

## **BA in Visual Arts (I.D)**

**(Detailed semesterised syllabus for programme in  
BA VA (Interior Design)  
under the Choice Based Credit System)**

## Details of Expert Committee in Animation and Graphic Design

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## ACKNOWLEDGEMENT

The B.A programme in *Visual Arts* is branded for its creative approach and distinctive topics discussed. This curriculum is inspired by the stupendous world of art and new creative techniques. The syllabus tries to transmit most essential and updated information to students. The programme gives an opportunity for the students to develop the basic skills in interior & Exterior design applications, advertising, packaging, posters, publications, sculptures and more..

The Board of Studies puts on record our sincere thanks to the honourable Vice Chancellor and Pro Vice Chancellor of Mahatma Gandhi University, for their guidance and help, extended to us during the restructuring of the *B.A Visual Arts* syllabus.

The Board of Studies would like to extend our sincere gratitude to the University Syndicate members for their understanding and support.

We thank the Registrar of the University, both Academic and Finance sections of the University and the members of BOS Core-Committee for offering their service for the flawless completion of the syllabus.

The successful completion of this syllabus is the end product of hard works done by academicians from various colleges and eminent personalities from the media industry. We would like to thank them for their valuable service during the restructuring process.

For the Expert Committee in Animation and Graphic Design,

**Jean Sebastian**  
(Convenor)

Kottayam  
26 March 2016

## **INTRODUCTION**

The programme begins with art and architectural history, theory and traditional hand skills, then progresses to current art / interior design practices and technology. Students create interior design applications, advertising, packaging, posters, publications, sculptures and more. The program encourages innovation while stressing strong technical and presentation skills. Students gain a background in applied art/interior design theory and then experiment and develop their own creative approaches. The candidates become eligible for a degree after six-semester of study, spanning over a period of 3 years and successful completion of the examinations and projects.

## **AIMS AND OBJECTIVES**

B.A. in Visual Arts prepares graduates for a wide range of careers in the industry such as publication design, advertising design, and most importantly in interior design, the skills taught in the programme encompass craft at a technical level; yet also include design, drawing, critical thinking, creativity, daring, collaboration, and a fundamental awareness of theory and history. Throughout the program, students are engaged in all aspects of Designing and Interior Design, production from concept development and production design to the completion of finished segments.

## 1. Programme

The programme gives an opportunity for the students to develop the basic skills in Design, Sculpture, and Interior Design along with Communicative Skills in English.

## 2. Eligibility criteria for Admission

- i. A pass in +2 or equivalent examination/Any Degree.
- ii. As per the university regulations admission for BA Visual Arts is arranged through C A P

## 3. Duration of Course

The programmes shall normally extend over a period of three academic years consisting of six semesters.

## 4. Medium of Instruction

The medium of Instruction is in English.

## 5. Examinations

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The internal to external assessment ratio shall be 1:4, for the course. There shall be a maximum of 80 marks for external evaluation and maximum of **20** marks for internal evaluation. For all papers (theory & practical), grades are given **on a 10 - point scale** based on the total percentage of marks. (*ISA+ESA*) as given below

| Percentage of Marks | Grade           | Grade Point |
|---------------------|-----------------|-------------|
| 95 and above        | S Outstanding   | 10          |
| 85 to below 95      | A+ Excellent    | 9           |
| 75 to below 85      | A Very Good     | 8           |
| 65 to below 75      | B+ Good         | 7           |
| 55 to below 65      | B Above Average | 6           |
| 45 to below 55      | C Satisfactory  | 5           |
| 40 to below 45      | D Pass          | 4           |
| Below 40            | F Failure       | 0           |
|                     | A b Absent      | 0           |

Note: Decimal are to be rounded to the next whole number

## 6. Credit Point and Credit Point Average

**Credit Point (CP)** of a paper is calculated using the formula: -

$CP = C \times GP$ , where  $C$  is the Credit and  $GP$  is the Grade point

**Semester Grade Point Average (SGPA)** of a Semester is calculated using the formula: -

$SGPA = TCP/TC$ , where  $TCP$  is the Total Credit Point of that semester, i.e.,  $\sum_1^n CPI$ ;  $TC$  is the Total Credit of that semester, i.e.,  $\sum_1^n Ci$ , where  $n$  is the number of papers in that semester

