS and standards in Technical Textiles; Manufacturing facilities for Technical Textiles

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand terminology used in Apparel & Textile Industry and sourcing hubs of Textiles & garments in the world
- Understand role of technology and automation in Apparel & Textile Industry

Apply/use different technical Textiles for their further projects

Recommended Books:

1. Kennedy, Alicia and Banis-Stoehrer, Emily (2013) *Fashion Design, Referenced*. Rockport, U.S.A.
2. Naik, S. (2013) *Fashion and Textiles*. APH Pub. New Delhi.
3. Brown, Carol(2010) *Fashion & Textiles: The Essential Careers Guide*. Laurence King Pub. London.
4. Horrocks, Richard (2016) *Handbook of Technical Textiles* (Woodhead Publishing. London.

DES 413 Fashion Marketing and Merchandising

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

Introduction to marketing: Definition, importance and scope of marketing, Understanding Needs, wants, demands; Marketing approaches, modern day approach towards marketing, mass marketing to customization; Distribution and Value chain, Value delivery process, the structure of distribution network in apparel and textile industry

Section B

Product life cycle - stages and strategies for different stages of plc. Product-mix, product mix decisions; Pricing decisions, pricing objectives, policies methods of setting price, pricing strategies, channels of distribution for consumer/ industrial products, factors affecting channel distribution; Marketing communication mix: advertising, sales promotion, personal selling, publicity and public relations

Section C

Merchandising in Apparel Industry; Merchandising terminologies; Specification sheet, Costing sheet, BOM (Bill of Materials), TNA (Time & Action Calendar), E-Mail Etiquettes, Role and responsibilities of a fashion merchandiser.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the Marketing and Merchandising part of Fashion Industry

Recommended Books:

1. Fashion Merchandising and Marketing-Marian H Jernigan, Cynthia R Easterling
2. Rosenau, Jeremy A. and David L. Wilson (2014) *Apparel Merchandising*. Bloomsbury. Pub. New York

3. Fringgs, Stephen Gini (1999) *Fashion: From Concept to Consumers*, Prentice Hall. N. J.
4. Easey, Mike (2002) *Fashion Marketing*. Blackwell. Oxford.
5. Goworek, Helen(2001), *Fashion Buying*. Blackwell Science. Oxford.

DES 431L Innovation Workshop FLD Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 8 4

Project outline:

- Innovation means many things to many people, and means different things with in a single business. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities. The workshops have an emphasis on imparting practical skills and knowledge able to be easily applied in everyday business.
- This program is carefully tailored to suit student's group specific requirements and will involve a mixture of practical and theoretical exercises designed to encourage creative thinking.
- In this paper, learners will create innovative concepts for lifestyles

Learning outcomes

Upon completion of the course, the students will be able to:

- Generate innovative ideas and give alternate innovative form to the ideas generated.

Recommended Books:

1. Linton, Harold (2012) *Portfolio Design*, Second Edition. W. W. Norton. New York.
2. Bryan Lawson, (2005). *How Designers Think*. The Design Process Demystified. Netherlands: Architectural Press.

DES 420 Visual Merchandising

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

- a) Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising
- b) The need for a consistent Store Image and achieving synergy through all visual communication tools.
- c) History and Evolution of organized retail stores and systematic merchandise presentation.

Section B

- a) Theories of Visual Merchandising: Color and Texture, Line and composition, Lights and lighting
- b) Areas of display: The store exteriors, Window display, Store interiors
 - a. The exterior of the store: Façade, Window design in storefront
 - b. Display window construction
 - c. Store Interiors: Focal Points, Clusters
 - d. Mannequins
 - e. Store Fixtures
 - f. Display Props
 - g. Graphics and Signages

Section C

- a) Store planning and design: Store layouts and design, planogram
- b) Means of visual communication: Furnitures and fixtures, props, Graphics and signage, Mannequins
- c) Promotional Visual Merchandising

Learning Outcomes:

Upon completion of the course, students will be able to:

- Understand the concept of Visual Merchandising

- Apply basic design principles and color theories to the construction of promotional displays and advertising.
- Appreciate how the history of art and design influence current display practice and contemporary images.
- Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.
- Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.

Recommended Books:

1. Colborne, Robert (1996). *Visual merchandising: The Business of Merchandise Presentation*. Delmark Cengage Learning, New York
2. Pegler, Martin M (2006) *Visual Merchandising & Display*. Fairchild Pub. New York.
3. Serrats, Marta (2006) *Point of purchase. Collins design*. New York.

Recommended E-courses:

1. <https://www.udemy.com/visual-merchandising-course-for-retailers-and-students/> Copyright © 2018 Udemy, Inc.)
2. <https://alison.com/courses/nsdc-course-retail-trainee-associate/content/scorm/10686/visual-merchandising>
(it is the website and learning platform of Capernaum Ltd, trading as Alison. Capernaum Ltd is registered in Ireland, Company Number: 383734.)

DES 443L Visual Merchandising Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- To create theme or season based backdrops for store windows
- To create store layout for various retail formats and to create store wall planograms
- To study the store image and create store fixtures

Learning Outcomes:

Upon completion of the course, students will be able to:

- Present and coordinate merchandise so that related goods are shown in a unique, desirable, and saleable manner.
- Apply basic design principles and color theories to the construction of promotional displays and advertising.
- Appreciate how the history of art and design influence current display practice and contemporary images.
- Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.
- Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.

Recommended Books:

1. Colborne, Robert (1996). *Visual merchandising: The Business of Merchandise Presentation*. Delmark Cengage Learning, New York
2. Pegler, Martin M (2006) *Visual Merchandising & Display*. Fairchild Pub. New York.
3. Serrats, Marta (2006) *Point of purchase. Collins design*. New York.

Recommended E-courses:

1. <https://www.udemy.com/visual-merchandising-course-for-retailers-and-students/> Copyright © 2018 Udemy, Inc.)
2. <https://alison.com/courses/nsdc-course-retail-trainee-associate/content/scorm/10686/visual-merchandising>
(it is the website and learning platform of Capernaum Ltd, trading as Alison. Capernaum Ltd is registered in Ireland, Company Number: 383734.)

Discipline Elective-V

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.

- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the end of the course all concepts developed of the final product will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.

- Develop Professional skills and independent thinking for design problems and their solutions.
- Understand deadline sacrosanct.
- Develop sense of ownership and commitment.
- Develop the designer's skills and knowledge through a process of hands on-minds on.

Discipline Elective-VI

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.

- Students will set the timeline as per given credit of the course/discipline elective.
- At the end of the course all concepts developed of the final product will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- Understand deadline sacrosanct.
- Develop sense of ownership and commitment.
- Develop the designer's skills and knowledge through a process of hands on-minds on.

Eighth Semester

DES 442P UIL Project

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	48	24

Objectives:

Exposing students in real life working environment as a part of an academic curriculum helps the students to develop and enhance academic, personal and professional competencies. Through this, the students will understand the importance of industrial project which includes:

1. Application of knowledge learned
2. Acquire and develop practical skills
3. Strengthen work values
4. Gain interpersonal skills
5. Get an understanding of how the market functions

The Project will be evaluated by an external examiner, an internal examiner and a Vice-chancellor's nominee. The marks of the continuous assessment obtained from the industry will be compiled by the Head of the Department based on various interim reports of mid-term/end of term evaluation received from the host organization and timely submission of report, synopsis and dissertation.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Application of Knowledge learned
- Acquire and develop practical skills
- Strengthen work values
- Gain interpersonal skills
- Get an understanding of how the market functions

Reading Electives

DES 432R Introduction to Behavioral Science

Max. Marks : 100

L T P C

ESA : 100

0 0 0 2

Section A

Introduction to Behavioral sciences; a. Methods used in behavioral sciences, II. Behavior of the Individual: a. Nature/nurture debate, b. Behaviorism and learning theories, c. Behavior Modification

Section B

Science of Relationships: a. Non-verbal communication, b. Interpersonal relationships, c. Friendship and Love

Section C

Behavior at Work: a. Adjustment to Work, b. Motivation at work, c. Group dynamics, d. Decision-making

Learning Outcomes:

On completion of this course students should be able to:

- Grasp basic knowledge about behavioral science
- Appreciate the value of behavioral sciences in modern life
- Acquire “how to” discussions that address everyday problems.
- Develop critical thinking with logical reasoning and approach fundamental issues of health by multi-perspectives
- Show empathy to others and concern the health and well-being of others.

Recommended Books:

1. Weiten, W., Weiten, W., & Lloyd, M. A. (2000). *Selected chapters from Psychology applied to modern life*. Belmont, CA: Wadsworth Pub.
2. Aboud, F. E. (1998). *Health psychology in global perspective*. Thousand Oaks (Estados Unidos): SAGE.

3. Bond, M. H. (1999). *The Handbook of Chinese psychology*. Hong Kong: Oxford University Press.
4. Cockerham, W. C. (1978). *Medical sociology*. Englewood Cliffs, NJ: Prentice-Hall.
5. Cowling, A. G., Stanworth, M. J., & Bennett, R. D. (1993). *Behavioural sciences for managers*. London: Edward Arnold.
6. Fadem, B. (2017). *Behavioral science*. Philadelphia: Wolters Kluwer Health.
7. Greenberg, J., & Baron, R. J. (1995). *Behavior in organization: Understanding and managing the human side of work*. Englewood Cliffs: Prentice Hall.
8. Krug, R. S., & Cass, A. R. (1995). *Behavioral sciences*. New York: Springer.
9. Myers, D. G. (2011). *Exploring psychology*. New York, NY: Worth.
10. Nevid, J. S., Rathus, S. A., & Rubenstein, H. R. (1998). *Health in the new millennium*. New York, NY: Worth.
11. Wagner, J. A., Hollenbeck, J. R., & Russell, J. (1995). *Management of organizational behavior*. Englewood Cliffs, NJ: Prentice Hall.

Online Course:

Students can find avail the online courses on this subject from reputed and authentic sources and can produce the authentic evidences of the same.

Following are some online advertising courses:

- 1) Behavioral Psychology Courses
Link: <https://www.edx.org/learn/behavioral-psychology>
- 2) Online Courses and Classes in Behavioral Psychology
Link:
https://study.com/articles/Online_Courses_and_Classes_in_Behavioral_Psychology.html
- 3) Behavioural Science MOOCs and Free Online Courses
Link: <https://www.mooc-list.com/tags/behavioural-science>
- 4) Psychology
Link: <https://www.coursera.org/browse/social-sciences/psychology>

DES 433R Introduction to Intellectual property Rights (IPR)

Max. Marks : 100**L T P C****ESA : 100****0 0 0 2**

Section A

Introduction to Intellectual Property and Rights, Objectives of National Intellectual Property Rights (IPR) Policy 2016, Government Initiatives for IPR: National Intellectual Property Rights Policy 2016 (NIPR Policy), Cell for IPR Promotion and Management (CIPAM), Awareness Initiatives, Strengthening Enforcement Agencies, Sensitization of Judiciary, Modernization of IP Offices, Augmentation of Human Resources, Re-engineering of IP Processes - Patent & Trade Mark Rules Amended, IPRs for Startups, Concession for MSMEs

Section B

Importance of IPR, Benefits of IP Registration, Effects of Non-Registration, Infringement and Penalties

Section C

Types of Intellectual Property Rights: Patents& Patents Registration Process, Designs& Design Registration Process, Trademarks& Trademarks Registration Process, Copyrights&Copyright Registration Process, Geographical Indications (Gi)& Gi Registration Process, Plant Varieties, Semiconductor Integrated Circuits Layout Design

Learning Outcomes:

On completion of this study students should be able to:

- Define intellectual property
- Identify and State reasons and ways to protect intellectual property
- Define the types such as: patents, copyrights, trademarks, designs, etc., found in everyday experiences
- Define piracy and counterfeit
- Understand the harm caused by piracy and counterfeit
- Identify the timelines and Duration of patents, copyrights, trademarks and designs
- Use the knowledge for getting IPR as per the requirement.

Recommended Books:

- *Secrets of Intellectual Property A Guide for Small and Medium-Sized Exporters*. (2004). New York: United Nations.
- Pandey, N., & Dharni, K. (2014). *Intellectual property rights*. Delhi: PHI Learning Private Limited.
- *Inventing the Future - An Introduction to Patents for ...* (n.d.). Retrieved from <http://www.wipo.int/publications/en/details.jsp?id=132&plang=EN>
- *Marketing Crafts and Visual Arts: The Role of Intellectual ...* (n.d.). Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_public_itc_p159.pdf
- *Marketing Crafts and Visual Arts: The Role of Intellectual ...* (n.d.). Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_public_itc_p159.pdf
- *A Stitch in Time - Smart Use of Intellectual Property by ...* (n.d.). Retrieved from http://www.wipo.int/sme/en/documents/guides/stitch_in_time.html

Online Resources:

- **DIPP:** Nodal point for all IPR policy issues: <http://dipp.nic.in/>
- **CGPTDM office:** For filing of IP applications/ to obtain real time status of all IP applications/ checking grants/ registration of IPRs: www.ipindia.nic.in
- **Copyright office:** For information related to filling and status of copyright applications: <http://copyright.gov.in>
- **Startup India:** For information regarding startups: <http://startupindia.gov.in>
- **Protection of Plant Varieties and Farmers' Rights Authority:** For filing/ registration of plant variety applications: <http://plantaauthority.gov.in>
- **TIFAC:** For information on filing of Indian/ foreign patents, patent search facilities: www.tifac.org.in
- **Ministry of Electronics and Information Technology:** Providing IP Facilitation Support to DeitY Societies and Grantee Institutions,

Financial Support to Startups and SMEs for International Patent Filing through SIP-EIT Scheme, Creation of IPR Awareness through Financial Support to Industry Bodies and Academia, Providing IPR Related Services including Prior Art Search:

<http://meity.gov.in/content/ipr-promotion>

- **Semiconductor Integrated Circuits Layout Design Registry (SICLDR):** For information related to filling and status of Semiconductor Integrated Circuit Layout Designs applications: <http://sicldr.gov.in>
- **Teachers' Training Module:** <http://cipam.gov.in/publications/resource-material/>
- **Booklet:** <http://cipam.gov.in/wp-content/uploads/2017/09/bookletIPR.pdf>

DES 427R Fundamentals of Retail Management

Max. Marks : 100

ESA : 100

L	T	P	C
0	0	0	2

Section A

- Introduction : Meaning and Definition, Social and economic Significance of retailing, Opportunities in retailing, characteristics of retailing
- Historical perspective of Retail in India and current Scenario.

Section B

- Types of retailers, retail change drivers in India, evolution of retail formats Theories of Retail Development - Environmental Theory, Cyclical Theory , Conflict Theory Service Retailing
- Retail Strategy: Meaning and Definition, building sustainable competitive advantage, growth strategies, global growth strategies, retail planning process.
- Retail Value Chain.

Section C

- Financial Aspects of Retail- Retail Economics, measures of performance income statement and balance sheet, measure of performance evaluation- Ratio analysis. Measuring retail store and space performance, measuring employee productivity.

- Ethics in Retailing: Stakeholders expectations- customers, community and general public, employees, business partners, shareholders.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Describe retailing, the entities involved, and the impact of decisions on a retail business
- Analyze the evolution of the retail industry
- Recognize career opportunities available in the retail businesses

Recommended Books:

1. Gibson G. Vedmani: Retail Management – Functional Principles & Practices; Jaico publishing house.
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Srivastava; Retail Management, Oxford University Press.
3. Swapna Pradhan : Retail Management, Tata McGraw Hill
4. Barry Berman, Joel R Evans: Retail Management – A strategic approach; Pearson

DES 434R Management Information System

Max. Marks : 100

ESA : 100

L	T	P	C
0	0	0	2

Section A

- Framework: Concept, Management, Information, System, MIS definitions, Nature & Scope, Characteristics, Functions, Importance & Failures, and MIS & Use of Computers.
- Management Process: Introduction to management, Approaches to management, Functions of the manager, MIS: A support to the management, Management effectiveness, Planning, Organizing, Staffing, Directing, Controlling, and MIS: A tool for management process.

Section B

- Information : Concept, Attributes , Classification (action vs. no-action, recurring vs. non-recurring information, internal vs. external, organizational, functional, knowledge, decision-support, operational), methods of information collection, Decision-making concept, Simon's model of decision-making, MIS & decision-making.

- Information System for Decision-making: Classification of MIS (TPS, MIS, DSS, EIS, OASs, BESs).

Section C

- Computer hardware for information system: Introduction- Basics of data representation, types of computers, basic components of computer system, factors to buy a PC Computer software for information system: Introduction- programming languages, classification of software, role of software in problem solving, criteria for investment in hardware & software.
- Applications of MIS in manufacturing sector: introduction, personnel, finance, Production, materials, marketing management.

Learning outcome:

Upon completion of the course, the students will be able to:

- Describe the role of information technology and information systems in business
- Understand the current issues of information technology and relate those issues to the firm
- Reproduce a working knowledge of concepts and terminology related to information technology
- Analyze and apply information technology.

RecommendedBooks

1. Javedekar, W.S. - Management Information Systems (Tata McGraw Hill).
2. A.K.Gupta - Management Information Systems (S.Chand& Company Ltd., 2003).
3. D.P.Goyal - Management Information Systems-Managerial Perspectives (Macmillan)
4. O'Brien - Management Information System(Prentice Hall of India).
5. Murdick R.G., Ross J.E. &Clagget J.R. – Information System for modern management. (Prentice Hall of India).
6. Kanter - Management Information System(Prentice Hall of India).