**Cumulative Grade Point Average (CGPA)** is calculated using the formula: -

$CGPA = TCP/TC$ , where  $TCP$  is the Total Credit Point of that programme, i.e.,  $\sum_1^n CPI$ ;  $TC$  is the Total Credit of that programme, i.e.,  $\sum_1^n Ci$ , where  $n$  is the number of papers in that programme

**Grade Point Average (GPA)** of a Course (Common Course I, Common

Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course) is calculated using the formula: -

$GPA = TCP/TC$ , where  $TCP$  is the Total Credit Point of course i.e.,  $\sum_1^n CPI$ ;  $TC$  is the Total Credit of that course, i.e.,  $\sum_1^n Ci$ , Where  $n$  is the number of papers in that course.

Grades for the different courses, semesters and overall programme are given based on the corresponding GPA as shown below:

| <b>GPA</b>       | <b>Grade</b>                  |
|------------------|-------------------------------|
| 9.5 and above    | <b><i>S Outstanding</i></b>   |
| 8.5 to below 9.5 | <b><i>A+ Excellent</i></b>    |
| 7.5 to below 8.5 | <b><i>A Very Good</i></b>     |
| 6.5 to below 7.5 | <b><i>B+ Good</i></b>         |
| 5.5 to below 6.5 | <b><i>B Above Average</i></b> |
| 4.5 to below 5.5 | <b><i>C Satisfactory</i></b>  |
| 4.0 to below 4.5 | <b><i>D Pass</i></b>          |
| Below 4.0        | <b><i>F Failure</i></b>       |

## 7. Marks distribution for External examination and Internal evaluation

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all papers (theory and practical) total marks of external examination is 80 and total marks of internal evaluation is 20.

Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

### 7.1 For all theory papers

- a) **Marks of external Examination : 80**
- b) **Marks of internal evaluation : 20**

All the three components of the internal assessment are mandatory.

| <b>Components of Internal Evaluation of theory</b> | <b>Marks</b> |
|--|--------------|
| Attendance   | <b>5</b>     |
| Assignment /Seminar/Viva                           | <b>5</b>     |
| Test paper(s) (1 or 2)(1x10=10; 2x5=10)            | <b>10</b>    |
| <b>Total</b>                                       | <b>20</b>    |

### 7.2 For all practical papers

- a) **Marks of external Examination : 80**
- b) **Marks of internal evaluation : 20**

All the four components of the internal assessment are mandatory.

| <b>Components Internal evaluation of Practical</b> | <b>Marks</b> |
|--|--------------|
| Attendance   | 5            |
| Test paper   | 5            |
| Record*  | 5            |
| Lab involvement                                    | 5            |
| <b>Total</b>                                       | <b>20</b>    |

\*Marks awarded for Record should be related to number of experiments recorded and duly signed by the concerned teacher in charge.

### 7.3 For projects

a) Marks of external Examination : 80

b) Marks of internal evaluation : 20

| <b>Components of External Evaluation of Project</b> | <b>Marks</b> |
|---|--------------|
| Dissertation (External)                             | 50           |
| Viva-Voce (External)                                | 30           |
| <b>Total</b>  | <b>80</b>    |

All the four components of the internal assessment are mandatory.

| <b>Components Internal Evaluation of project</b> | <b>Marks</b> |
|--|--------------|
| Punctuality                                      | 5            |
| Experimentation/Data collection                  | 5            |
| Knowledge  | 5            |
| Report   | 5            |
| <b>Total</b>                                     | <b>20</b>    |

### 7.4 Attendance Evaluation for all Papers

| <b>% of attendance</b> | <b>Marks</b> |
|------------------------|--------------|
| 90 and above           | 5            |
| 85 – 89                | 4            |
| 80-84                  | 3            |
| 76-79                  | 2            |
| 75                     | 1            |