DES 444R Science and Liberal Arts (*Except B.Des Communication Design*)

Max. Marks : 100**ESA : 100**

L	T	P	C
0	0	0	2

Environment & you: Ecosystem and ecological balance; Global environmental issues, Society & you: A retrospective view on the values in Indian ethos and tradition, Indian concept of aesthetics (visual, literary or performing art), Advancement in science & technology

Learning Outcomes:

After successful completion students should be able to:

1. Demonstrate understanding of different types of writing as a series of tasks, including finding, evaluating, analyzing, and synthesizing the subject and as a process that involves composing, editing, and revising.
2. Demonstrate research skills, integrate their own ideas with those of others, and apply the conventions of attribution and citation correctly
3. Use Standard Written English and edit and revise their own writing for appropriateness.
4. Able to clearly express ideas orally and in writing
5. Demonstrate an understanding of the methods of inquiry and analysis both within and among traditional liberal arts and science disciplines (Humanities, Natural Sciences, Social Sciences)
6. Understand and articulate how culture, society, and diversity shape the role of the individual within society and human relations across cultures
7. Demonstrate knowledge of how social science can be employed to: (a) analyze social change, (b) analyze social problems, and (c) analyze and develop social policies.

Recommended Books:

- Joseph, M. (2002). *The trivium: the liberal arts of logic, grammar and rhetoric*. London: Paul Dry Books.
- King, S. (2012). *On writing: A memoir of the craft*. London: Hodder.
- Adler, M. J., & Lincoln, V. D. (1972). *How to read a book*. New York: Touchstone publ. by Simon & Schuster.
- Hoagland, T., & Cosgrove, K. (2019). *The art of voice: Poetic principles and practice*. New York: W.W. Norton & Company.

Bachelor of Design (Communication Design)

Third Semester

DES 208 Design Methods and Processes

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

- Fundamentals of Design
 - d. Definition of Design
 - e. Necessity of Design
 - f. Design and Society
- Form and Function

Section B

Design Thinking: Critical thinking-exploring possibilities, constraints and inherited psychographs; Significance of design research and design practice; Sustainability; Convergence – prototyping alternatives and possible scenarios; Aesthetics and function; Problem solving – where process meets method; Design – client needs and/or user needs; Green design.

Section C

Methodology: Concept; Design brief; Branding; Research; Analysis; Implementation/prototyping; Costing, specifications for multiplication; Production; Quality monitoring.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop critical and lateral thinking approach.
- Develop a basic design concept, visualization and manipulation techniques.
- Develop an appreciation of function, aesthetics and technology in design.

- Develop basic design thinking and communication skills.
- Create activities and experiences for basic process of design, adapt in their abilities, interest and design in context of human society, economy, politics and socio-cultural aspect.

Recommended Books:

5. Balaram, S (2011). Thinking Design, SAGE Publications India Pvt Ltd
6. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
7. Vyas, H. Kumar (2009). *Design and Environment: A Primer* (3rd ed.). India, National Institute of Design.
8. Munari, Bruno (1971). *Design as Art*. Penguin books

Recommended E-Resources:

<https://www.bloomsburydesignlibrary.com/taxonomy?id=disciplines>

DES 208L Design Methods and Processes Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 2 1

Practical:

- Define a need by considering appropriate human, functional and aesthetic factors;
- Gather and use relevant information for design decision making.
- Generate and develop ideas using appropriate methods.
- Test and evaluate their design ideas, making appropriate modifications.
- Apply appropriate communication techniques to inform and defend ideas.
- Developing forms and planning the steps in making their artifact.
- Explore appropriate materials and suitable techniques to make final artifact.
- Make appropriate modifications to enhance the artifact.
- Find a design solution as per all above given details.

Learning Outcomes:

- Develop critical and lateral thinking approach.
- Develop a basic design concept, visualization and manipulation techniques.
- Develop an appreciation of function, aesthetics and technology in design.
- Develop basic design thinking and communication skills.
- Create activities and experiences for basic process of design, adapt in their abilities, interest and design in context of human society, economy, politics and socio-cultural aspect.

Recommended Books:

1. Balaram, S (2011). *Thinking Design*, SAGE Publications India Pvt Ltd
2. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
3. Vyas, H. Kumar (2009). *Design and Environment: A Primer* (3rd ed.). India, National Institute of Design.
4. Munari, Bruno (1971). *Design as Art*. Penguin books

Recommended E-Resources:

<https://www.bloomsburydesignlibrary.com/taxonomy?id=disciplines>

DES 210L Drawing as a Visual Language Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practical:

- Explore and practice individual drawing style and techniques.
- To draw the drawings with the help of basics shapes, Animal study, Human anatomy, live model study.
- Develop creative composition for Story Book illustrations
- Drawing images in a series like graphic novels, comic book, storyboards and directing manuals.
- Creating multi-figured compositions.

- Digital Illustration: Vector and Raster.
- The basics of traditional 2D animation. Introduction to the skill required thereof.
- Difference between “looking at the drawing” and “seeing the drawing”.
- Observation and Line of action.
- Caricaturing fundamentals, Exaggeration, Attitude, Silhouettes, gesture drawing, line drawing and quick sketches, drawing from observation, memory and imagination.
- Principle of animation and the animator’s drawing tools like light box, field charts, line tests, the exposure sheet (“X” sheet), and perspective in animation. Objects in perspective, Animals in Perspective, human forms in perspective, Cast shadow exercise, shapes in perspective with light and shade, and foreshortening (of cylinders).
- Stylization of drawings.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

- Develop visual story telling like comic strips and graphic novel.
- Create digital illustration through computer software like Adobe Photoshop and Adobe Illustrator.
- Implement range of rendering techniques, as a mean of communicating ideas and thought effectively.
- Utilize drawing as a tool of representation and visual communication.
- Develop an understanding of variety of traditional drawing materials.
- Create character design for animation and other medium.
- Develop an expression of individual art and illustration.

Recommended Books:

1. Whitaker, H., Halas, J. (2009) *Timing for Animation* (2nd Ed.) Burlington. MA: Focal Press.
2. Perard, Victor (2004). *Anatomy and Drawing*. USA. Dover publications
3. Male, Alan (2007). *Illustration: A Theoretical and Contextual Perspective*. UK, UK: Thames and Hudson

4. Mulick, Milind (2006). *Watercolour (new ed.)* India, Jyotsna Prakashan.
5. Simblet, Sarah (2009). *Sketch book for the artist*, US, US: DK Publishing.
6. Hultgren, Ken (2016). *The Art of Animal Drawing: Construction, Action Analysis, Caricature*, Green Point Books.

DES 212 Economics and Management

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Objectives:

- To introduce the fundamental concepts of economics and management to Designers and explain how these will contribute in achieving commercial success in design profession

Theory:

Section A

Introductory Micro Economics with brief introduction of following topics

- o Demand & Supply
- o Production Function
- o Cost and breakeven analysis

Section B

Introductory Macro Economics with brief introduction of following topics

- o National Income and Related aggregates
- o Money and Banking
- o Government Budget and the Economy
- o Foreign Trade and Balance of payments

Section C

- o Principles of Managements - Planning-Organizing-Staffing-Directing and Controlling
- o Types of Business Organizations
- o Functional Management with brief overview of following topics
 - Marketing Management

- Production Management
- Financial Management
- Human resource Management

Learning outcomes:

- Enable students to understand what research is and how to proceed with it.
- Enable student students to evaluate literature, from a variety of sources, pertinent to the research objectives.
- Identify and justify the basic components of the research framework, relevant to the tackled research problem.
- Students will get to know about how to collect research data, analyze, interpretation and conclude it.

Recommended Books:

1. Siddiqui S. A., (2006), *Managerial Economics and Financial Analysis*, New Delhi: New Age International.
2. B L Gupta (2011) *Introductory Micro and Macro Economics*, Sirmour, H.P: Arya Publications.
3. Koonz Weihrich, (2004) *Essentials of Management : An International and Leadership Perspective* 9th Edition, New Delhi: Tata McGraw-Hill.
4. Philip Kotler Kevin Lane Keller (2009) *Marketing Management : A South Asian Perspective* 14th Edition , New Delhi: Pearson Education.

DES 221 Research Methodology and Craft Study

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

- Need Based Study: crafts
- Nature, Purpose, Problems & Importance.
- Meaning, objective & motivations
- Type of research – Historical, Descriptive, Explorations, Formulation of Research problem.

Section B

- Making a Research format
- Meaning of Research Design
- Procedure of preparing Research Design
- Writing Hypothesis
- Data Collection
- Observation, Interview, and Questionnaire.

Section C

- Sampling: Meaning, types, data
- Analysis of data
- Report writing
- Case studies of crafts
- Craft documentation

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand meaning & methodology of research
- Evaluate literature from a variety of sources, pertinent to the research objectives.
- Identify and justify the basic components of the research framework relevant to the tackled research problem majorly based on the Craft sector.
- Collect research data; analyze it, interpret the data, write research findings and conclusion.

Recommended Books:

1. Glatthorn, Allan A. (2005) *Writing the Wining Dissertation: Step by Step*, Guide Research. Sage pub.
2. Pollard, Elizabeth (1986) *Visual art research*, New York: Greenwood Press.
3. Kothari. C. R. (2004) *Research Methodology: methods and techniques*, New Delhi: Age International.
4. Verma, R. K. and Verma, Gopal (1988) *Methodology and techniques of research*, New Delhi: Anmol.

5. Reddy, C. R. (1987) *Research methodology in social science*, Delhi: Daya Pub. House.
6. Kenneth, D. Bailey (1987) *Methods of social research*, New York: Free Press.
7. Mckeluey, Kathryn (2003) *Fashion design process, innovation & practice*. Blackwell Pub. Oxford.

DES 221L Research Methodology and Craft Study Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical: Case study of a craft

(Any craft as approved by guide).

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand meaning & methodology of research
- Evaluate literature from a variety of sources, pertinent to the research objectives.
- Identify and justify the basic components of the research framework relevant to the tackled research problem majorly based on the Craft sector.
- Collect research data; analyze it, interpret the data, write research findings and conclusion.

Recommended Books:

1. Glatthorn, Allan A. (2005) *Writing the Wining Dissertation: Step by Step*, Guide Research. Sage pub.
2. Pollard, Elizabeth (1986) *Visual art research*, New York: Greenwood Press.
3. Kothari. C. R. (2004) *Research Methodology: methods and techniques*, New Delhi: Age International.
4. Verma, R. K. and Verma, Gopal (1988) *Methodology and techniques of research*, New Delhi: Anmol.
5. Reddy, C. R. (1987) *Research methodology in social science*, Delhi: Daya Pub. House.

6. Kenneth, D. Bailey (1987) *Methods of social research*, New York: Free Press.
7. Mckeluey, Kathryn (2003) *Fashion design process, innovation & practice*. Blackwell Pub. Oxford.

DES 226 Understanding Cinema

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Theory:

Section A

Birth of moving image and evolution into films - Edison, Lumiere brothers, Nickelodeons, Georges Melies, Edwin S. Porter, George Eastman * Hollywood studio vs. Soviet, French new waves

Cinema movements through history * Socio-political climate of the said movements * Pioneering film-makers and their techniques - such as WD Griffith, Charlie Chaplin, Sergei Eisenstein, Fritz Lang, Vittorio De Sica, Franco Truffaut, Coppola, Kurosawa etc.

Section B

Indian cinema movements * Pioneers - Satyajit Ray, Ritwik Ghatak, John Abraham, ShyamBenegal * New wave - Anurag Kashyap, Dibakar Banerjee etc. * Reading a film - act, sequence, scene, shot, montage, Mise-en-scene, time and space of film * Overview of pre-production, production and post-production * Role of team member & Key personals in film making process

Section C

Story vs. Script vs. Screenplay * Story Writing * Elements of Story: The premise, Setting, Narrative structure, Character, Linear & non-linear narratives * Story Genre* Time and Space * Three-act structure * Conflict and drama in narrative * Plot and sub-plot * Hero's journey * Character Arc - Change and transformation *

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Development of understanding about the social-economical-moral changes in the world through cinema.

- Able to analyze the poetics of cinema which includes character, plot and conflicts etc.
- Compare the impact of World Cinema on the Indian Cinema.

Recommended Books:

1. Monaco, James (2000), *How to Read a Film*, New York: OUP
2. V Mascelli, Joseph (1998), *The 5 Cs of Cinematography*, US: Silman-James Press
3. Cousins, Mark (2004), *The Story of Film*, US: Da Capo Press
4. Rabiger, Michael (2013), *Directing: Film Techniques and Aesthetics*, UK: Routledge
5. Bordwell, David (2009), *Film History: An Introduction*, New York: McGraw-Hill
6. Field, Syd (2005), *Screenplay: The Foundations of Screenwriting*, UK: Delta
7. Egri, Lajos, (1946), *The Art of Dramatic Writing*, US: Wildside Press.
8. Egri, Lajos, (1965), *The Art of Creative Writing*, London: Citadel

DES 226L Understanding Cinema Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

- The Writing Process- The journey from Story to Shooting Script
- Writing Dialogues
- Using Voice Over
- Point-of-view
- Use of sound/music in script
- Screening of world cinema
- Deconstructing the films/film excerpts in class discussions

- Short film-making exercises emulating the cinematic tools learnt
- Writing Film Proposals
- Writing Script for Short Films
- Presentation on script writing
- Presentation on script writing

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Improve the understanding about the power of cinema and its impact on the masses.
- Able to analyze world view for storytelling in Cinema.
- Understanding about the writing proposal and final script for short films.
- Able to give pitching/presentation on the story & screenplay proposal.

Recommended Books:

1. Monaco, James (2000), *How to Read a Film*, New York: OUP
2. V Mascelli, Joseph (1998), *The 5 Cs of Cinematography*, US: Silman-James Press
3. Cousins, Mark (2004), *The Story of Film*, US: Da Capo Press
4. Rabiger, Michael (2013), *Directing: Film Techniques and Aesthetics*, UK: Routledge
5. Bordwell, David (2009), *Film History: An Introduction*, New York: McGraw-Hill
6. Field, Syd (2005), *Screenplay: The Foundations of Screenwriting*, UK: Delta
7. Egri, Lajos, (1946), *The Art of Dramatic Writing*, US: Wildside Press.
8. Egri, Lajos, (1965), *The Art of Creative Writing*, London: Citadel

Fourth Semester

DES 202L Basics of Animation Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practical:

- Bouncing ball
- Pendulum
- Wave
- Flap
- Flying
- Splashing
- Stretch and Squash
- Morphing
- 2 legged walk (progressive/stationary) with different moods like lazywalk, fat man walk, perspective walk etc.
- 4 legged walk (progressive/stationary)

Learning Outcomes:

Upon Completion of the course, the students will be able to:

- Utilize the basic animation principle in their animation shorts.
- Utilize traditional and digital media in creation of variety of animation shorts and advertisement.
- Implement the process involved in creation of animation, teamwork, storyboarding, hand drawing, motion, camera skills, and computer editing.
- Construct creative strategy for cartoon animation short films and advertising campaign.

Recommended Books:

1. Williams, Richard (2009). *The Animator's Survival Kit*. UK. UK: Faber and Faber publication.
2. Whitaker, H., Halas, J. (2009). *Timing for Animation* (2nd Ed.) Burlington. MA: Focal Press.
3. Hultgren, Ken (2016). *The Art of Animal Drawing: Construction, Action Analysis, Caricature*, Green Point Books.

DES 229 Communication Studies and Semiotics

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

Understanding Communication; Meaning of Communication; The Foundation and Ingredients of Communication (How communication process works, Role of senses in the process of communication, Types of communication – Intra Personal, Inter Personal, Forms of Communication – Verbal , Non-verbal)

Section B

Understanding Semiotics: Meaning of Semiotics, Understanding signifier and signified, understanding denotation and connotation, Different types of codes, Different types of signs

Section C

Semiotics and Communication: Semiotics and designing images, words, sounds for communication, Convention and dynamism in creation of signs, Communication for masses – Concept of shared meaning, Semiotics and advertising, Semiotics and Web, Semiotics and films.

Learning Outcomes

Upon completion of the course, the students will be able to:

- Apply knowledge of various modes of communication
- Utilize the theories of Signs to create valuable and meaningful signs.
- Utilize the theories of communication and semiotics to construct the creative Messages for communication design media
- Convert those messages in to visual notes
- Utilize the theoretical concepts of Visual Metaphor to create illustrative visuals adopting the Manipulative-Cum-Illustrative approach.

Recommended Books:

1. Floch, Jean-Marie, and Robin Orr-Bokdin. (2001). *Semiotics, Marketing, and Communication: beneath the Signs, the Strategies*. Palgrave.
2. Chandler, Daniel. (2006). *Semiotics for Beginners*.

3. Ėjzenštejn Sergej M., and Jay Leyda. (1969). *The Film Sense*. Harcourt, Brace & World.
4. Mascelli, Joseph V. (1998). *The Five C's of Cinematography: Motion Picture Filming Techniques*. Silman-James Press,

DES 206L Conceptualization and Visualization Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Understanding interconnected process of Problem solving, Analyzing data material, evolving ideas from researched source material,
- Conceptualization, and visualization (offer visual response to design proposal) with proper art direction.
- Sharpening critical faculties
- Offering visual response to design proposal
- Emphasis on developing and generating visual vocabulary resulting into visual literacy and breaking down existing preconceptions.
- Simple exercises to improve thinking and ideation.
- Exploring various ideation techniques through exercises.
- Creative Visual Thinking.
- Ideas for various Design areas.
- Creative visualization and Graphic Design

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Generate ideas and proper execution of the ideas.
- Understand the interconnected process of problem solving in design according to their perspective.
- Utilize design processes and principles.

Recommended Books:

1. BonodeEdward. *How to have Creative Ideas*. (2008).India IN. Penguin India.
2. Wheeler, Alina.*Designing Brand Identity*. 5th edition. United States US. Wiley.