(Decimals are to be rounded to the next higher whole number)

## 8.Course Design

| Sm. | Course Code | Course Title                                      | Course Type | Course Category | Hrs. /Wk. | Credit    | Marks     |            |
|-----|-------------|---|-------------|-----------------|-----------|-----------|-----------|------------|
|     |             |   |             |                 |           |           | Int.      | Ext.       |
| I   |             | 1-1 English I                                     | Theory      | Common          | 5         | 4         | 20        | 80         |
|     | VA1CRT01    | 1-2 History of Art & Architecture I               | Theory      | Core            | 5         | 4         | 20        | 80         |
|     | VA1CMP02    | 1-3 Fundamentals of Designs                       | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     | VA1CRP03    | 1-4 Raster Image Editing                          | Practical   | Core            | 5         | 4         | 20        | 80         |
|     | VA1CMP04    | 1-5 Fundamentals of Drawing                       | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     |             |   |             |                 |           | <b>25</b> | <b>20</b> | <b>500</b> |
| II  |             | 2-1 English II                                    | Theory      | Common          | 5         | 4         | 20        | 80         |
|     | VA2CRT05    | 2-2 History of Art & Architecture II              | Theory      | Core            | 5         | 4         | 20        | 80         |
|     | VA2CRP06    | 2-3 Engineering Graphics & Architectural Drawings | Practical   | Core            | 5         | 4         | 20        | 80         |
|     | VA2CRP07    | 2-4 Vector Image Editing                          | Practical   | Core            | 5         | 4         | 20        | 80         |
|     | VA2CMP08    | 2-5 Design with Type                              | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     |             |   |             |                 |           | <b>25</b> | <b>20</b> | <b>500</b> |
| III | VA3CRP09    | 3-1 Interior Design Studio I                      | Practical   | Core            | 5         | 4         | 20        | 80         |
|     | VA3CRT10    | 3-2 Material Culture I                            | Theory      | Core            | 5         | 4         | 20        | 80         |
|     | VA3CMP11    | 3-3 AutoCAD I                                     | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     | VA3CMP12    | 3-4 Creative Painting                             | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     | VA3CMP13    | 3-5 Environmental Art & Still Image Basics        | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     |             |   |             |                 |           | <b>25</b> | <b>20</b> | <b>500</b> |
| IV  | VA4CRT14    | 4-1 Material Culture II                           | Theory      | Core            | 5         | 4         | 20        | 80         |
|     | VA4CRT15    | 4-2 Interior Services I                           | Theory      | Core            | 5         | 4         | 20        | 80         |
|     | VA4CMT16    | 4-3 Media Ethics                                  | Theory      | Comp.           | 5         | 4         | 20        | 80         |
|     | VA4CMP17    | 4-4 AutoCAD II                                    | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     | VA4CMP18    | 4-5 3Dimensional Design I                         | Practical   | Comp.           | 5         | 4         | 20        | 80         |
|     |             |   |             |                 |           | <b>25</b> | <b>20</b> | <b>500</b> |
| V   | VA5CRT19    | 5-1 Interior Services II                          | Theory      | Core            | 5         | 4         | 20        | 80         |
|     | VA5CRP20    | 5-2 3 Dimensional Design II                       | Practical   | Core            | 5         | 4         | 20        | 80         |
|     | VA5CRP21    | 5-3 Interior Design Studio II                     | Practical   | Core            | 5         | 4         | 20        | 80         |
|     |             | 5-4 Generic Elective                              |             | Elective        | 5         | 3         | 20        | 80         |
|     | VA5GEP01    | I. Designing for Web                              | Practical   |                 |           |           |           |            |
|     | VA5GEP02    | II. Wood & Metal Joinery                          | Practical   |                 |           |           |           |            |

|    |          |  |           |                    |            |             |            |    |
|----|----------|--|-----------|--------------------|------------|-------------|------------|----|
|    | VA5GEP03 | III. Home Management                               | Practical |                    |            |             |            |    |
|    | VA5CMP22 | 5-5 Creative Sculpture                             | Practical | Comp.              | 5          | 4           | 20         | 80 |
|    |          |  |           |                    | <b>25</b>  | <b>19</b>   | <b>500</b> |    |
| VI | VA6OJP01 | 6-1 Internship                                     | OJT       |                    | 0          | 2           | 100        | 0  |
|    | VA6PRP01 | 6-2 Interior Design Project Including Presentation | Project   | Core               | 12         | 4           | 20         | 80 |
|    | VA6PRP02 | 6-3 Painting/Creative Design Project               | Project   | Core               | 3          | 3           | 20         | 80 |
|    |          | 6-4 Core Elective                                  |           | Core               | 5          | 4           | 20         | 80 |
|    | VA6OCP01 | I. Promotional Design                              | Practical |                    |            |             |            |    |
|    | VA6OCP02 | II. Video Editing                                  | Practical |                    |            |             |            |    |
|    | VA6PRP03 | 6-5 Creative Sculpture Project                     | Project   | Core               | 5          | 4           | 20         | 80 |
|    | AG6PRP08 | 6-6 Demo Reel Presentation **                      | Project   | Comp.              | 5          | 4           | 20         | 80 |
|    |          |  |           |                    |            | <b>21</b>   | <b>600</b> |    |
|    |          |  |           | <b>Grand Total</b> | <b>120</b> | <b>3100</b> |            |    |

Subject denoted with “\*\*” are common for B. A. Animation and Graphic Design, B. A. Animation and Visual Effects as well as B. A. Visual Arts.

## 9. Internal Assessment Test Papers

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

## 10. External examination

The external examination of all semesters shall be conducted by the University at the end of each semester.

Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment.

Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch. There will be no supplementary exams. For reappearance/improvement, the students can appear along with the next batch.

A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.

A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.

A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

All programmes and courses shall have unique alphanumeric code. Each teacher working in affiliated institutions shall have a unique identification number and this number is to be attached with the codes of the courses for which he/she can perform examination duty.

## 11. PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also submit a detailed scheme of evaluation along with the question paper.

A question paper shall be a judicious mix of very short answer type, short answer type, short essay type /problem solving type and long essay type questions.

### Pattern of questions for external examination for theory paper

| Pattern              | Marks | Choice of questions | Total marks |
|----------------------|-------|---------------------|-------------|
| Short Answer         | 2     | 9/12                | 18          |
| Paragraph answer     | 4     | 6/9                 | 24          |
| Problem/ Short Essay | 6     | 3/5                 | 18          |
| Long Essay           | 10    | 2/4                 | 20          |
|                      |       | 20/30               | 80          |

Each BOS shall specify the length of the answers in terms of number of words. Pattern of questions for external examination of practical papers will be decided by the concerned Board of Studies/Expert Committees.

## 12. End Semester Examination (ESE)

The End Semester Examination (ESE) shall be of 3/5-hour duration for written/practical respectively. The minimum required attendance for each semester shall be 75%. Those who do not attain the minimum attendance will not be eligible to register for the ESE examination.

### **13. Internship (On the Job Training) or Midterm Project**

The candidates will have to undergo an on-job training or Internship of 20 days, during the programme at the beginning of the sixth semester. The internship will be at a professional Interior Design Studio / as per the field of specialisation of the candidate. The candidates will have to prepare a comprehensive Report. The Report should be attested by the organisation where the candidate did the Internship and the Report will be submitted to the faculty for evaluation along with the certificate of the work done from the firm. A member of the faculty will supervise the candidates during their Internship. The internships would have a credit of 2 with 100 marks and the marks would be submitted to the university at the end of the six semester.