3. Holmes, Nigel. *Wordless Diagrams*. (2005).United Kingdom UK. Bloomsbury Publishing.

DES 222L Sound Design and Video Editing Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Dialogue, foley, fx& background music, Sync and non sync sounds
- **Equipment & Recording Technique:**Introduction to sound recording hardware, Cables and connectors and flow of sound, Stereo and multi-track sound recording softwares
- **Sound designing for various projects:**Sound designing for an animation film, Dubbing and sound designing for feature films, Sound for special projects
- **Stereo and 5.1 Sound mixing:** Stereo mixing of projects, Automation, panning and effects, Concept of 5.1 mixing for theatre
- **Editing:** Introduction of editing; Physical and Psychological Justification of editing, cutting and Reaction, Dramatic Emphasis; Impact of sound on the technical aesthetic aspects of Film Editing; Integrating dialogue and visuals; Conventions of Continuity Editing: Convention of Directional Continuity, point of view in editing, parallel action/cross cutting/inter cutting, time manipulation, visual & temporal transitions, visual punctuations, audio transitions; Principle of continuity editing: Selection of shots, order of shots, editing the picture, selection of Angles and Magnifications, timing, smoothness, matching consecutive actions, matching tone, making sound flow over a cut; Editing for different Genre. Experiments in Editing; Understanding video formats and different form prevalent in media. Edit machine in practice and latest trends in special effects. Introduction to television switchers, Chroma screen shooting and post production, understanding special FX plug-ins compatible with FCP, Adobe Premiere pro and After effects; Integration of new technologies with basic edit software, possibilities over internet and other web technology; Understanding basics of the job of a sound recorders, cameraman and director working as one on a shoot in continuity film, dialogue exercise, documentary and fictional film.

Learning Outcomes:**Upon completion of the course, the students will be able to:-**

- Understand about the editing and sound designing for short film projects.
- Ability to use editing and sound techniques to make a short audio-video projects.
- Understand the importance of post production work for films.

Recommended Books:

1. Gibbs, Tony (2007) *The Fundamentals Of Sonic Art & Sound Design*, Lausanne: AVA Publishing
1. Murch, Walter (2001), *In the Blink of An Eye*, US: Silman-James Press
2. Gorbman, Claudia, (1994), *Audio-Vision: Sound On Screen*. New York: Columbia University Press
3. Roy, Thompson and Christopher, J. Bowen (2017), *Grammar of the Edit*, UK-Routledge
4. Lamb, Gabriel (2011), *A Thesis in Editing and Sound Design*, Riga:VDM Verlag

DES 232L Visual Identity Design Lab**Max. Marks : 100****(CA: 40 + ESA: 60)****L T P C****0 0 6 3****Practical:**

1. Research a variety of logos for a wide range of clients: Research, analyze mark typologies, differentiate identity qualities (the good, the bad and the ugly)
2. Design, Refine and Create new identities, Size variations, Positive and Negative versions.
3. Apply logos to letterhead system; Proportion and placement, supporting typography, color variations, grid systems.
4. Design applications and Corporate identity to an entire unified system including but not limited to the following:
 - Introduction client and history

- Basic standards for visual identity manual: mark usage, color systems, supporting typography.
- Stationary letterhead and no. 10 envelope, second sheet, business card, mailing envelope and labels
- Forms: All printed forms
- Signage: exterior signage program, interior signage program.
- Vehicles: ground and aircraft
- Gestalt principles of Visual Perception, i.e, Proximity, Similarity, Closure, Continuity, Common region, Figure /ground

Following are the media where the parameters of visual identity can be taken care

1. Adverting material :posters, catelogs, magazinea ads, newspaper ads, press kits & TV ads; Launch Ads, Outdoor and in shop designs, Product and packaging boxes, blister packs, hang tags, shopping bags; Promotional material : give-aways, POP displays, invitations/announcements, greeting cards, self promotions.
2. Website and interactive media
3. Motion Graphics and animation

Learning Outcomes:

Upon successful completion of the course, students will be able to,

- Understand the many theories that are the foundation of visual and/or graphic design.
- Understand various methods of creating brand identity products such as (but not inclusive of all) logos, posters, ad design and campaigns, business cards, and more which will be useful for personal and/or commercial publication.
- Learn what differentiates or sets a product apart from others. Know how to draw up a brand strategy, client brief and design strategy.

Recommended Books:

1. Airey, David. (2015). *Logo Design Love: a Guide to Creating Iconic Brand Identities*. New Riders,
2. Samara, Timothy. (2017). *Making and Breaking the Grid: a Graphic Design Layout Workshop*. Rockport,

3. Wheeler, Alina. (2018). *Designing Brand Identity: an Essential Guide for the Entire Branding Team*. John Wiley & Sons, Inc.
4. Müller, Jens, et al. (2018). *Logo Modernism*. Taschen,
5. Vlught, Ron van der. (2012). *Logo Life: Life Histories of 100 Famous Logos*. BIS Publishers,

E –learning

- Bloomsbury Design Library and Bloomsbury Fashion Central

E-course: Trydesignlab (certificate)

- <https://www.admecindia.co.in/graphic-designing-courses.html> (ISO 9001:2015)
- <https://www.lynda.com/course-tutorials/Flexible-Systems-Visual-Identities/716055-2.html>

DES 231L Typography Applications Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 6 3

Practical:

- Application of Typesetting Rules while using the computer as a – tool for typographical layouts.
- Typographic Expression in a form of setting up a line (to create the understanding about mechanical and optical spacing based on the Typesetting Rules) using Adobe Illustrator, Adobe InDesign, CorelDraw, MS Word, Adobe Photoshop, etc.
- Typographic Compositions in 2D and their applications (3D compositions may be tried).
- Expressive Typography
- Designing and constructing a typeface/font using the aspects of Lettering, by studying positive and negative space, in and around it.
- Creative aspects of typeface design using the aspects of lettering as a picture, as a decorative element, as a primitive for design.
- Introduction to font/type design software (Font Forge etc.)

- Typeface Construction based on lettering design aspects and for specific purpose.
- Introduction to calligraphy
- Calligraphic experiments with the help of tool, material (medium) and surface.
- Basic strokes.
- Creating Calligraphic patterns. - Calligrams. - Decorative aspects of Calligraphy.
- Study of Devanagari Calligraphy.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Utilize Anatomy of a Typeface for creating new typefaces
- Use typography as per the Graphic Design fundamental rules for Communication Design Media
- Understand the differences between Lettering & Typography and use the same as per the need
- Implement the Manipulative Approach in Typography while doing the lettering design and implementing the same for vector conversion
- Create the own Typeface for specific design purposes
- Implement and maximize the Traditional lettering aspects such as calligraphy and its usage in Digital conversion

Recommended Books:

1. Jong, Cees de., et al. (2005). *Creative Type: a Sourcebook of Classic and Contemporary Letterforms*. Thames & Hudson.
2. Heller, Steven, and Gail Anderson. (2011). *New Vintage Type: Classic Fonts for the Digital Age*. Thames & Hudson.
3. Triggs, Teal. (2003). *The Typographic Experiment: Radical Innovation in Contemporary Type Design*. Thames & Hudson.
4. Ambrose, Gavin, and Paul Harris. (2017). *Typography*. Bloomsbury Visual Arts.

DES 227 Introduction to Printing Technology

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

2 0 0 2

Theory:

Section A

Introduction to major printing methods; Artwork used for reproduction methods; Methods of making major artwork or design from the point of reproduction; Necessary equipment; Electronic Media; Papers for making design; Different paper sizes and their use.

Section B

Knowledge of Computers, Software, printer, scanners from printing perspective; Patterns in making design; Four color separation for Printing through present technological development and different methods of color separation with RGB; Printing Inks; Viscosity in printing inks as per the printing methods.

Section C

Binding methods; Folding; Creasing; Cutting; Perforation; Side Binding; Full Binding; Sticking Binding; Sewing Binding; Leather Binding; Different types of work in different sizes; Total finished final print of design.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Apply the knowledge of Printing Process to produce the print ready products such as Booklets, Magazines, Brochures, etc.
- Utilize the learning for publication design practical.

Recommended Books:

1. Chakravarty, Bishwan, (2003). *Digital colour printing Technology*, Assin Book.

Fifth Semester

DES 341 Advertising Design

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to Integrated Marketing Communication. Introduction to Advertising and its history. Understanding Consumer Behavior. Purposes of Advertising. Six Phases of Advertising Design. Tools to Stimulate Creative Thinking. Creators of Advertising and its stakeholders.

Section B

Reviewing the stages of Design Thinking and relating them to Advertising Theory. Understanding Advertising Strategy. Being Creative to Find the Big Idea. Applying Semiotics Theory for Creative Idea generation. Six Essential Questions. Creative Execution of the Big Idea. Thinking creatively studying more points of conceptualization. Overview of Visual Metaphor and Visual Literacy. Fundamentals of an Advertising Campaign.

Section C

Copywriting. Creative Execution in Print. Creative Execution on Radio. Creative Execution on Television. Creative Execution with Motion Graphics.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Construct Advertising Strategy, big idea and creative execution aspects.
- Develop the state of understanding the consumer behavior for designing the effective advertising focusing on various cultural, social, personal and psychological factors based on decision making attributes.
- Improve the understanding of advertising activities as one of the major modes of communication.

- Develop the state of mind with the combination of terminologies related to being Manipulative-Cum-Illustrative simultaneously.
- Implement the creative strategy for developing the advertising campaign

Recommended Books:

1. Barry, Pete. (2016). *The Advertising Concept Book: Think Now, Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns*. Thames & Hudson,
2. Barry, Pete. (2016). *The Advertising Concept Book: Think Now, Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns*. Thames & Hudson,
3. Pricken, Mario. (2013). *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*. Thames & Hudson,
4. Williams, Eliza. (2010). *This Is Advertising*. Laurence King,
5. Eriksson, Peer. (2004). *Photography in Advertising*. Peerbook,
6. Altstiel, Tom, and Jean Grow. (2017). *Advertising Creative: Strategy, Copy, Design*. SAGE.

DES 302L Advertising Design Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Advertising Research for Advertising Design activity by selecting a topic (Product/Service)
- Creation of Design brief elaborating the Creative Advertising Strategy based on new or existing USPs/ESPs, Creative Idea, Selection of Media (newspapers, magazines, outdoor/transit, Internet, television and beyond) and a Concept/Visual Note based on the Creative Idea
- Rough Scribbling and iterations based on Concept/Visual Note and Moodboard Creation.

- Implementation of suitable aspect for Various Media of advertising execution, whether it's a Motion Graphics, Animation, or Audio-Visual.
- Utilization and exploration of copywriting techniques using creative and active words.
- Advertising Layout Design based the brand guidelines using Adobe Photoshop, Adobe Illustrator, Adobe InDesign or equivalent program, enhancing brand recognition.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Interpret the target audiences for designing advertisements
- Utilize Graphic Design Rules for Advertising Design by demonstrating a practical knowledge of design fundamentals, inclusive of the elements and principles of design.
- Create design solutions for specific media demonstrating fundamental knowledge of trends in advertising.
- Develop the holistic approach in Communication Design through implementation of Design Thinking as constant attributes. On the other hand, practically implementing the theoretical aspects of the subject of Advertising.

Recommended Books:

1. Barry, Pete. *The Advertising Concept Book: Think Now, Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns*. Thames & Hudson, 2016.
2. Barry, Pete. *The Advertising Concept Book: Think Now, Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns*. Thames & Hudson, 2016.
3. Pricken, Mario. *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*. Thames & Hudson, 2013.
4. Williams, Eliza. *This Is Advertising*. Laurence King, 2010.
5. Eriksson, Peer. *Photography in Advertising*. Peerbook, 2004.
6. Altstiel, Tom, and Jean Grow. *Advertising Creative: Strategy, Copy, Design*. SAGE, 2017.

DES 356L Introduction to 3D Software Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Maya:

Practical:

- Maya view Tools
- Concepts of 3D animation
- Modeling with 3D
- Texturing
- Uses of Maps(Bump, Blinn, Lambert)
- Lights, camera and animation
- Particle dynamics
- Mental Ray, V-Ray Render engine.
- Rendering Overview

Learning Outcome:

Upon completion of the course, the students will be able to:

- Use Autodesk Maya with proficiency.
- Execute three dimensional rendering through the application of 3D software Maya.
- Create and manipulate 3D assets in the Application.

Recommended Books:

1. Press, Maya, Autodesk. (2007). *The art of Maya by Autodesk*. (ED.) United States, US. Sybex.
2. Derakhshani, Dariush. *Introducing Autodesk Maya2015 text book*. (ED.)(2014). United States, US. Sybex.
3. Maestri, George. (2015, June 22) *Maya training essentials 2015 and 2016*. Retrieved from <https://www.lynda.com>.

E resources:

Certification courses available on line:

<https://academy.autodesk.com/software/maya>

<https://www.autodesk.com/training-and-certification/overview>

DES 357 Introduction to Interactive Media

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Overview of User Experience Design Process, Introduction to Interaction Design, Toolbox of Interaction Designers, Five Essential Principles, Understanding Context and Motivation, Introduction to Interactive media, Meaning and Importance Interactive media

Section B

Principles of Interface Structure, Understanding Navigation, Images and Media, Constructing Thinking and Decisions, Behavior and Interaction, Practices for Providing Feedback

Section C

Introduction to UI Design, UI Design Patterns, Iconography, Color theory and Schemes for Digital World

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the origins of interaction design, gestalt principles, Designing with grids, design patterns
- Explore how people respond to motion and color, Communicating through labels and icons for better content placement and decision making
- Understand mental models to avoid the cognitive overload and Defining behavior for interaction design
- Design for clicks and taps considering the Android and iOS
- Understand the iterative cycles and the feedback cycle

Suggested Reading:

1. Cooper, Alan, et al. (2007). *About Face 3: the Essentials of Interaction Design*. Wiley,
2. Nodder, Chris. (2013). *Evil by Design: Interaction Design to Lead Us into Temptation*. John Wiley Et Sons.

DES 357L Introduction to Interactive Media Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Introduction to Interactive media: Meaning and Importance
Interactive media; Print/electronic/digital media – Impact on communication and marketing strategies; Social Media and its role in communication
- Documenting the Interaction Design flow for Digital Media (Mobile/Web) and other interactive media
- Implementation of Five Essential Principles, understanding Context and Motivation
- Implementation of Principles of Interface Structure by defining the navigation flow
- Visualization, conceptualization and sketching for UX
- Typography & Iconography
- Color Scheme and Color Theory for Digital World
- Grid Structure for Web & Mobile and utilizing the learning for other media
- UI for Mobile and Web Platforms
- Creation of Vector and Raster Images and Media as a part of HCI and Graphic User Interface guidelines
- Creation of wireframes based on information architecture
- Visual Design based on the wireframes for mobile/web

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the origins of interaction design, gestalt principles, Designing with grids, design patterns
- Explore how people respond to motion and color, Communicating through labels and icons for better content placement and decision making

- Understand mental models to avoid the cognitive overload and Defining behavior for interaction design
- Design for clicks and taps considering the Andoird and iOS
- Students will understand the iterative cycles and the feedback cycles.

Recommended Books:

1. Cooper, Alan, et al. (2007). *About Face 3: the Essentials of Interaction Design*. Wiley.
2. Nodder, Chris. (2013). *Evil by Design: Interaction Design to Lead Us into Temptation*. John Wiley Et Sons.

DES 332L Pre-Production Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Character sketches of the main characters, keeping their physiology, sociology and psychology in mind.
- The back story, i.e., what has happened in the life of the character before the film begins? How does the character change and grow through the film (Character Designs, research and development of the character).
- Working with a script/screenplay.
- Screenplay with dialogue for the short film, Production Breakdown, Shot Breakdown of the film.
- Concept art for film.
- Visual language and readability, visual continuity. Research for the film, The Step-Outline of the film, In which every scene is described in a Paragraph.
- Location-hunting and getting permissions, Floor-planning and story boarding, Casting, Organizing the props, costumes and other production requirements.

- Timing the storyboard, Layout and design, Focus on the design of the film, background design and composition as well as camera aspects and film language.
- Working with storyboard, Field size, Design and rendering the scenes layout and composition, Pans, Trucks and Multiple Pans, Scene planning, Realistic touches.
- Character interaction with the scene and the backgrounds, Analyze film layouts, Design and layouts, clean up of BGs and BG painting for animation.
- Sound concepts and effects for the film, the sound track, Sound equipment and theory, Dialogue and Voice-over, Exposure-sheet doping, break down, reading the sound track.
- Final film or Animation.

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Understanding about the professional pitching criteria and "Pre-production" importance for film.
- Ability to prepare schedule and budget for short film.
- Able to understand the importance of storyboarding, recce, casting, costume, actor handing, camera blocking, property requirement and permission for location etc. for the shooting work

Recommended Books:

1. Byrne, Mark (1999), *Animation - The Art of Layout and Storyboarding*, Ireland: A Mark T Byrne
2. Rabiger, Michael (2013), *Directing: Film Techniques and Aesthetics*, UK: Routledge
3. V Mascelli, Joseph (1998), *The 5 Cs of Cinematography*, US: Silman-James Press
4. Glebas, Francis (2008), *Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation*, UK: Routledge
5. Truby, John (2008), *The Anatomy of Story: 22 Steps to Becoming a Master Storyteller*, New York: Farrar, Straus and Giroux

DES 366L Visual Effects Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Introduction of Visual effect, its contribution and requirement in cinema. Early pioneers of VFX. The evolution in time from Silent Era to CGI.
- Categories of VFX viz, matte painting, puppets, CGI effect, Blue screen etc
- Experimenting with visual effects.
- Leap in Visual effects with advanced technology.
- Chroma screen shooting and post production, understanding special FX plug-ins compatible with after effects.
- **Introduction to after effects-** How to import and organize footage in the project window. We will also cover footage properties, creating a new composition and using the playback controls.
- **Effects-** Adding simple effects to footage and using the effects and preset pallets to find specific plug-ins. We'll also take a look at popular and commonly used effects
- **Animation and time remapping-** Animating and adding key frames in after effects. Using smooth key frames and add motion blur to animated layers and how speed changes are in aftereffects.
- **Keying and motion tracking-** How transparency works in aftereffects. From simple color keying to masking and transfer modes. We will also cover using track-mattes and different types of motion tracking, including stabilizing a shaky shot and motion tracking video to incorporate motion graphics.