### **14. Pass Requirements**

- i. The aggregate grade (external + internal) required for a pass in each course shall be 40%. Separate minimum of 30% for both internal and external evaluation are required for a pass for a course.
- ii. The candidates not achieving 40% in any papers in the semester examinations will have to reappear for the same along with the junior batch. (There will be no separate supplementary examination for the failed candidates). Internal grade secured by the candidate will be carried over to the supplementary appearance. The candidates will have to re-do/re-appear only the part in which he/she has failed to secure the grade. In case a candidate fails in the Internal evaluation he/she will have to re-do the same altogether with the subsequent batch, as a supplementary candidate.
- iii. The overall shall be based on cumulative Grade Point Average (CGPA) with a 7 – point scale given below.

| <b>CGPA</b>  | <b>GRADE</b> |
|--------------|--------------|
| 3.80 to 4.00 | A+           |
| 3.50 to 3.79 | A            |
| 3.00 to 3.49 | B+           |
| 2.50 to 2.99 | B            |
| 2.00 to 2.49 | C+           |
| 1.50 to 1.99 | C            |
| 1.00 to 1.49 | D            |

For successful completion of a programme and award of the degree, a student must pass all courses satisfying the minimum pass requirements and must score a minimum CGPA of 2.00 or an overall grade of C+ or above.

## **COURSE 1-1 ENGLISH I (THEORY)**

### **OBJECTIVE**

- To develop effective verbal communication skills.
- To develop conversational skills for informal as well as formal occasions such as professional meetings, Interviews and Group Discussion.
- To enhance public speaking skills for the students.

**Module I** Introduction to Presentation Skills  
Soft Skills Development - Voice modulation, Body language, Gestures and Expressions while doing formal and academic presentations, Effective Communication skills, Group Discussion, Interview skills – Telephone, Face to Face, Video Conferencing, PowerPoint presentations and presentation aids

**Module II** Introduction to Language  
Phonetics – Phonetic symbols and its transcription, Word Stress, Pitch, Intonation

**Module III** Introduction to Conversational Skills  
Initiating conversation in various situations – meeting a stranger, making requests, giving an opinion, extending an apology, introducing oneself and others

**Module IV** Introduction to Public Speaking  
Making Short Formal Speeches – Welcome speech, Felicitations, Vote of Thanks.

### **REFERENCE**

1. Critical Thinking, Academic Writing and Presentation Skills: Anderson Nayar Sen; Pearson Publication
2. Communication Skills in English: Sasikumar Dutt Rajeevan; Foundation Books

### **SOURCE MATERIALS FOR TEACHERS**

1. Headway Academic Skills: Listening, Speaking and Study Skills
2. Teachers' Guide: Oxford University Press
3. Professional Speaking Skills: Aruna Koneru, Oxford University Press

**COURSE 1-2**  
**HISTORY OF ART AND ARCHITECTURE I**

**OBJECTIVE**

The course will examine the role and development of the visual arts in past and present cultures throughout the world. This is designed to help students to develop art application, aesthetic judgment, and to increase visual perception and critical thinking skills.

**Module I** Art and Aesthetics – Pre-historic and Primitive Art. The evolution of Man, prehistoric environment and art. Changing needs and forms of art. Art during Paleolithic period: Paintings at Chauvet, Lascaux, Altamira caves. Neolithic period: female figurines, paintings. Lespugue, Catal Huyuk, Jericho megalithic architecture at Stone Henges- Primitive sculpture.

**Module II** Early River valley civilizations: Art, Architecture and Culture of Mesopotamia, Egypt, Greece and Roman. Pyramids, Greek Vase Painting, Architecture, Painting, Sculpture. Greek and Roman Sculptors and Architects. Indus Valley Civilization: Art and Architecture.

**Module III** Mouryan period sculpture and Architecture - Rock cut Architecture in India – Loma Rishi Cave, Bhaja, Karle, Ajanta, Ellora , Elephanta, Badami, Aihole, Mahabalipuram - Development of the Buddhist Architecture - Bharhut, Sanchi, Bodhgaya, Amaravati. and Ajanta.

**Module IV** Medieval Art – Early Christian Art - Byzantine and Gothic Art - Gothic Architecture and sculpture - Renaissance Art and Architecture – Early Italian Renaissance and High Renaissance – Renaissance Masters – Baroque Period of art and Architecture – Bernini and contemporary artists - Rococo.

**Module V** Art & Architecture of Far East. Chinese Art, Architecture – Japanese Art - Indian Art – after Gupta period: Structural temples – Nagara, Dravida, Vesara Types - Chalukyan : Pattadakal – Aihole, Badami – Chola: Brihadeeswara Temple at Thanjavur. Temple Architecture in Orissa.

## REFERENCE

1. The Story of Art : E. H. Gombrich
2. A People's History of the World : Chris Harman
3. Gardner's Art Through the Ages:  
The Western Perspective : Fred S. Kleiner
4. The Social History of Art Volume I & II : Arnold Hauser
5. History of Art : Anthony F. Janson
6. Renaissance Art : Victoria Charles
7. Indian Art : Parthe Mitter
8. Indian Art: A Concise History : Roy C Craven
9. The Art and Architecture of the Indian Subcontinent : J. C. Harle

## **COURSE 1-3 FUNDAMENTALS OF DESIGN**

### **OBJECTIVE**

Fundamental components of design theory are introduced in this course. Students learn to use creative thinking to solve communication problems.

- Module I** Introduction to Design- definitions and meaning of design, importance of design. Examples of design from nature. Fundamental elements of design and their definitions point, line, shape, form, space, texture, value, colour and material. Introduction to the principles of design - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc
- Module II** Space, Divisions of space, Principles of composition using grids, rule of thirds, composing patterns using grids and to incorporate the principles.
- Module III** Concepts of visual design, visual structure and visual interest, visual analysis and refinement of visual representations.
- Module IV** Colour theory, Color Systems: Munsell, Ostwald, DIN, CIE, OAS, Kupper, Gerritsen, NCS, Color aid system, and color systems in practice, simplified color system, color terminology, special color issues, mixed color effects, effects of texture, using color systems.
- Module V** Psychological impact of color – warm, cool and neutral colors, impact of specific hues, meanings from color, color and form, color and light, color and surface qualities, color and distances and scales. Problems with color. Use of color in various functional contexts – Residential interiors, Non Residential interiors. Use of color in special situations – out door/indoor spaces, accessories, art works etc.

### **REFERENCE**

1. A History of Graphic Design: Philip Meggs
2. The Elements of Graphic Design: Space, Unity, Page Architecture and Type: Alexander W. White.
3. Exploring the Elements of Design: Mark A. Thomas, Poppy Evans
4. Graphic Style: From Victorian to Digital: Steven Heller, Seymour Chwast

## **COURSE 1-4 RASTER IMAGE EDITING**

### **OBJECTIVE**

This course concentrates on basic image editing tools which help the students to explore complex design areas. They have to study Adobe Photoshop for Raster Image Editing.

**Module I** Study of raster images- its advantage and application areas, Various image editing soft wares, application areas of Photoshop, know the work space, starting a new composition, Discovering the UI area.

**Module II** Study of tools: Selection tools, Painting and Retouching tools, Layers in Photoshop, Layer effects, Working with Colour modes, Reading a Histogram, Colour correction of images.

**Module III** Application of masks, editing Alpha channels, working with smart objects, Exploring filters, working with camera RAW files.

**Module IV** Creating Images for Web and Video, Exporting images to various file formats.

**Module V** Project works- various applications of Print Design.

### **REFERENCE**

1. Adobe Photoshop CS4 Classroom in a Book: Adobe Creative Team
2. The Adobe Photoshop CS4 Book for Digital Photographers: Scott Kelby
3. The Adobe Photoshop CS4 Layers Book: Richard Lynch
4. Adobe Photoshop CS4 How-Tos: 100 Essential Techniques: Chris Orwig
5. Real World Camera Raw with Adobe Photoshop CS4: Bruce Fraser and Jeff Schewe
6. Photoshop CS4 Channels & Masks One-on-One: Deke McClelland

## **COURSE 1-5 FUNDAMENTALS OF DRAWING**

### **OBJECTIVE**

This course provides the students to develop a basic skill in drawing techniques through various exercises

**Module I** Study of forms in nature – Trees, plants, creepers, leaves, flowers, flowering plants, plants with fruits etc.