- **3d integration and rendering-** the basics of 3d in aftereffects. You'll learn to turn any layer into 3d as well as create 3d lights and cameras. We will also take a look at depth of field and basics of rendering your composition for video editing applications, flash and DVD.
- **Titles-** Introduction to Title design and advanced look at creating titles in aftereffects. We will also get into powerful camera animation techniques and 3D particle systems.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Apply concepts and techniques in VFX for filmmaking, TV commercial, and Games.
- Meet the industry production requirements.

Suggested learning Softwares:

- *Houdini, Real Flow, and Fume Fx* for VFX, Motion Graphic/Broadcast, Game Development, Virtual and Augmented Reality
- *Nuke, Silhouette, Mocha, PF Track* for Compositing

Recommended Books:

1. Dinur, E. (2017). *The filmmakers guide to visual effects: The art and techniques of VFX for directors, producers, editors, and cinematographers*. New York: Routledge, Taylor & Francis Group.
2. Failes, I. (2016). *Masters of FX: Behind the scenes with geniuses of visual and special effects*. New York: Focal P.

Sixth Semester

DES 303L Animation Techniques Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Digital 3D animation packages for modeling, animating and rendering for 3D CGI (Computer-generated images)
- Compositing software that merges together and manipulates layers of animation into final complex images, often used for visual effects.
- Paper Cut-out animation.
- Other unusual animation techniques like sand animation, puppet animation, oil on glass animation, clay animation etc.
- Overview of animation technique. 2D and 3D
- Walk Through.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Mix up styles and techniques to produce something fresh and original.
- Utilize different medium of animation techniques.
- Develop concepts, characters and storyboards for basic animation techniques.

Recommended Books:

1. Williams, Richard. *The Animator's Survival Kit*. (2001). United States US. Faber& Faber.
2. Halas, John. *Masters of Animation*. (1987). United States US. Salem House Publishers.
3. Thomas, Frank, Johnstone Ollie. *The illusion of life: Disney Animation*. (1981). United States US. Abbeville Press.

E resources:

Certification courses available on line:

<https://academy.autodesk.com/software/maya>

<https://www.autodesk.com/training-and-certification/overview>

<https://www.adobe.com/training/certification.html>

DES 319L Guerilla Film Making Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical:

- Working on Concept with understanding of Guerilla film making techniques.
- Introduction: Film Genres; understanding Fiction-based Film making and Documentary Film making; analysis of Short Film
- Pre production: Concept Development; story; scripting; story boarding
- Production: Camera and Cinematography; shooting formats; camera options and modes; camera Components and concepts; lighting techniques; exposure, focus, aperture, shutter; hand-held vs. tripod operation; angle & shots; framing and borders; elements of composition; camera and cinematography; directing Actors; semiotics in Film Making; creative use of props; location shoots
- Post Production: Understanding film formats and resolutions; video editing techniques for short films; basic sound editing.

Learning Outcomes:

Upon completion of the course, the students will be able to:-

- Understand the techniques for Guerrilla filmmaking.
- Understand to make a "zero" budget short film.
- To understand the process of pre-production, production and post-production stages of digital filmmaking relate to each other creatively and practically.
- Execute (Pre to post production) a short film in limited time with limited resources.

Recommended Books:

1. Jones, Chris (2017), *The Guerilla Film Makers Pocketbook: The Ultimate Guide to Digital Film Making*, India: Bloomsbury Academic India
2. Monaco, James (2000), *How to Read a Film*, New York: OUP
3. V Mascelli, Joseph (1998), *The 5 Cs of Cinematography*, US: Silman-James Press

4. Rabiger, Michael (2013), *Directing: Film Techniques and Aesthetics*, UK:Routledge
5. Cousins, Mark (2004), *The Story of Film*, US:Da Capo Press
6. Bordwell, David (2009), *Film History: An Introduction*, New York: McGraw-Hill

DES 329L Introduction to Web Design Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical

- Apply UX strategies to a site's content & design.
- Understand Information Architecture to enhance the content on your website.
- Using Adobe Photoshop, Adobe Illustrator for GUI Design.
- **Web Design Principles:** Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept.
- **Basics in Web Design:** Brief History of Internet, What is World Wide Web, Why create a web site, Web Standards Audience requirement.
- **Introduction to HTML:** HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.
- **Elements of HTML:** Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls.
- **Introduction to Cascading Style Sheets:** Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding, Properties, Margin properties, 5.9 CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), CSS Color, Creating page Layout and Site Designs.

- **Introduction to Web Publishing or Hosting:** Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites.

Learning Outcomes:

Upon completion of this course, students will be able to

- Know how to create an HTML page and add content and images, links, tables and lists.
- Have a good understanding of the meaning of inheritance, cascade, pseudo classes, pseudo elements and selectors which are concepts that are commonly used in web pages.
- Familiar with using font, background styles and style sheets. This course will use Adobe Dreamweaver to create a website with HTML, CSS, JavaScript, and Flash.
- Understand naming conventions, index files, welcome screen, graphical user interface (GUI) and many more settings that are useful when creating a website successfully.

Recommended Books:

1. Cooper, Alan, et al. (2007). *About Face 3: the Essentials of Interaction Design*. Wiley.
2. Nodder, Chris. (2013). *Evil by Design: Interaction Design to Lead Us into Temptation*. John Wiley Et Sons.

DES 360 Publication Design

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to the different genre of publications, Editorial Specifications, Magazine publishing vs book publishing, Typographic detailing and advanced information hierarchy, Usage of grids, Approaches to art direction, Introduction to printing and finishing techniques and special effects, E-books and the future of publications

Section B

Building Your Layout File, Choose your Design/Layout program(s), Download/Create the Template, Watch Out for Common Mistakes, About Bleed, Adding a Bleed, Trimming & Bleed Guidelines, Guidelines for Images and Color in Printing, PostScript® Fonts, TrueType® Fonts, OpenType® Fonts, Sending the Correct Fonts to your Print Provider, Color Separations, PDF Presets, Creating a PDF from Adobe InDesign

Section C

Common Errors in Print Design, Bleed Errors, Text and Typesetting Errors, Image Resolution Errors, Errors related to Borders, Color Errors, Font Errors

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop the editorial direction of a publication based on research into the target market and/or intended readership
- Create compelling and appropriate visual concepts through the use of images and type
- Select a channel of delivery, format, materials, binding method, etc. that reflect the editorial direction and the visual concepts of a publication
- Recognize the importance of typographic detailing and grid structures and be able to apply them consistently and dynamically in publication design projects
- Build effective information hierarchies with typography, images, colours and graphic elements
- Avoid publishing related errors and to manage projects and time effectively

Recommended Books:

1. Jong, Cees de., et al. *Creative Type: a Sourcebook of Classic and Contemporary Letterforms*. Thames & Hudson, 2005.
2. Heller, Steven, and Gail Anderson. *New Vintage Type: Classic Fonts for the Digital Age*. Thames & Hudson, 2011.
3. Triggs, Teal. *The Typographic Experiment: Radical Innovation in Contemporary Type Design*. Thames & Hudson, 2003.
4. Ambrose, Gavin, and Paul Harris. *Typography*. Bloomsbury Visual Arts, 2017.

DES 360L Publication Design Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Application of Typesetting Rules while using the computer as a – tool for typographical layouts.
- Selection of the Topic and Medium of publication
- Generation of publication design goals, its audience, and gathering of required content
- Decide the hierarchy and appropriate sequence of the content related to the selected topic
- Utilization of Print Production guidelines and generate layout ideas to visualize key concepts and messages through content.
- Create a look and feel based on the Graphic Design Rules to express the theme of selected topics or brand using sample pages or templates
- Develop Images, vector or raster infographics, photography, logos, and other image assets as per the concept
- Utilize the learning of previously learnt Adobe InDesign or page layouting software and create the layout of the full publication by understanding the page setup, margins, grid designs and other printing related aspects
- Creation of Creative Cover design with powerful visual communication, and presenting the representative visual sparking curiosity in readers' mind
- Undertake design iterations with respect to the overall Design and each page, undertake proofing activities, and prepare a dummy for final Offset output
- Research and initiate to work with Offset or Digital print partners to produce and distribute your publication as a final output of Publication Design activity.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Use of typography as per the Graphic Design fundamental rules for Communication Design Media

- Develop the ability to analyze and interpret the way complex information presentation in a range of publication forms, including print and digital screen based outcomes.
- Improve the state of ability applying a range of methods to construct hierarchies of information.
- Integrate the usage of type/font, image, color and flow of information in response to specific publication briefs.
- Evaluate the specific publication design briefs.

Recommended Books:

1. Jong, Cees de., et al. *Creative Type: a Sourcebook of Classic and Contemporary Letterforms*. Thames & Hudson, 2005.
2. Heller, Steven, and Gail Anderson. *New Vintage Type: Classic Fonts for the Digital Age*. Thames & Hudson, 2011.
3. Triggs, Teal. *The Typographic Experiment: Radical Innovation in Contemporary Type Design*. Thames & Hudson, 2003.
4. Ambrose, Gavin, and Paul Harris. *Typography*. Bloomsbury Visual Arts, 2017.

DES 365L User Experience Design Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Writing the Business Needs and UX Strategy
- Creation of Persona
- Development of Scenario and Storyboarding
- Creation of Journey Maps and Task flow analysis
- Defining the Scope, Functionality and Content
- Defining Requirements, Functional Specifications, Content Requirements, Prioritizing Requirements
- Defining the Structure of the Product (Mobile/Web/Analogue/Digital)
- Documenting Interaction Design process and Information Architecture

- Creation of Wireframes and Implementation of the same for Interface Design and Graphical User Interface Design
- Defining the Surface of the Product and Details of Graphical User Interface Design
- Understanding the motion of the Eye and following the same for better interactivity through the manipulation of graphic user interface
- Implementing the Contrast and Uniformity in Visual Elements, Internal and External Consistency, Color Palettes and Typography, Design Comps and Style Guides in the Final Visual Design or in required aspects of execution

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the wide scope of UX and not just restricted till Websites.
- Improve the understanding of UX in overall and holistic manner using the themes, concepts, and principles to be applied to the digital products and services of all kinds.
- Understand the psychological aspects of UX
- Understand of mental models to avoid the cognitive overload and Defining behavior for interaction design
- Design for clicks and taps considering the Andoird and iOS
- Understand the iterative cycles and the feedback cycle
- Apply the overall learning of UX for different product needs.

Suggested Reading:

1. Hartson, H. Rex, and Pardha S. Pyla. *The UX Book: Process and Guidelines for Ensuring a Quality User Experience*. Morgan Kaufmann Publishers, an Imprint of Elsevier, 2019.
2. “The User Experience Team of One: A Research and Design Survival Guide by Leah Buley.” *Goodreads*, Goodreads, 9 July 2013, www.goodreads.com/book/show/18177290-the-user-experience-team-of-one.
3. “Designing Together: The Collaboration and Conflict Management Handbook for Creative Professionals (Voices That Matter).” *Amazon*, Amazon, www.amazon.com/Designing-Together-collaboration-management-professionals/dp/0321918630.

4. "100 Things Every Designer Needs to Know About People." *Designing for Everyone: The Role of Accessibility in Service Design / UX Magazine*, uxmag.com/articles/100-things-every-designer-needs-to-know-about-people.
5. "Practical Empathy: For Collaboration and Creativity in Your Work by Indi Young." *Goodreads*, Goodreads, 16 Jan. 2015, www.goodreads.com/book/show/24751320-practical-empathy.
6. "The Design of Everyday Things by Donald A. Norman." *Goodreads*, Goodreads, 19 Sept. 2002, www.goodreads.com/book/show/840.The_Design_of_Everyday_Things.

Discipline Elective - I

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are supposed to opt one subject which provides extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these elective based projects will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.

- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.
- If the project is lengthy and project guide feels the need then design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Seventh Semester

DES 312 Design Management

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

Introduction to Design management; Understanding key words in Design thinking; Understanding key words in Management Thinking; Design and sustainability; the role of Design practices in economic development of the country.

Case studies: Mumbai Dabbewala, LijjatPapad, Infosys, Amul, Meru Taxi, Nirma

Section B

Design Thinking: Evolution of Design Management as a discipline and its application in various walks of life like politics, education, research etc; Importance of perception in Design thinking.

Design thinking methods: De Bono's Cort tools; Six thinking hats, parallel thinking, Lateral thinking methods.

The Role of Yoga and Meditation in Design Thinking. Design Thinking methods for Designing your emotions, managing stress and getting read of fear.

Case studies: Facebook, Whatsapp, Linked-in, Amazon, Flipcart, Snapdeal

Section C

Further detailed discussions and getting insight in Case studies mentioned in Section A& B to understand the design, management & sustainability elements.

Learning outcomes:

Upon completion of the course, the students will be able to:

- Understand how balancing of Design and Management can ensure professional success and better quality of life.

Recommended Books:

1. Bono De Edward, (2008), *The Free Mind by Edward De Bono*, Jaico Publishing House, Mumbai.

2. Bono De Edward, (2010), *Six Thinking Hat*, Penguin, UK.
3. Bono De Edward, (2010), *Lateral Thinking*, Penguin, UK.
4. Biyani Kishore, (2007), *It Happened in India*, Rupa, New Delhi.
5. Best Kathryn (2010), *The Fundamentals of Design Management*, Switzerland:AVA Pub.
6. Cramer,J.P. &Simpson,S.(2004), *How Firms Succeed: A Field Guide to Design Management*, Greenway Communications
7. Schiffman, Leon G. (2010) *Consumer Behavior*, 10/E New Delhi Prentice Hall
8. Kapferer, J. N. (2012) *Strategic Brand management*: New Delhi Kogan Page

Recommended E-resources:

1. www.edwarddebonofoundation.com
2. https://en.wikipedia.org/wiki/Design_management

DES 417 Science and Liberal Arts

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Environment & you: Ecosystem and ecological balance; Global environmental issues,

Section B

Society & you: A retrospective view on the values in Indian ethos and tradition, Indian concept of aesthetics (visual, literary or performing art),

Section C

Advancement in science & technology

Learning Outcome:

Upon successful completion of the course, students will be able to,

- Demonstrate understanding of different types of writing as a series of tasks, including finding, evaluating, analyzing, and synthesizing the subject and as a process that involves composing, editing, and revising.
- Demonstrate research skills, integrate their own ideas with those of others, and apply the conventions of attribution and citation correctly

- Use Standard Written English and edit and revise their own writing for appropriateness.
- Clearly express ideas orally and in writing
- Demonstrate an understanding of the methods of inquiry and analysis both within and among traditional liberal arts and science disciplines (Humanities, Natural Sciences, Social Sciences)
- Understand and articulate how culture, society, and diversity shape the role of the individual within society and human relations across cultures
- Demonstrate knowledge of how social science can be employed to: (a) analyze social change, (b) analyze social problems, and (c) analyze and develop social policies.

Suggested Reading:

- Joseph, M. (2002). *The trivium: the liberal arts of logic, grammar and rhetoric*. London: Paul Dry Books.
- King, S. (2012). *On writing: A memoir of the craft*. London: Hodder.
- Adler, M. J., & Lincoln, V. D. (1972). *How to read a book*. New York: Touchstone publ. by Simon & Schuster.
- Hoagland, T., & Cosgrove, K. (2019). *The art of voice: Poetic principles and practice*. New York: W.W. Norton & Company.

DES 422 Communication Design for Social Sector

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Objective

- Understanding of development communication
- Paradigm Shift to Behaviour Change communication (BCC)
- BCC interventions using case studies and Current global scenario
- Behaviour Change Communication Objectives

Theory

Section A

- Definition of Social Sector

- Behavior change communication

Section B

- Need assessment study
- Epidemiological assessment
- Demographic study

Section C

- Process of message development
- Medium of messages
- Training of trainer
- Training material

Learning Outcome

Upon completion of the course, the students will be able to:

- State behaviour change theories and models of BCC
- Define Situation analysis / needs assessment, social/ epidemiological assessment
- Identify “Key Behaviours”
- Describe communication objectives
- Segment audience
- Develop communication message
- Conduct concept testing/ pre-testing
- Plan its dissemination identifying key channels, medium, and strategic approach
- Design a strategy for Effective Planning, Implementation, Monitoring and Evaluation of a BCC plan.

Reference Books:

1. **Simply Put - A guide for creating easy-to-understand materials**
http://www.cdc.gov/healthliteracy/pdf/simply_put.pdf
2. **Designing Print Materials: A Communications Guide for Breast Cancer Screening**
 International Cancer Screening Network
http://appliedresearch.cancer.gov/icsn/publications/designing_print_materials_bw.pdf

DES 422L Communication Design for Social Sector Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical

- Define Situation analysis / needs assessment, social/ epidemiological assessment
- Describe communication objectives
- Develop communication message
- Developing/designing BCC materials

Methodology

The course will follow a participatory learning approach. It includes lecture discussions, case studies, field work, group work and hands-on practical sessions of developing/designing BCC materials.