Study of objects of different shapes and dimensions – spherical, cuboids, globular, hexagonal objects – various methods online sketches, detailed study by using tones, textures, masses etc.

**Module II** Study from still life – Flower Vases – Fruit Bowls – Bottles – Glass utensils etc.

**Module III** Out door study - Sketching of streets – market place – Bus station – Boat Jetty – places of public gathering

**Module IV** Geometric Drawing – Perspective Drawing – Vanishing Point – Orthogonal lines. Single point, Two point and Multipoint Perspectives.

**Module V** Study from Life : Study of human figure (male & female of different ages) from live model.

Notice: Students may be introduced the techniques employed by Artist masters of past periods.

### **REFERENCE**

- |  |   |                      |
|--|---|----------------------|
| 1. Figure Drawing                      | : | Andrew Loomis        |
| 2. Anatomy and Drawing                 | : | Victor Perard        |
| 3. Successful drawing                  | : | Andrew Loomis        |
| 4. The Practice and Science of Drawing | : | Harold Speed         |
| 5. Drawing Workshop I & II             | : | Marie Claire Isaaman |

**COURSE 2-1**  
**ENGLISH II (THEORY)**

**OBJECTIVE**

- The course helps students to express ideas creatively.
- The imaginative qualities of the students are being sharpened and polished.
- The course aids students to achieve constructive as well as academic excellence.

**Module 1** Fundamentals of English Grammar  
Parts of Speech, Subject – Verb agreement, Tenses, Active – Passive Voice, Phrasal Verbs, Affixes, Conditionals, Direct – Indirect Speech, Modals, Question Tags.

**Module II** Introduction to Literary Terms  
Figures of Speech and other literary terms

**Module III** Introduction to Creative Writing  
Poetry Writing, Short Story Writing, Script writing, Newspaper report, Content development for script and advertisement.

**Module 1V** Introduction to Academic Writing  
Writing models: Letters – formal/informal, Resume and covering letter, Minutes and Agenda, Report and Notice writing, Essay, paragraph and note-making.

**REFERENCE**

1. A Glossary of Literary Terms : Abrams, M.H; Wadsworth Publication
2. Critical Thinking, Academic Writing and Presentation Skills Publication : Anderson. Nayar. Sen; Pearson
3. English Grammar and Composition : Wren. Martin; S.Chand Publications

**SOURCE MATERIALS FOR TEACHERS**

- (1) Effective Academic Writing – Alice Savage & Patricia Mayer, Oxford University Press
- (2) Language Teaching : Writing – Christopher Tribble, Oxford University Press

**COURSE 2-2**  
**HISTORY OF ART AND ARCHITECTURE II**

**OBJECTIVE**

The course will examine the role and development of the visual arts in past and present cultures throughout the world. This is designed to help students to develop art application, aesthetic judgment, and to increase visual perception and critical thinking skills.

- UNIT I      Movement in Art in the 18<sup>th</sup> and 19<sup>th</sup> Century.  
Neoclassicism - Romanticism – Impressionism – Monet and contemporary artists - Post Impressionism - Van Gogh and contemporaries.
- UNIT II      Movements in art in the 20<sup>th</sup> Century. Fauvism – Cubism – Picasso – Braque - Expressionism - Futurism – Dadaism - Duchamp - Surrealism - Dali - Abstract Expressionism – Pollock - Warhol - Constructivism - De Stijl - Bauhaus School and Gropius - Conceptual Art - Site Specific Art- Op Art – Neo-Expressionism.
- UNIT III      Rajastani Architecture - Islamic Architecture : Tajmahal, Charminar, Golgumbaz, Fatehpur Sikri -Colonial Architecture in India at Lucknow, Patna, Kolkota. – Painting schools in Medieval India – Malwa, Deccan and Jodhpur Schools – Mughal and Rajput Painting – Mysore and Tanjore Paintings – Kangra, Madhubani and Pattachitra Styles.
- UNIT IV      Indian Art in 19<sup>th</sup> and 20<sup>th</sup> Centuries. European influence in Indian Art, Company School, Raja Ravi Varma - Realistic academic painting & sculpture. Revivalist movement - Bengal school - Abanidranath Tagore – Nandalal Bose – Ramkinker Baij – Jamini Roy – Amrutha Shergil - Post – Independent developments in Indian Art: Progressive art Movements – Kolkata, Mumbai, Chennai - Souza – Hussain – Ara - Raza – Madras School: KCS Panicker and followers. Art & Architecture in Kerala – Traditional Architecture – Traditional Wood Carvings and Mural Paintings.