Learning Outcome

Upon completion of the course, the students will be able to:

- State behaviour change theories and models of BCC
- Define Situation analysis / needs assessment, social/ epidemiological assessment
- Identify “Key Behaviours”
- Describe communication objectives
- Segment audience
- Develop communication message
- Conduct concept testing/ pre-testing
- Plan its dissemination identifying key channels, medium, and strategic approach
- Design a strategy for Effective Planning, Implementation, Monitoring and Evaluation of a BCC plan

Reference Books:

1. **Simply Put - A guide for creating easy-to-understand materials**
http://www.cdc.gov/healthliteracy/pdf/simply_put.pdf
2. **Designing Print Materials: A Communications Guide for Breast Cancer Screening**
 International Cancer Screening Network
http://appliedresearch.cancer.gov/icsn/publications/designing_print_materials_bw.pdf

Discipline Elective - II

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.
- If the project is lengthy and project guide feels the need than design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Discipline Elective - III

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.

- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.
- If the project is lengthy and project guide feels the need than design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Eighth Semester

DES 436P UIL Project

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	48	24

Objectives:

Exposing students in real life working environment as a part of an academic curriculum helps the students to develop and enhance academic, personal and professional competencies. Through this, the students will understand the importance of industrial project which includes:

1. Application of knowledge learned
2. Acquire and develop practical skills
3. Strengthen work values
4. Gain interpersonal skills
5. Get an understanding of how the market functions

The Project will be evaluated by an external examiner, an internal examiner and a Vice-chancellor's nominee. The marks of the continuous assessment obtained from the industry will be compiled by the Head of the Department based on various interim reports of mid-term/end of term evaluation received from the host organization and timely submission of report, synopsis and dissertation.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Application of Knowledge learned
- Acquire and develop practical skills
- Strengthen work values
- Gain interpersonal skills
- Get an understanding of how the market functions

Reading Electives

DES 432R Introduction to Behavioral Science

Max. Marks : 100

L T P C

ESA : 100

0 0 0 2

Objectives:

- To make students understand the study of behavioral science as growing field introducing its principles for individuals, groups, and societies.
- To make students equipped with the knowledge coming from the disciplines of psychology, social psychology as broad interest and importance which are viewed as fundamental issues by the behavioral scientists.

Theory:

Section A

Introduction to Behavioral sciences; a. Methods used in behavioral sciences, II. Behavior of the Individual: a. Nature/nurture debate, b. Behaviorism and learning theories, c. Behavior Modification

Section B

Science of Relationships: a. Non-verbal communication, b. Interpersonal relationships, c. Friendship and Love

Section C

Behavior at Work: a. Adjustment to Work, b. Motivation at work, c. Group dynamics, d. Decision-making

Learning Outcomes:

On completion of this course students should be able to:

- Grasp basic knowledge about behavioral science
- Appreciate the value of behavioral sciences in modern life
- Acquire “how to” discussions that address everyday problems.
- Develop critical thinking with logical reasoning and approach fundamental issues of health by multi-perspectives

- Show empathy to others and concern the health and well-being of others.

Suggested Reading:

12. Weiten, W., Weiten, W., & Lloyd, M. A. (2000). *Selected chapters from Psychology applied to modern life*. Belmont, CA: Wadsworth Pub.
13. Aboud, F. E. (1998). *Health psychology in global perspective*. Thousand Oaks (Estados Unidos): SAGE.
14. Bond, M. H. (1999). *The Handbook of Chinese psychology*. Hong Kong: Oxford University Press.
15. Cockerham, W. C. (1978). *Medical sociology*. Englewood Cliffs, NJ: Prentice-Hall.
16. Cowling, A. G., Stanworth, M. J., & Bennett, R. D. (1993). *Behavioural sciences for managers*. London: Edward Arnold.
17. Fadem, B. (2017). *Behavioral science*. Philadelphia: Wolters Kluwer Health.
18. Greenberg, J., & Baron, R. J. (1995). *Behavior in organization: Understanding and managing the human side of work*. Englewood Cliffs: Prentice Hall.
19. Krug, R. S., & Cass, A. R. (1995). *Behavioral sciences*. New York: Springer.
20. Myers, D. G. (2011). *Exploring psychology*. New York, NY: Worth.
21. Nevid, J. S., Rathus, S. A., & Rubenstein, H. R. (1998). *Health in the new millennium*. New York, NY: Worth.
22. Wagner, J. A., Hollenbeck, J. R., & Russell, J. (1995). *Management of organizational behavior*. Englewood Cliffs, NJ: Prentice Hall.

Online Course:

Students can find avail the online courses on this subject from reputed and authentic sources and can produce the authentic evidences of the same.

Following are some online advertising courses:

- 5) Behavioral Psychology Courses
Link: <https://www.edx.org/learn/behavioral-psychology>
- 6) Online Courses and Classes in Behavioral Psychology

Link:

https://study.com/articles/Online_Courses_and_Classes_in_Behavioral_Psychology.html

- 7) Behavioural Science MOOCs and Free Online Courses

Link: <https://www.mooc-list.com/tags/behavioural-science>

- 8) Psychology

Link: <https://www.coursera.org/browse/social-sciences/psychology>

DES 433R Introduction to Intellectual property Rights (IPR)

Max. Marks : 100

L T P C

ESA : 100

0 0 0 2

Objectives:

- To make students understand the acquired importance by Intellectual Property Rights in recent times as a result of the recognition that “knowledge is property”.
- To create IPR consciousness and to make students familiarize with the documentation and administrative procedures related to the IPR in India.
- To aware students with the Types, Benefits, and Effects of the IPR.

Theory:

Section A

Introduction to Intellectual Property and Rights, Objectives of National Intellectual Property Rights (IPR) Policy 2016, Government Initiatives for IPR: National Intellectual Property Rights Policy 2016 (NIPR Policy), Cell for IPR Promotion and Management (CIPAM), Awareness Initiatives, Strengthening Enforcement Agencies, Sensitization of Judiciary, Modernization of IP Offices, Augmentation of Human Resources, Re-engineering of IP Processes - Patent & Trade Mark Rules Amended, IPRs for Startups, Concession for MSMEs

Section B

Importance of IPR, Benefits of IP Registration, Effects of Non-Registration, Infringement and Penalties

Section C

Types of Intellectual Property Rights: Patents & Patents Registration Process, Designs & Design Registration Process, Trademarks & Trademarks Registration Process, Copyrights & Copyright Registration Process, Geographical Indications (Gi) & Gi Registration Process, Plant Varieties, Semiconductor Integrated Circuits Layout Design

Learning Outcomes:

On completion of this study students should be able to:

- Define intellectual property
- Identify and State reasons and ways to protect intellectual property
- Define the types such as: patents, copyrights, trademarks, designs, etc., found in everyday experiences
- Define piracy and counterfeit
- Understand the harm caused by piracy and counterfeit
- Identify the timelines and Duration of patents, copyrights, trademarks and designs
- Use the knowledge for getting IPR as per the requirement.

Suggested Reading:

- *Secrets of Intellectual Property A Guide for Small and Medium-Sized Exporters*. (2004). New York: United Nations.
- Pandey, N., & Dharni, K. (2014). *Intellectual property rights*. Delhi: PHI Learning Private Limited.
- *Inventing the Future - An Introduction to Patents for ...* (n.d.). Retrieved from <http://www.wipo.int/publications/en/details.jsp?id=132&plang=EN>
- *Marketing Crafts and Visual Arts: The Role of Intellectual ...* (n.d.). Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_public_p159.pdf
- *Marketing Crafts and Visual Arts: The Role of Intellectual ...* (n.d.). Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_public_p159.pdf

- A Stitch in Time - Smart Use of Intellectual Property by ... (n.d.). Retrieved from http://www.wipo.int/sme/en/documents/guides/stitch_in_time.html

Online Resources:

- **DIPP:** Nodal point for all IPR policy issues: <http://dipp.nic.in/>
- **CGPTDM office:** For filing of IP applications/ to obtain real time status of all IP applications/ checking grants/ registration of IPRs: www.ipindia.nic.in
- **Copyright office:** For information related to filling and status of copyright applications: <http://copyright.gov.in>
- **Startup India:** For information regarding startups: <http://startupindia.gov.in>
- **Protection of Plant Varieties and Farmers' Rights Authority:** For filing/ registration of plant variety applications: <http://plantaauthority.gov.in>
- **TIFAC:** For information on filing of Indian/ foreign patents, patent search facilities: www.tifac.org.in
- **Ministry of Electronics and Information Technology:** Providing IP Facilitation Support to DeitY Societies and Grantee Institutions, Financial Support to Startups and SMEs for International Patent Filing through SIP-EIT Scheme, Creation of IPR Awareness through Financial Support to Industry Bodies and Academia, Providing IPR Related Services including Prior Art Search: <http://meity.gov.in/content/ipr-promotion>
- **Semiconductor Integrated Circuits Layout Design Registry (SICLDR):** For information related to filling and status of Semiconductor Integrated Circuit Layout Designs applications: <http://sicldr.gov.in>
- **Teachers' Training Module:** <http://cipam.gov.in/publications/resource-material/>
- **Booklet:** <http://cipam.gov.in/wp-content/uploads/2017/09/bookletIPR.pdf>

DES 427R Fundamentals of Retail Management

Max. Marks : 100

L T P C

ESA : 100

0 0 0 2

Theory:

Section A

- I Introduction : Meaning and Definition, Social and economic Significance of retailing, Opportunities in retailing, characteristics of retailing
- Historical perspective of Retail in India and current Scenario.

Section B

- Types of retailers, retail change drivers in India, evolution of retail formats Theories of Retail Development - Environmental Theory, Cyclical Theory, Conflict Theory Service Retailing
- Retail Strategy: Meaning and Definition, building sustainable competitive advantage, growth strategies, global growth strategies, retail planning process.
- Retail Value Chain.

Section C

- Financial Aspects of Retail- Retail Economics, measures of performance income statement and balance sheet, measure of performance evaluation-
- Ratio analysis. Measuring retail store and space performance, measuring employee productivity.
- Ethics in Retailing: Stakeholders expectations- customers, community and general public, employees, business partners, shareholders.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Describe retailing, the entities involved, and the impact of decisions on a retail business
- Analyze the evolution of the retail industry
- Recognize career opportunities available in the retail businesses

Recommended Books:

1. Gibson G. Vedmani: Retail Management – Functional Principles & Practices; Jaico publishing house.
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Srivastava; Retail Management, Oxford University Press.
3. Swapna Pradhan : Retail Management, Tata McGraw Hill
4. Barry Berman, Joel R Evans: Retail Management – A strategic approach; Pearson

DES 434R Management Information System**Max. Marks : 100****L T P C****ESA : 100****0 0 0 2****Section A**

- Framework: Concept, Management, Information, System, MIS definitions, Nature & Scope, Characteristics, Functions, Importance & Failures, and MIS & Use of Computers.
- Management Process: Introduction to management, Approaches to management, Functions of the manager, MIS: A support to the management, Management effectiveness, Planning, Organizing, Staffing, Directing, Controlling, and MIS: A tool for management process.

Section B

- Information : Concept, Attributes , Classification (action vs. no-action, recurring vs. non-recurring information, internal vs. external, organizational, functional, knowledge, decision-support, operational), methods of information collection, Decision-making concept, Simon's model of decision-making, MIS & decision-making.
- Information System for Decision-making: Classification of MIS (TPS, MIS, DSS, EIS, OASs, BESs).

Section C

- Computer hardware for information system: Introduction- Basics of data representation, types of computers, basic components of computer system, factors to buy a PC Computer software for information system: Introduction- programming languages, classification of software, role of software in problem solving, criteria for investment in hardware & software.
- Applications of MIS in manufacturing sector: introduction, personnel, finance, Production, materials, marketing management.

Learning outcome:

Upon completion of the course, the students will be able to:

- Describe the role of information technology and information systems in business
- Understand the current issues of information technology and relate those issues to the firm
- Reproduce a working knowledge of concepts and terminology related to information technology
- Analyze and apply information technology.

Recommended Books

1. Javedekar, W.S. - Management Information Systems (Tata McGraw Hill).
2. A.K.Gupta - Management Information Systems (S.Chand & Company Ltd., 2003).
3. D.P.Goyal - Management Information Systems-Managerial Perspectives (Macmillan)
4. O'Brien - Management Information System(Prentice Hall of India).
5. Murdick R.G., Ross J.E. & Clagget J.R. – Information System for modern management. (Prentice Hall of India).
6. Kanter - Management Information System (Prentice Hall of India).

Bachelor of Design (Industrial Design)

Third Semester

DES 201L Architectural Drafting - I Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Introduction to various tools, techniques, and skills necessary for architectural drafting.
- Introduction to drawings and its types.
- Emphasis is on lettering, line weight, dimensioning systems, graphic standards and the methods used to produce accurate drawings.
- Various type of projections. Drawing in Orthographic projection.
- Drawing in Orthographic projection. Projection of Points, Lines, Planes and Solids.
- Graphic and Digital Presentation through Google Sketch up, Adobe Photoshop & Illustrator.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Read and understand technical drawings.
- Use drawing instruments such as T-scale, Set square and conversion scale for drawing architectural design.
- Learn the style and mannerism in which a drawing is made and presented.
- Understand the orthographic projections, how to scale drawings and importance of same.
- Visualize and perceive an object in 2D and 3D.

Recommended Books

1. Bhatt.N.D.53rd Edition (2014). *Engineering Drawing*. Charotar Publishing House. Anand. Gujrat.
2. Clois E. Kicklighter Ed D.W. Scott Thomas. (2016) *Architecture: Residential Drafting and Design*. Goodheart-Willcox. Illinois. United States

DES 208 Design Methods and Processes

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

- Fundamentals of Design
 - a. Definition of Design
 - b. Necessity of Design
 - c. Design and Society
- Form and Function

Section B

Design Thinking: Critical thinking-exploring possibilities, constraints and inherited psychographs; Significance of design research and design practice; Sustainability; Convergence – prototyping alternatives and possible scenarios; Aesthetics and function; Problem solving – where process meets method; Design – client needs and/or user needs; Green design.

Section C

Methodology: Concept; Design brief; Branding; Research; Analysis; Implementation/prototyping; Costing, specifications for multiplication; Production; Quality monitoring.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop critical and lateral thinking approach.
- Develop a basic design concept, visualization and manipulation techniques.
- Develop an appreciation of function, aesthetics and technology in design.
- Develop basic design thinking and communication skills.
- Create activities and experiences for basic process of design, adapt in their abilities, interest and design in context of human society, economy, politics and socio-cultural aspect.

Recommended Books:

1. Balaram, S (2011). Thinking Design, SAGE Publications India Pvt Ltd
2. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
3. Vyas, H. Kumar (2009). *Design and Environment: A Primer* (3rd ed.). India, National Institute of Design.
4. Munari, Bruno (1971). *Design as Art*. Penguin books

Recommended E-Resources:

<https://www.bloomsburydesignlibrary.com/taxonomy?id=disciplines>

DES 208L Design Methods and Processes Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 2 1

Practical:

- Define a need by considering appropriate human, functional and aesthetic factors;
- Gather and use relevant information for design decision making.
- Generate and develop ideas using appropriate methods.
- Test and evaluate their design ideas, making appropriate modifications.
- Apply appropriate communication techniques to inform and defend ideas.
- Developing forms and planning the steps in making their artifact.
- Explore appropriate materials and suitable techniques to make final artifact.
- Make appropriate modifications to enhance the artifact.
- Find a design solution as per all above given details.

Learning Outcomes:

- Develop critical and lateral thinking approach.
- Develop a basic design concept, visualization and manipulation techniques.

- Develop an appreciation of function, aesthetics and technology in design.
- Develop basic design thinking and communication skills.
- Create activities and experiences for basic process of design, adapt in their abilities, interest and design in context of human society, economy, politics and socio-cultural aspect.

Recommended Books:

1. Balaram, S (2011). *Thinking Design*, SAGE Publications India Pvt Ltd
2. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
3. Vyas, H. Kumar (2009). *Design and Environment: A Primer* (3rd ed.). India, National Institute of Design.
4. Munari, Bruno (1971). *Design as Art*. Penguin books

Recommended E-Resources:

<https://www.bloomsburydesignlibrary.com/taxonomy?id=disciplines>

DES 211L Drawing III: Analytical Drawing Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practical:

- To work on structure of man-made object & natural specimen & rendering techniques to enhance light & shade effect, material quality of the object, surface quality, texture, relative proportion in linear & massive methods.
- To work on perspective study (one point and two point) on the basis of solid geometrical construction and emphasizing on Construction of objects.
- To work on analyzing objects and drawing from observation on the basis of orthographic and isometric /parallel projections.
- Exploration exercises on constructional drawing with curves and ellipsis to be incorporated in the study

Medium: Pencil, Pencil Colors, Ink, Crayons and Water Color - Transparent and Opaque. Maintain sketch file with rough/fair sketches.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

1. Develop hand and eye coordination for Analytical Drawing
2. Incorporate design, composition, and spatial organization theories in their design solutions.
3. Utilize a variety of traditional drawing materials.
4. Develop drawing skill which could be implemented for design solution development.
5. Critically interpret and analyze design work in terms of form and structure.
6. Utilize fundamental concepts of aesthetics in creating design drawings.

Understand the basic and formal elements of design and drawings.

Recommended Books:

1. Colussy, M. Kathleen (2007). *Rendering fashion, fabric and prints*. New Delhi : Pearson Education
2. Casals Josep (2010) *Watercolor : Course of drawing and painting Atrium group de ediciones* New York: Publicaciones Barcelona.
3. Casals Josep (2004) *Drawing : Drawing and painting course*, New York: Publicaciones Barcelona.
4. Casals, Josep. (2004) *Pastel: Course of drawing and painting*, Barcelona: Atrium Publication

DES 214L Form Space and Order Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Course Outline:

Section A

- Study of lines and forms : Lines (Their Visual Qualities), Composition of two Dimensional

- Forms, Forms in Nature (Animate and Inanimate).
- Material and Texture, Colour, Light.

Section B

- Anthropometry.
- Study of spaces: Positive and Negative Spaces, Activation of spaces through Stables /
- Mobiles.
- Design of an object in everyday use.

Section C

- Understanding Architectural Aesthetics.
- Elements of Visual Aesthetics.
- Attributes of Form and Space.
- Platonic Forms. (Derivatives forms and transformation).
- Scale, Proportion, Contrast.
- Alignment, Repetition, Pattern, Rhythm
- Principles of Organization of Form & Space
- Study of building by application of principles of Aesthetic Appraisal.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Balance composition, by using design principles.
- Understand the importance of elements and principles of design, in application of making design composition.
- Develop ability to assess design in two dimension and third dimension.
- Demonstrate independence of judgment by producing unique designs.

Recommended Books

1. Ching Francis D. K. (2012). *Architecture: Form Space & Order*. Wiley & Sons. New Jersey
2. Prammar V.S. (1973). *Design Fundamentals in Architecture*. Somaiya Publications. N. Delhi

DES 217 Introduction to Interior Design

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to history of Interior design and the various aspects considered in Interior design as a profession.

Section B

Introduction to Interior Design process, basic design vocabulary and various presentation skills and techniques.

Section C

Professional practices and responsibilities, trade resources, and the value of Interior design organizations.

Exposure to series of projects and activities and an exploration of the work of notable Interior designers and architects.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop understanding of concepts and process.
- Demonstrate interest in design by seeking related information.
- Identify characteristics of contemporary interiors.
- Develop critical thinking skills.

Recommended Books

1. Prataprao M.2012. *Interior Design principal and practice*. Standard Publishers. New Delhi
2. Winton Sherrill.2007.*Interior design and decoration*. Prentice Hall
3. Harwood, Buie.2012.*Architecture and Interior Design: an integrated history to the present*.Pearson Education.Ohio
4. Nielson, Karla J. (2007). *Interior textiles: Fabrics Application and historic style*. John Wiley and Sons Hoboken

DES 221 Research Methodology and Craft Study

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

- Need Based Study: crafts
- Nature, Purpose, Problems & Importance.
- Meaning, objective & motivations
- Type of research – Historical, Descriptive, Explorations, Formulation of Research problem.

Section B

- Making a Research format
- Meaning of Research Design
- Procedure of preparing Research Design
- Writing Hypothesis
- Data Collection
- Observation, Interview, and Questionnaire.

Section C

- Sampling: Meaning, types, data
- Analysis of data
- Report writing
- Case studies of crafts
- Craft documentation

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand meaning & methodology of research
- Evaluate literature from a variety of sources, pertinent to the research objectives.

- Identify and justify the basic components of the research framework relevant to the tackled research problem majorly based on the Craft sector.
- Collect research data; analyze it, interpret the data, write research findings and conclusion.

Recommended Books:

1. Glatthorn, Allan A. (2005) *Writing the Wining Dissertation: Step by Step*, Guide Research. Sage pub.
2. Pollard, Elizabeth (1986) *Visual art research*, New York: Greenwood Press.
3. Kothari. C. R. (2004) *Research Methodology: methods and techniques*, New Delhi: Age International.
4. Verma, R. K. and Verma, Gopal (1988) *Methodology and techniques of research*, New Delhi: Anmol.
5. Reddy, C. R. (1987) *Research methodology in social science*, Delhi: Daya Pub. House.
6. Kenneth, D. Bailey (1987) *Methods of social research*, New York: Free Press.
7. Mckeluey, Kathryn (2003) *Fashion design process, innovation & practice*. Blackwell Pub. Oxford.

DES 221L Research Methodology and Craft Study Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 4 2

Practical: Case study of a craft

(Any craft as approved by guide).

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand meaning & methodology of research

- Evaluate literature from a variety of sources, pertinent to the research objectives.
- Identify and justify the basic components of the research framework relevant to the tackled research problem majorly based on the Craft sector.
- Collect research data; analyze it, interpret the data, write research findings and conclusion.

Recommended Books:

1. Glatthorn, Allan A. (2005) *Writing the Wining Dissertation: Step by Step*, Guide Research. Sage pub.
2. Pollard, Elizabeth (1986) *Visual art research*, New York: Greenwood Press.
3. Kothari. C. R. (2004) *Research Methodology: methods and techniques*, New Delhi: Age International.
4. Verma, R. K. and Verma, Gopal (1988) *Methodology and techniques of research*, New Delhi: Anmol.
5. Reddy, C. R. (1987) *Research methodology in social science*, Delhi: Daya Pub. House.
6. Kenneth, D. Bailey (1987) *Methods of social research*, New York: Free Press.
7. Mckeluey, Kathryn (2003) *Fashion design process, innovation & practice*. Blackwell Pub. Oxford.

Fourth Semester

DES 204 Color Concepts

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Natural color concept; the meaning of color for gender; Color concept in different period; Philosophy of color.

Section B

Indian color psychology; Color psychology and marketing; Psychological or Cultural Associations of color

Section C

Ecology of color; Concept of color forecasting; Role of designer in selecting color schemes for different Interior spaces.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

- Understand the theory of Colour and utilization of the same in spaces.
- Relate the colour as per culture and society, and relate the same with current trends.
- Understand the psychology and cultural association of colour
- Incorporate design, colour composition, and spatial organization theories in their design solutions.
- Utilize a variety of colour scheme for different interior spaces.

Recommended Books

1. Delong, M., Martinson, B. (2012). *Color and Design*. New York, NY: Bloomsbury Publication Plc.
2. Swirnoff, Lois (2003). *Dimensional Color* (2nd ed.). New York, NY: W. W. Norton & Company.
3. Feisner, Edith Anderson (2014). *Color Studies*, New York, NY: Bloomsbury Publishing.
4. Albers, Josef (2013). *Interaction of Color* (50th Anniversary ed.). New haven and London, Yale University Press.

5. Pavey, Don (2003). *Colour and Humanism: Colour Expression Over History*. USA, Universal Publishers.
6. Patti Mollic.2013. *Color Theory : An Essential Guide to Color – From Basic Principles to Practical Applications*. Walter Foster Publishing. CA. USA
7. Bride M. Whelan. (1994). *Color Harmony*. Rockport Pub. USA
8. Edith Anderson Feisner. (2006). *Color studies*. Fairchild Publication. New York
9. Reed, Ron. (2010). *Color + Design : Transforming Interior space*.Fairchild Books.New York
10. Flynn, Maria. (2001). *Colour Your world : creating harmonious mood in the home*. RotoVision Book. Switzerland.

DES 204L Color Concepts Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

- Making of different color schemes.
- Color concept for Interior spaces.

Learning Outcomes:

Upon Completion of the course, the students will be able to:

1. Understand the theory of Colour and utilization of the same in spaces.
2. Relate the colour as per culture and society, and relate the same with current trends.
3. Understand the psychology and cultural association of colour
4. Incorporate design, colour composition, and spatial organization theories in their design solutions.
5. Utilize a variety of colour scheme for different interior spaces.

Practical:

- Making of different color schemes.
- Color concept for Interior spaces.

Recommended Books

1. Delong, M., Martinson, B. (2012). *Color and Design*. New York, NY: Bloomsbury Publication Plc.
2. Swirnof, Lois (2003). *Dimensional Color* (2nd ed.). New York, NY: W. W. Norton & Company.
3. Feisner, Edith Anderson (2014). *Color Studies*, New York, NY: Bloomsbury Publishing.
4. Albers, Josef (2013). *Interaction of Color* (50th Anniversary ed.). New haven and London, Yale University Press.
5. Pavey, Don (2003). *Colour and Humanism: Colour Expression Over History*. USA, Universal Publishers.
6. Patti Mollic.2013. *Color Theory : An Essential Guide to Color – From Basic Principles to Practical Applications*. Walter Foster Publishing. CA. USA
7. Bride M. Whelan. (1994). *Color Harmony*. Rockport Pub. USA
8. Edith Anderson Feisner. (2006). *Color studies*. Fairchild Publication. New York
9. Reed, Ron. (2010). *Color + Design : Transforming Interior space*. Fairchild Books. New York
10. Flynn, Maria. (2001). *Colour Your world : creating harmonious mood in the home*. RotoVision Book. Switzerland.

DES 207 Cultural Anthropology

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Course Description:

This course is an introduction to the discipline of cultural anthropology, surveying many of the important areas of human society and culture that anthropologists study. Throughout the course emphasis will be on anthropology's unique perspective and approach to research are tangible skills that students can put to work in interior design.

Theory

Section A

- Definition of culture and cultural anthropology.
- Definition and scope of study of culture.

- Anthropological perspective.
- Methodology to understand culture.
- Ethnographic data collection.
- Techniques and philosophies.

Section B

- Cultural identity of India.
- Cultural diversity of India.
- Problems and strengths of cultural diversity.

Section C

- Cultural identity of -
 - Asia
 - Europe
 - Africa
 - American
 - Australia
 - Pacific
- Current issues and problems facing human societies.
- Cultural intelligence and its importance.
- Interior design and cultural.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Inculcate the understanding of culture and its influence.
- Research and identify the basic elements.
- Do a comprehensive analysis of the design.

Recommended Books

1. Scupin, R. (1995). *Cultural anthropology a global perspective*. Englewood Cliffs, NJ: Prentice Hall.
2. Nanda Serena L. Warms Richard. (2007). *Cultural Anthropology* (Ninth Edition). Wadsworth/Thomson Learning. Belmont.
3. John L. Allen and Audrey C. Shalinsky (eds.) (2004). *Student Atlas of Anthropology*. Guilford, CT: McGraw-Hill/Dushkin.

DES 207L Cultural Anthropology Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical :

- To collect data of relevant area, to compare and find visual, motivational, social, ethical and anthropological differences.
- Various assignment to interpret. The analytical data for use in interior Design.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Inculcate the understanding of culture and its influence.
- Identify the basic elements of different cultures.
- Do a comprehensive analysis of the design
- Comprehensive analysis of the design

Recommended Books

1. Scupin, R. (1995). *Cultural anthropology a global perspective*. Englewood Cliffs, NJ: Prentice Hall.
2. Nanda Serena L. Warms Richard. (2007). *Cultural Anthropology* (Ninth Edition). Wadsworth/Thomson Learning. Belmont.
3. John L. Allen and Audrey C. Shalinsky (eds.) (2004). *Student Atlas of Anthropology*. Guilford, CT: McGraw-Hill/Dushkin.

DES 215 Human Factors

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Section A

The complex relationships between people and the spaces they inhabit. Universal design solutions along with issues concerning privacy, crowding, territoriality, and noise will be examined as students study how people are perceived and use space at home and in public spaces.

Section B

To explore objects and spaces they inhabit as sensory and psychological experiences that effect human comfort, efficiency, function and emotion.

Section C

Introduction to Anthropometrics and Ergonomics. Understanding performance, and the interface of the human body in space, focusing on scalar and proportional issues within *Interior* and spatial design

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop understanding of human body and its surrounding.
- Identify the mentioned standards for different spaces.
- Do a comprehensive analysis of the design standards for a living, working and playing environment.
- Develop critical thinking skills.

Recommended Books

1. Joseph DeChiara.2001.*Time Saver Standards For Interior Design and Space Planning*, McGraw-Hill Education.
2. Pheasant Stephen.1986.*Bodyspace* (Anthropometry, Ergonomics and the Design of Work).Taylor & Francis Inc. Philadelphia.PA
3. Dube Shyama Charan .1958.*India's changing villages: human factors in community development*.Routledge and Paul.London

DES 216 Interior Structures

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to Structure as an arrangement of inter related elements in built in system or space.

Section B

Structure as construction or a frame work of identifiable elements (component and entities , factors , members , parts, materials, steps etc.) which give a form and stability and resists stresses and strains.

Section C

Structures with defined boundaries with in which :

1. Each element is physically or functionally connected to the other elements.
2. The elements themselves and their relationship are taken to be either fixed or changing

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Determine the sizes, placements and design of structure in available spaces.
- Read and draw technical drawings and details with proper specifications
- Understand the construction details of various types of structures.
- Organize a space in respect to site and requirements.

Recommended Books

1. McKay W.B. (2013)..*Building Construction*. Pearson India, Delhi
2. Emmitte Stephen 3rd edition. (2014). *Building Construction*. Wiley-Blackwell
3. Rangwala.2015. *Building Construction*. Charotar Publishing House. Anand (Gujrat).

DES 216L Interior Structures Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical:

- To explore developing and constructing structures from various possible materials. Emphasizing on modular permanent and installation possibilities of the structures.

- To study the structural member, there specification and constructional detail.
- Outdoor study such as visit to various buildings, public spaces and so on encouraging the student to adopt an interactive, research based on innovative approach.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Determine the sizes, placements and design of structure in available spaces.
- Understanding of the process of building construction and materials to be used.

Recommended Books

1. McKay W.B. (2013)..*Building Construction*. Pearson India, Delhi
2. Emmitte Stephen 3rd edition. (2014). *Building Construction*. Wiley-Blackwell
3. Rangwala.2015. *Building Construction*. Charotar Publishing House. Anand (Gujrat)

E-Resources:

Andrew W. Charleson, Structures as architecture (Online download available).

DES 218 Introduction to Textile Fibers and Yarns

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to Textile fibers; Classification of fibers; Physical and chemical properties of fibers.

Section B

Introduction to Yarn numbering systems; Twist of yarn; Types of yarns and yarn properties; Basic principle of various steps in the cotton, woolen and worsted spinning system.

Section C

Introduction to various types of Fabric & Fabric Construction; The design implications of Fibers and yarn properties.

Learning Outcome:

Upon completion of the course students will be able to:

- Understand the basics of Fibre Science.
- Understand the essential and desirable properties of Fibre and classification of Fibre.
- Understand the Longitudinal and Cross sectional structure of Natural and Manmade Fibres.
- Understand the relation between selection of fibre and its impact in designing the end product as per the customer requirements

Recommended Books:

1. Sara J Kadelph (2014) *Textiles South Asia*: Pearson Education.
2. Corbman *Textiles Fiber to Fabric*, New York: McGraw-Hill.
3. Gohl, E. P.G. and Vilensky, L. D.(2005) *Textile Science*, Melbourne, Longman Cheshire House
4. J. E. Booth. (1996) *Principles of textile testing* New Delhi: CBS Publishers.
5. Martindale and Goswami (2011) *Textile Yarns*, New York: Wiley India.
6. K.R. Salhotra, *Spinning of Manmade Fibres and Blends on Cotton System*, CBS Publishers.
7. S.P. Mishra(2000) *Fibre Science and Technology*, New Delhi: New Age International.

Recommended E-Resources:

National Programme on Technology Enhanced
Learning (NPTEL) - nptel.ac.in

DES 218L Introduction to Textile Fibers and Yarns Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

- To identify the textile fiber by basic tests
- To test the given Yarn for Yarn Count and Twist.
- To identify and make samples of basic weaves.

Learning Outcome:

Upon completion of the course, students will be able to:

- Understand the basics of Fibre Science.
- Understand the essential and desirable properties of Fibre and classification of Fibres.
- Understand the Longitudinal and Cross sectional structure of Natural and Manmade Fibres.
- Understand the relation between selection of fibre and its impact in designing the end product as per the customer requirements.

Recommended Books:

1. Sara J Kadohph (2014) *Textiles South Asia*: Pearson Education.
2. Corbman *Textiles Fiber to Fabric*, New York: McGraw-Hill. Gohl, E. P.G. and Vilensky, L. D.(2005) *Textile Science*, Melbourne, Longman Cheshire House
3. J. E. Booth. (1996) *Principles of textile testing* New Delhi: CBS Publishers.
4. Martindale and Goswami (2011) *Textile Yarns*, New York: Wiley India.
5. K.R. Salhotra, *Spinning of Manmade Fibres and Blends on Cotton System*, CBS Publishers.
6. S.P. Mishra(2000) *Fibre Science and Technology*, New Delhi: New Age International.

Recommended E-Resources:

National Programme on Technology Enhanced Learning (NPTEL) - nptel.ac.in

DES 220 Processing Techniques

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Theory:

Section A

Introduction to various Textile Dyeing & Printing Processes

- Preparation of textile for coloration - sizing, de-sizing, scouring, degumming and bleaching
 - Classification of Dyes- Natural Dyes & Synthetic Dyes Direct dyes, Reactive Dyes, Acid Dyes and Vat Dyes
 - Styles of Printing - Direct, Discharge, Resist
- Finishes and Quality checking - Basic, Surface & Functional

Section B

Exposure to various Paper Printing Processes: Lithography, Flexography, Digital printing: inkjet & xerography, Gravure, Screen printing

Section C

Exposure to Dyeing & Printing processes on other materials: Wood, Metal, Glass etc.

Learning Outcomes:

Upon completion of the program students will be able to:

- Develop basic concept of Dyeing & Printing Process on Textile.
- Understand the dyes applied on various Cellulose Fibre.
- Understand the dyes applied on various Synthetic and Protein Fiber
- Differentiate between different kinds of Finishes on Textile.
- Understand the Theoretical & Practical application of Processing Techniques on Textile, Paper and Other Material.

Recommended Books

1. Arora V. (2013). *Textile Chemistry*. Chandigarh, India: Abhishek Publication.
2. Chakravarty B. *Digital Colour Printing Technology*.
3. Juracek J. A. *Soft Surfaces: Visual Research for artist, archites and Deigners*.
4. Panda D. H. *Modern Technology of Textile Dyes & Pigments*.

DES 220L Processing Techniques Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical

Samples should be produced by students.

- Direct style by lock Printing Method and Screen Printing Method by Pigment Dyes.
- Resist style of Printing/Painting. BATIK by Naphthol Dyes, Dabu Printing by Naphthol Dyes.
- Resist dyeing Style- BANDHEJ, CLAMP dyeing by Direct dyes.
- Discharge Style of Printing by Acid dyes using Screen Printing Method.
- Basic form exploration on linear Materials Such as Wood, Metal, Glass etc.

Learning Outcomes:

Upon completion of the program students will be able to:

- Develop basic concept of Dyeing & Printing Process on Textile.
- Understand the dyes applied on various Cellulose Fibre
- Understand the dyes applied on various Synthetic and Protein Fiber
- Differentiate between different kinds of Finishes on Textile.
- Understand the Theoretical & Practical application of Processing Techniques on Textile, Paper and Other Material.

Recommended Books

1. Arora V. (2013). *Textile Chemistry*. Chandigarh, India: Abhishek Publication.
2. Chakravarty B. *Digital Colour Printing Technology*.
3. Juracek J. A. *Soft Surfaces: Visual Research for artist, archites and Designers*.
4. Panda D. H. *Modern Technology of Textile Dyes & Pigments*.

Fifth Semester

DES 304L Architectural Drafting - II and CAD I Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 6 3

Practical:

- Learn the skill of drafting manually which should include furniture layout, electrical layout false ceiling plan, partition design, flooring plans, design of doors & windows, colour schemes, surface treatments etc.
- A brief review of computer hardware & software required for interior architectural applications working with Auto CAD.
- Construction of digital models:
- Working in 3.D to construct wireframe modeling, surface modeling, solid modeling.
- Introduction to rendering, hidden surface removal, assigning shades.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Determine the sizes, placements and design of structure in available spaces.
- Understanding of the process of building construction and materials to be used.

Recommended Books

1. Bhatt N. D., 53rd Edition (2014). *Engineering Drawing*, Anand (Gujrat). Charotar Publishing House
2. Clois E. Kicklighter Ed. D., W. Scott Thomas. (2016). *Architecture: Residential Drafting and Design*. Goodheart-Willcox. Tinley Park. Illinois. United States.

DES 306 Building Codes and Standards

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory

Section A

- Planning, policy and guidance and other permission required.
- Standards of the Construction Industry
- Anthropometric Data

Section B

- Furniture and fitting data
- Sustainability, energy saving and green issues
- Structures and wind loads
- Ventilation
- Doors, windows, sanitary fitting

Section C

- Brick work and block work
- Stone work
- Damp proofing
- Plaster and render
- Metals
- Insulation
- Paints interior and exterior

Learning Outcomes:

Upon completion of the course, the students will be able to:

- The students will focus to learn the importance of Byelaws and its relevance in design.
- Students will be able to justify the materials to be used for construction and why.

Recommended Books

1. Ching D.K. (2010). *Residential Building Codes*. John Wiley and Sons Ltd. Chichester. United Kingdom
2. International Code Council. (2018). *Significant Changes to the International Building Code*. Cengage Learning, Inc. OH, United States.

DES 306L Building Codes and Standards Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

Experiment with basic construction materials

Testing and Quality control of material and installations.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- The students will focus to learn the importance of Byelaws and its relevance in design.
- Students will be able to justify the materials to be used for construction and why.

Recommended Books

1. Ching D.K. (2010). *Residential Building Codes*. John Wiley and Sons Ltd. Chichester. United Kingdom
2. International Code Council. (2018). *Significant Changes to the International Building Code*. Cengage Learning, Inc. OH, United States

DES 318 Furniture Design and Detailing

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

- Measured drawing of existing furniture (Plan, Elevation and Detail)
- Analysis of the form, function & technical aspects of the existing furniture.
- Study of various styles, systems and product in the market.

Section B

- History of furniture from early days to industrial revolution.

- Scientific way of designing any three type of furniture systems based on ergonomics, material, working parameters and visual perception.

Section C

- Drawing and model making.
- Cost criteria of Design and mass production of furniture.
- Case studies of modern furniture designers Such as Ward Bennt, AlvarAalto, Owen Jones George Nelson, Hans Wegner George Nakashima etc.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Focused to learn the Knowledge of carpentry & develop working drawings of Furniture.
- Justify the materials to be used for construction.
- Showcase their designing/design ideas in live/3D manner to help understand /portray ideas better.

Recommended Books

1. Crawshaw Fred D. (2018). *Furniture Design: For Schools and Shops*. Forgotten Books. London
2. Lawson Stuart. (2013). *Furniture Design: An Introduction to Development, Materials and Manufacturing*
3. Thompson. (2011). *Product and Furniture Design (The Manufacturing Guides)*. Thames & Hudson Ltd. London.UK

DES 318L Furniture Design and Detailing Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practicals

- Drawing on of existing furniture on Auto CAD/Manual.
- Drawing of three concepts of furniture System on Auto CAD and Model.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Learn the Knowledge of carpentry & develop working drawings of Furniture.
- Justify the materials to be used for construction.
- Showcase their designing/design ideas in live/3D manner to help understand /portray ideas better.

Recommended Books

1. Crawshaw Fred D. (2018). *Furniture Design: For Schools and Shops*. Forgotten Books. London
2. 2.Lawson Stuart. (2013). *Furniture Design: An Introduction to Development, Materials and Manufacturing*
3. 3.Thompson. (2011). *Product and Furniture Design (The Manufacturing Guides)*. Thames & Hudson Ltd. London.UK

DES 331L Materials and Applications Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

Practical:

- The physical, behavioral and visual properties of the following materials and their use in the construction of floor, walls, ceiling doors, windows, staircase, built in furniture, and other components of interior architecture.
- All material's market surveys, case studies and site visit to understand the system of construction & details.
- Study of material application in form of portfolio and documentation will be required.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Identify materials and there behaviour to be considered while designing a space.
- Understand the importance of relation between material and design while planning.

Recommended Books

1. Calladine C. R. (2010). *Masonry Construction*. Springer Publication. Dordrecht. Netherlands
2. Ming Wang Fu. (2016). *Design and Development of Metal-Forming Processes and Products*. Springer International Publishing AG. Cham. Switzerland
3. Porter Terry .2012.*Wood: Identification & Use*. Guild of Master Craftsman Publications Ltd. East Sussex. United Kingdom

Discipline Elective - I

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.

- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.
- If the project is lengthy and project guide feels the need than design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Recommended Books

1. Aspelund Karl. (2015). *The Design Process*. Fairchild Books. London. United Kingdom
2. Makstutis Geoffrey (2018). *Design Process in Architecture: From Concept to Completion*. Laurence King Publishing. London. United Kingdom

Sixth Semester

DES 307 Business Practices

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory:

Section A

Introduction to marketing: Definition, importance and scope of marketing, Understanding needs, wants, demands; marketing approaches, modern day approach towards marketing, mass marketing to customization; Value delivery process, the structure of service industry.

Section B

Segmentation in Interior Design Industry; Career Opportunities in Interior Design Industry, terminologies; Role and responsibilities of an Interior Designer, Process to be followed in Industry while working, Entrepreneurial aspect of Industrial Design

Section C

Segmentation in Interior Design Industry; terminologies; Role and responsibilities of a Interior Designer. Product Life cycle - stages and strategies for different stages of production. Product-mix, product mix decisions; Pricing decisions, pricing objectives, policies methods of setting price, pricing strategies, factors affecting each segment; Marketing communication: advertising, sales promotion, personal selling, publicity and public relations.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand the Market environment in interior design Industry.
- Understand Customer centric approach in modern marketing

Recommended Books

- Kotler, Philip (2003) *Marketing management*, Pearson, New Delhi
- Gandhi, J. C. (1985) *Marketing: an managerial introduction*, Tata McGraw-Hall, New Delhi
- Ramaswamy, V. S. (2002) *Marketing management: planning, Implementation and control*, Macmillan, Delhi
- Easey, Mike (2002) *Fashion marketing*, Blackwell, Oxford.

Recommended E-Resources:

1. Bloomsbury Design Library: an online resource for Design
<https://www.bloomsburydesignlibrary.com/>
2. CW Interiors - <http://www.cwinteriors.in/>
3. <https://www.oreilly.com/library/view/understanding-industrial-design/9781491920381/>

E-Courses:

1. <https://alison.com/course/fundamentals-of-marketing-your-business-online>
2. <https://www.edx.org/course/marketing-fundamentals-who-customer-babsonx-bpet-mktx-0>
3. https://info.flexible.falmouth.ac.uk/falmouth-advertising-strategy-online-sp?utm_campaign=Falmouth+study+portals&utm_source=StudyPortals&utm_medium=MastersPortal&utm_content=ASPGradDip
4. <https://www.coursera.org/learn/wharton-marketing>

DES 311 Critical Thinking

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory**Section A**

- Definition of Critical thinking.
- Introduction of critical thinking as a competitive recourse.
- Creativity and psychology
- Thought process and types of thinking

Section B

- To develop lateral thinking and generate innovative ideas.
- Definition of universal design
- Application of universal design

Section C

- History of Interiors, difference in design thinking across history

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Think critically the parameters to be considered while designing a space can be analyzed well functionally and conceptually. They will be able to create new ideas as per space.
- Understand the importance of relation between design and services while planning.

Recommended Books

1. Hilary Collins .2010. *Creative Researc*, Bloomsbury. Visual Arts AVA Books. Switzerland
2. *Design Thinking*. Nigel Cross. E-Book

DES 311L Critical Thinking Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practicals:

- To re-design interior with the help of critical thinking method
- To design a product of universal design
- Make a replica / model of furniture from History

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Think critically the parameters to be considered while designing a space can be analyzed well functionally and conceptually. They will be able to create new ideas as per space.
- Understand the importance of relation between design and services while planning.

Recommended Books

1. Hilary Collins .2010. *Creative Researc*, Bloomsbury. Visual Arts AVA Books. Switzerland
2. *Design Thinking*. Nigel Cross. E-Book

DES 330 Lighting Design

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

2 0 0 2

Theory

Section A

- Importance of lighting in interiors.
- Study of lighting levels & criteria of judgment.
- Study of Natural & artificial lighting.

Section B

- Study of lighting devises available is the market and their characteristics,
- Selection of lights, and its relation to concept

Section C

- Study the economic data,
- Measurement of light and its importance as a medium.
- Fixture selection and placement, floor, table, desk, wall, ceiling units.
- Psychological impact on human needs & emotion.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand and learn to execute the entire process.
- Understand the parameters required to be considered during the selection of light for various space and design.
- Identify basis parameters for lighting design.

Recommended Books

1. Präkel David. (2010). *Lighting*.AVA Publishing.SA

DES 330L Lighting Design Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	6	3

Practical:

There should be minimum 3 mini projects for lighting design for interior spaces is to be designed. The topics can be

- Interior of a Restaurant
- Interior of any space in Hospitality section
- Interior of any space in Residential space
- Interior of a set for theater
- Interior of Retail show case.

Each concept should be based on need base study and at least on concept should be based on traditional inspiration, and one on green design.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand and learn to execute the entire process.
- Understand the parameters required to be considered during the selection of light for various space and design.
- Identify basis parameters for lighting design.

Recommended Books

1. Präkel David. (2010). *Lighting*.AVA Publishing.SA

DES 335 Sustainable Environments

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory

Section A

- Definition of green building, and sustainable and eco-friendly design,
- Global environmental issues as per UN charter.
- Global concern, policy options in developing and developed counters.

Section B

- Inclusive manufacturing its meaning and scope.
- Sustainable and inclusive manufacturing concepts, implementations and concern

Section C

- Science of Acoustics
- Behavior of sound in enclosed space.
- Understanding acoustics and its integration with sound absorbent.
- Thermal Comfort - heat flow, thermal properties of material, human response to thermal environment.
- Comfort vs functionality.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Understand and learn to utilize material in a sustainable manner.
- Understand the parameters required to be considered during the designing of any sustainable projects.

Recommended Books

2. Chan, Yenna. (2007). *Contemporary Design in Detail: Sustainable Environments*. Rockport.
3. Mobbs, Michael. (2005). *Sustainable House Living for Our Future*. Choice Books,
4. *Winning Strategies for a Sustainable Future Reinhard Mohn Prize 2013*. Bertelsmann Stiftung, 2013
5. Fulekar, m. H. (2016). *Environment and sustainable development*. Springer, India, private.

DES 338 Trends and Forecasting for ID

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Theory:

Section A

Introduction to the world of Interior Design the structure of the Industry, the terminologies of Interior : Style, Interior, Design, Silhouette. The Interior Cycle and its stages. Long-run and short-run Interior design including /Style. Use of colours/material.

Section B

Trends and the role of trend forecasting: Forecasting: Interior Forecasters, Forecasting services/agencies, publications, trend portfolio; promotion as a tool for trend forecasting

Section C

Forecasting process: From Producers to Consumers, primary and Secondary Market Forecasts; Style Theme Development; Trend Presentation

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Identify the impact of trend in design.
- Apply critical thinking skills to forecast trend through research and analysis.

Recommended Books

1. Raymond Martin. (2010). *The Trend Forecasters Handbook*. Laurence King Publishing. London. United Kingdom
2. Tennant Ellie (2017). *Design Bloggers at Home: Fresh Interiors Inspiration from Leading on-Line Trend Setters*. Ryland, Peters & Small Ltd. London, United Kingdom

DES 338L Trends and Forecasting for ID Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	2	1

Practical:

- To study and explore the application of Trends and Forecasts for Interior Design of Different Areas according to present trends and forecasting.
- Specification of everything applied will be required

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Identify the impact of trend in design.
- Apply critical thinking skills to forecast trend through research and analysis.

Recommended Books

1. Raymond Martin. (2010). *The Trend Forecasters Handbook*. Laurence King Publishing. London. United Kingdom
- Tennant Ellie (2017). *Design Bloggers at Home: Fresh Interiors Inspiration from Leading on-Line Trend Setters*. Ryland, Peters & Small Ltd. London, United Kingdom

Discipline Elective - II

Max. Marks : 100
(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.

- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.
- If the project is lengthy and project guide feels the need then design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Recommended Books

- Aspelund Karl. (2015). *The Design Process*. Fairchild Books. London. United Kingdom
- Makstutis Geoffrey (2018). *Design Process in Architecture: From Concept to Completion*. Laurence King Publishing. London. United Kingdom

Seventh Semester

DES 402 CAD - II: Walkthrough 3D Max

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

2 0 0 2

Theory:

Section A

- Orientation of layout, and 3D max software

Section B

- Technical areas of walk through
- Technical areas of set design

Section C

- Use of light, sound for walk through.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop 3D Interior or Exterior.
- Knowledge about the coloring, transitions, textures, various kinds of models and professional skills.
- Develop the work habits even in the pressurized work environment.

Recommended Books

1. Murdock, L. Kelly. *Autodesk 3DS Max 2015: Complete Reference Guide*. (2014). United States, US. SDC Publications.
2. Kuhlo, Markus. Eggert, Enrico. (2010). *Architectural Rendering with 3ds Max and V-Ray: Photorealistic Visualization*. United States, US. Focal Press.
3. Tickoo, Sham. *Autodesk 3ds Max (2017) A Comprehensive Guide*.(ED.) (2017). United States, US.BPB Publications.

DES 402L CAD - II: Walkthrough 3D Max Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical:

Module 1

Key frame Animation

- Creating Key frames, Auto Key frames, Move & Scale Key frame on the timeline, Animating with constraints & simple controllers, function curves in the track view,

Module 2

Understanding Cameras, Lighting & Rendering

- Configuring & Aiming Cameras, camera motion blur, camera depth of field, camera tracking, using basic lights & lighting Techniques, working with advanced lighting, mental ray lighting etc.

Module 3

Rendering with Mental-Ray, V-Ray & Baseline

- Mental-Ray, V-ray, light setup, Mental-Ray V-ray rendering settings, HDRI Illumination, Fine-tuning shadows, Final render setting etc.

Module 4

Final Rendering

- An in-depth look at the render settings in Max and how to create fully rendered animated sequences.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop 3D Interior or Exterior.
- Knowledge about the coloring, transitions, textures, various kinds of models and professional skills.
- Develop the work habits even in the pressurized work environment.

Recommended Books

1. Murdock, L. Kelly. *Autodesk 3DS Max 2015: Complete Reference Guide*. (2014). United States, US. SDC Publications.

2. Kuhlo, Markus. Eggert, Enrico. (2010). *Architectural Rendering with 3ds Max and V-Ray: Photorealistic Visualization*. United States, US. Focal Press.
3. Tickoo, Sham. *Autodesk 3ds Max (2017) A Comprehensive Guide*. (ED.) (2017). United States, US. BPB Publications.

DES 416 Portfolio and Presentation Techniques

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Theory

Section A

- Presentation Technique
- Verbal and non - verbal communication
- Problems of communication

Section B

- Portfolio Presentation techniques. Industry Visit, Group Discussion, Panel discussion (With External).
- Expansion of Demo- Reel (Digital & Physical)

Section C

- Role of personality and different presentation
- Documentation & Correspondence

Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Deal with nerves and think more positively about public speaking
- Use body language and tone of voice to enhance their presentations
- Use slides and visual aids effectively
- Deliver an enthusiastic and well-practiced presentation
- Determine and develop personal presentation style
- Find ways to overcome nervousness for presentation

Recommended Books

1. **Gorden L Raymond.** (1998). *Basic Interviewing Skills*. United States, US. Waveland Press.
2. Ganguly, Anand. (2017). *Success In Interview*. India In. Ramesh Publishing House.

DES 416L Portfolio and Presentation Techniques Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Practical:

- Class room lectures, Group discussion, power point presentations, one to one interaction, rehearsal, discussion will be applied to understand Portfolio Presentation techniques. Industry Visit, Group Discussion, Panel discussion (With External).
- Expansion of Demo- Reel (Digital & Physical)
- To develop and categories all learning outcomes to make. 3 types of portfolio.
 - a) Digital Portfolio
 - b) PDF portfolio to be sent with CV
 - c) A physical portfolio for personal interviews
- To make presentation of work on PPT to present work as an introduction to oneself
- To understand the basic principal of presentation and use of gestures sound and other behavior patterns

Learning Outcomes:

Upon successful completion of the course, students will be able to,

- Learn, practice and acquire the skills necessary to deliver effective, presentation with clarity and impact.
- Use a structured presentation methodology to prepare presentation material and effective visual aids

Recommended Books

1. **Gorden L Raymond.** (1998). *Basic Interviewing Skills*. United States, US. Waveland Press.
2. Ganguly, Anand. (2017). *Success In Interview*. India In. Ramesh Publishing House.

Discipline Elective - III

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are supposed to opt one subject which provides extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these elective based projects will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

- If the project is lengthy and project guide feels the need than design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Recommended Books

- Interior Design Course, Mary Gilliat Coyran, Octopus Ltd., London,
- Interior Design & Decoration, Sherrill Whiton, Prentice Hall.
- Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.
- Aspelund Karl. (2015). *The Design Process*. Fairchild Books. London. United Kingdom
- Makstutis Geoffrey (2018). *Design Process in Architecture: From Concept to Completion*. Laurence King Publishing. London. United Kingdom

Discipline Elective - IV

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are supposed to opt one subject which provides extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these elective based projects will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.
- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.

- If the project is lengthy and project guide feels the need than design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Recommended Books

- Interior Design Course, Mary Gilliat Coyran, Octopus Ltd., London,
- Interior Design & Decoration, Sherrill Whiton, Prentice Hall.
- Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.
- Aspelund Karl. (2015). *The Design Process*. Fairchild Books. London. United Kingdom
- Makstutis Geoffrey (2018). *Design Process in Architecture: From Concept to Completion*. Laurence King Publishing. London. United Kingdom.

Discipline Elective - V

Max. Marks : 100

(CA: 40 + ESA: 60)

Discipline Elective outline:

- Students are provided with the list of Discipline Elective courses through which students are suppose to opt one subject which provide extended scope and enables them to expose with specific domain.
- In the Discipline Elective students have to come with a short brief of project based on elective and these electives based project will give an opportunity to apply the knowledge and skills acquired in previous semesters.
- The Discipline elective based projects will be supervised by a guide who will guide the students and give feedback as and when required. The selection of the guide will be on basis of the type of project selected by the students. The project will be driven by the students and they will have many opportunities for independent decisions.
- The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project.
- Students will set specific goals/objectives, decide upon the tasks to be undertaken that should lead to the outcome based on the requirement of the project.
- Students will follow the design process to reach the design solution.
- The intermediary steps should be well planned and executed and should lead to a concrete result as per the objective set for the project.
- Students will set the timeline as per given credit of the course/discipline elective.
- At the time of submission 2 copies of the final designs will be submitted by the students.

- Students will chronologically document each step in detail while doing the project which led to the final output and submit 2 copies of the same to the department as a library resource for future reference.
- If the project is lengthy and project guide feels the need than design project II and Design Project III may be merged to fulfill the requirement of time.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Develop competencies in understanding design process and learn to elicit and integrate requirements from people, technology and business in their projects.
- Apply design process and methods in all stages of their design project.
- Construct creative Compilation of assignments.
- Develop Professional skills and independent thinking for design problems and their solutions.
- understand deadline sacrosanct.
- develop sense of ownership and commitment.
- develop the designer's skills and knowledge through a process of hands on-minds on.

Recommended Books

- Interior Design Course, Mary Gilliat Coyran, Octopus Ltd., London,
- Interior Design & Decoration, Sherrill Whiton, Prentice Hall.
- Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.
- Aspelund Karl. (2015). *The Design Process*. Fairchild Books. London. United Kingdom
- Makstutis Geoffrey (2018). *Design Process in Architecture: From Concept to Completion*. Laurence King Publishing. London. United Kingdom

Eighth Semester

DES 436P UIL Project

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	48	24

Objectives:

Exposing students in real life working environment as a part of an academic curriculum helps the students to develop and enhance academic, personal and professional competencies. Through this, the students will understand the importance of industrial project which includes:

1. Application of knowledge learned
2. Acquire and develop practical skills
3. Strengthen work values
4. Gain interpersonal skills
5. Get an understanding of how the market functions

The Project will be evaluated by an external examiner, an internal examiner and a Vice-chancellor's nominee. The marks of the continuous assessment obtained from the industry will be compiled by the Head of the Department based on various interim reports of mid-term/end of term evaluation received from the host organization and timely submission of report, synopsis and dissertation.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Application of Knowledge learned
- Acquire and develop practical skills
- Strengthen work values
- Gain interpersonal skills
- Get an understanding of how the market functions

Reading Electives

DES 432R Introduction to Behavioral Science

Max. Marks : 100

L T P C

ESA : 100

0 0 0 2

Objectives:

- To make students understand the study of behavioral science as growing field introducing its principles for individuals, groups, and societies.
- To make students equipped with the knowledge coming from the disciplines of psychology, social psychology as broad interest and importance which are viewed as fundamental issues by the behavioral scientists.

Theory:

Section A

Introduction to Behavioral sciences; a. Methods used in behavioral sciences, II. Behavior of the Individual: a. Nature/nurture debate, b. Behaviorism and learning theories, c. Behavior Modification

Section B

Science of Relationships: a. Non-verbal communication, b. Interpersonal relationships, c. Friendship and Love

Section C

Behavior at Work: a. Adjustment to Work, b. Motivation at work, c. Group dynamics, d. Decision-making

Learning Outcomes:

On completion of this course students should be able to:

- Grasp basic knowledge about behavioral science
- Appreciate the value of behavioral sciences in modern life
- Acquire “how to” discussions that address everyday problems.
- Develop critical thinking with logical reasoning and approach fundamental issues of health by multi-perspectives
- Show empathy to others and concern the health and well-being of others.

Suggested Reading:

1. Weiten, W., Weiten, W., & Lloyd, M. A. (2000). *Selected chapters from Psychology applied to modern life*. Belmont, CA: Wadsworth Pub.
2. Aboud, F. E. (1998). *Health psychology in global perspective*. Thousand Oaks (Estados Unidos): SAGE.
3. Bond, M. H. (1999). *The Handbook of Chinese psychology*. Hong Kong: Oxford University Press.
4. Cockerham, W. C. (1978). *Medical sociology*. Englewood Cliffs, NJ: Prentice-Hall.
5. Cowling, A. G., Stanworth, M. J., & Bennett, R. D. (1993). *Behavioural sciences for managers*. London: Edward Arnold.
6. Fadem, B. (2017). *Behavioral science*. Philadelphia: Wolters Kluwer Health.
7. Greenberg, J., & Baron, R. J. (1995). *Behavior in organization: Understanding and managing the human side of work*. Englewood Cliffs: Prentice Hall.
8. Krug, R. S., & Cass, A. R. (1995). *Behavioral sciences*. New York: Springer.
9. Myers, D. G. (2011). *Exploring psychology*. New York, NY: Worth.
10. Nevid, J. S., Rathus, S. A., & Rubenstein, H. R. (1998). *Health in the new millennium*. New York, NY: Worth.
11. Wagner, J. A., Hollenbeck, J. R., & Russell, J. (1995). *Management of organizational behavior*. Englewood Cliffs, NJ: Prentice Hall.

Online Course:

Students can find and avail the online courses on this subject from reputed and authentic sources and can produce the authentic evidences of the same.

Following are some online advertising courses:

1. Behavioral Psychology Courses
Link: <https://www.edx.org/learn/behavioral-psychology>
2. Online Courses and Classes in Behavioral Psychology
Link:
https://study.com/articles/Online_Courses_and_Classes_in_Behavioral_Psychology.html

3. Behavioural Science MOOCs and Free Online Courses

Link: <https://www.mooc-list.com/tags/behavioural-science>

Psychology

Link: <https://www.coursera.org/browse/social-sciences/psychology>

DES 433R Introduction to Intellectual property Rights (IPR)

Max. Marks : 100

ESA : 100

L	T	P	C
0	0	0	2

Objectives:

- To make students understand the acquired importance by Intellectual Property Rights in recent times as a result of the recognition that “knowledge is property”.
- To create IPR consciousness and to make students familiarize with the documentation and administrative procedures related to the IPR in India.
- To aware students with the Types, Benefits, and Effects of the IPR.

Theory:

Section A

Introduction to Intellectual Property and Rights, Objectives of National Intellectual Property Rights (IPR) Policy 2016, Government Initiatives for IPR: National Intellectual Property Rights Policy 2016 (NIPR Policy), Cell for IPR Promotion and Management (CIPAM), Awareness Initiatives, Strengthening Enforcement Agencies, Sensitization of Judiciary, Modernization of IP Offices, Augmentation of Human Resources, Re-engineering of IP Processes - Patent & Trade Mark Rules Amended, IPRs for Startups, Concession for MSMEs

Section B

Importance of IPR, Benefits of IP Registration, Effects of Non-Registration, Infringement and Penalties

Section C

Types of Intellectual Property Rights: Patents & Patents Registration Process, Designs & Design Registration Process, Trademarks & Trademarks Registration Process, Copyrights & Copyright Registration Process, Geographical Indications (Gi) & Gi Registration Process, Plant Varieties, Semiconductor Integrated Circuits Layout Design

Learning Outcomes:

On completion of this study students should be able to:

- Define intellectual property
- Identify and State reasons and ways to protect intellectual property
- Define the types such as: patents, copyrights, trademarks, designs, etc., found in everyday experiences
- Define piracy and counterfeit
- Understand the harm caused by piracy and counterfeit
- Identify the timelines and Duration of patents, copyrights, trademarks and designs
- Use the knowledge for getting IPR as per the requirement.

Suggested Reading:

- *Secrets of Intellectual Property A Guide for Small and Medium-Sized Exporters*. (2004). New York: United Nations.
- Pandey, N., & Dharni, K. (2014). *Intellectual property rights*. Delhi: PHI Learning Private Limited.
- *Inventing the Future - An Introduction to Patents for ...* (n.d.). Retrieved from <http://www.wipo.int/publications/en/details.jsp?id=132&plang=EN>
- *Marketing Crafts and Visual Arts: The Role of Intellectual ...* (n.d.). Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_public_itc_p159.pdf
- *Marketing Crafts and Visual Arts: The Role of Intellectual ...* (n.d.). Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_public_itc_p159.pdf

- A Stitch in Time - Smart Use of Intellectual Property by ... (n.d.). Retrieved from http://www.wipo.int/sme/en/documents/guides/stitch_in_time.html

Online Resources:

- **DIPP:** Nodal point for all IPR policy issues: <http://dipp.nic.in/>
- **CGPTDM office:** For filing of IP applications/ to obtain real time status of all IP applications/ checking grants/ registration of IPRs: www.ipindia.nic.in
- **Copyright office:** For information related to filling and status of copyright applications: <http://copyright.gov.in>
- **Startup India:** For information regarding startups: <http://startupindia.gov.in>
- **Protection of Plant Varieties and Farmers' Rights Authority:** For filing/ registration of plant variety applications: <http://plantaauthority.gov.in>
- **TIFAC:** For information on filing of Indian/ foreign patents, patent search facilities: www.tifac.org.in
- **Ministry of Electronics and Information Technology:** Providing IP Facilitation Support to DeitY Societies and Grantee Institutions, Financial Support to Startups and SMEs for International Patent Filing through SIP-EIT Scheme, Creation of IPR Awareness through Financial Support to Industry Bodies and Academia, Providing IPR Related Services including Prior Art Search: <http://meity.gov.in/content/ipr-promotion>
- **Semiconductor Integrated Circuits Layout Design Registry (SICLDR):** For information related to filling and status of Semiconductor Integrated Circuit Layout Designs applications: <http://sicldr.gov.in>
- **Teachers' Training Module:** <http://cipam.gov.in/publications/resource-material/>
- **Booklet:** <http://cipam.gov.in/wp-content/uploads/2017/09/bookletIPR.pdf>

DES 427R Fundamentals of Retail Management

Max. Marks : 100

L T P C

ESA : 100

0 0 0 2

Theory:

Section A

- I Introduction : Meaning and Definition, Social and economic Significance of retailing, Opportunities in retailing, characteristics of retailing
- Historical perspective of Retail in India and current Scenario.

Section B

- Types of retailers, retail change drivers in India, evolution of retail formats Theories of Retail Development - Environmental Theory, Cyclical Theory , Conflict Theory Service Retailing
- Retail Strategy: Meaning and Definition, building sustainable competitive advantage, growth strategies, global growth strategies, retail planning process.
- Retail Value Chain.

Section C

- Financial Aspects of Retail- Retail Economics, measures of performance income statement and balance sheet, measure of performance evaluation-
- Ratio analysis. Measuring retail store and space performance, measuring employee productivity.
- Ethics in Retailing: Stakeholders expectations- customers, community and general public, employees, business partners, shareholders.

Learning Outcome:

Upon completion of the course, the students will be able to:

- Describe retailing, the entities involved, and the impact of decisions on a retail business
- Analyze the evolution of the retail industry
- Recognize career opportunities available in the retail businesses

Recommended Books:

1. Gibson G. Vedmani: Retail Management – Functional Principles & Practices; Jaico publishing house.
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Srivastava; Retail Management, Oxford University Press.
3. Swapna Pradhan : Retail Management, Tata McGraw Hill
4. Barry Berman, Joel R Evans: Retail Management – A strategic approach; Pearson

DES 434R Management Information System**Max. Marks : 100****L T P C****ESA : 100****0 0 0 2****Section A**

- Framework: Concept, Management, Information, System, MIS definitions, Nature & Scope, Characteristics, Functions, Importance & Failures, and MIS & Use of Computers.
- Management Process: Introduction to management, Approaches to management, Functions of the manager, MIS: A support to the management, Management effectiveness, Planning, Organizing, Staffing, Directing, Controlling, and MIS: A tool for management process.

Section B

- Information : Concept, Attributes , Classification (action vs. no-action, recurring vs. non-recurring information, internal vs. external, organizational, functional, knowledge, decision-support, operational), methods of information collection, Decision-making concept, Simon's model of decision-making, MIS & decision-making.
- Information System for Decision-making: Classification of MIS (TPS, MIS, DSS, EIS, OASs, BESs).

Section C

- Computer hardware for information system: Introduction- Basics of data representation, types of computers, basic components of computer system, factors to buy a PC Computer software for information system: Introduction- programming languages, classification of software, role of software in problem solving, criteria for investment in hardware & software.
- Applications of MIS in manufacturing sector: introduction, personnel, finance, Production, materials, marketing management.

Learning outcome:

Upon completion of the course, the students will be able to:

- Describe the role of information technology and information systems in business
- Understand the current issues of information technology and relate those issues to the firm
- Reproduce a working knowledge of concepts and terminology related to information technology
- Analyze and apply information technology.

Recommended Books

1. Javedekar, W.S. - Management Information Systems (Tata McGraw Hill).
2. A.K.Gupta - Management Information Systems (S.Chand & Company Ltd., 2003).
3. D.P.Goyal - Management Information Systems-Managerial Perspectives (Macmillan)
4. O'Brien - Management Information System(Prentice Hall of India).
5. Murdick R.G., Ross J.E. & Clagget J.R. – Information System for modern management. (Prentice Hall of India).
6. Kanter - Management Information System(Prentice Hall of India).

DES 444R Science and Liberal Arts (Except B.Des Communication Design)

Max. Marks : 100**L T P C****ESA : 100****0 0 0 2**

Environment & you: Ecosystem and ecological balance; Global environmental issues, Society & you: A retrospective view on the values in Indian ethos and tradition, Indian concept of aesthetics (visual, literary or performing art), Advancement in science & technology

Learning Outcomes:

After successful completion students should be able to:

1. Demonstrate understanding of different types of writing as a series of tasks, including finding, evaluating, analyzing, and synthesizing the subject and as a process that involves composing, editing, and revising.
2. Demonstrate research skills, integrate their own ideas with those of others, and apply the conventions of attribution and citation correctly
3. Use Standard Written English and edit and revise their own writing for appropriateness.
4. Able to clearly express ideas orally and in writing
5. Demonstrate an understanding of the methods of inquiry and analysis both within and among traditional liberal arts and science disciplines (Humanities, Natural Sciences, Social Sciences)
6. Understand and articulate how culture, society, and diversity shape the role of the individual within society and human relations across cultures
7. Demonstrate knowledge of how social science can be employed to: (a) analyze social change, (b) analyze social problems, and (c) analyze and develop social policies.

Recommended Books:

- Joseph, M. (2002). *The trivium: the liberal arts of logic, grammar and rhetoric*. London: Paul Dry Books.
- King, S. (2012). *On writing: A memoir of the craft*. London: Hodder.
- Adler, M. J., & Lincoln, V. D. (1972). *How to read a book*. New York: Touchstone publ. by Simon & Schuster.
- Hoagland, T., & Cosgrove, K. (2019). *The art of voice: Poetic principles and practice*. New York: W.W. Norton & Company.