Unit V Different styles in Interior Design and Furniture Design: Egyptian, Rococo, Art Deco, Bauhaus, Modernism and Post Modernism, Minimalism, Eclecticism, High tech & hard edge style – Eastern influences.

## REFERENCE

1. The Story of Art : E. H. Gombrich
2. A People's History of the World : Chris Harman
3. Gardner's Art Through the Ages:  
The Western Perspective : Fred S. Kleiner
4. The Social History of Art Volume III & IV : Arnold Hauser
5. Indian Art : Parthe Mitter
  
6. Indian Art: A Concise History : Roy C Craven
7. The Art and Architecture of the Indian Subcontinent : J. C. Harle

**COURSE 2-3**  
**ENGINEERING GRAPHICS & ARCHITECTURAL DRAWINGS**

**OBJECTIVE**

This course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

**Module I** Introduction to Engineering Graphics, Drawing instruments & their uses, Handling, Scales, Paper sizes, lettering, numbering. Lines & Line types, Dimensioning-Elements of Dimensioning, Types of dimensioning Methods of dimensioning, Symbols used in dimensioning.

**Module II** Projection- Elements of projection, Systems of projection (parallel & convergent), Parallel- orthographic projection, Multi view Projection, 3 Dimensional projection, Planes of projection- First Angle projection, Third Angle projection, Isometric projection, Sectional projections.

**Module III** Different Types of units used in Architectural drawings, Architectural Symbols, Types of Footings, RCC columns, Doors, Windows, Ventilators, Stairs, Roofs, Plan, Elevation & Section.

**Module IV** Preparation of Working Drawings, Suitable Scales, Architectural plans, Elevations, Sections, Site plans & Landscapes, Title Sheets

**Module V** Furniture Layouts & its sectional views, Electrical Layouts, plumbing Layouts, Fire Exits Layouts

**REFERENCE**

1. Drawing for Interior Designers : Gilles Ronin
2. Construction Drawings and Details for Interiors : W. Otie Kilmer, Rosemary
3. Sketching and Rendering of Interior Space : Ivo.D. Drpic,
4. Design Drawing, : Francis D.Ching,
5. Geometrical Drawing for Art Students : I. H. Moris
6. H.B. of Architectural and Civil Drafting : Nelson A. John

## **COURSE 2-4 VECTOR IMAGE EDITING**

### **OBJECTIVE**

This course concentrates on basic Vector editing tools which help the students to work with vectors. They have to study Adobe Illustrator for vector image editing.

- Module I** Study of vector images- its advantage and application areas, Various Vector editing soft wares, difference between vector and raster images, know the work space, starting a new composition, Discovering the UI area.
- Module II** Study of tools : Drawing tools, Shape and transform tools, Layers in Illustrator, Layer templates, Adding colour, Layer tracing methods.
- Module III** Working with text, advanced options of text, Organizing illustrations with layers. Working with Symbols, 3D Mapping, and Flash Integration, Working with transparency and blending modes.
- Module IV** Advanced blending techniques, Use of gradient mesh, Special Effects and Third party plug ins, Exporting and saving files.
- Module V** Project works.

### **REFERENCE**

1. Adobe Illustrator CS4 Classroom in a Book : Adobe Creative Team
2. How to Do Everything: Adobe Illustrator CS4 : Sue Jenkins
3. Adobe Illustrator CS4 Revealed : Richard Lynch
4. Adobe Illustrator CS4 How-Tos:  
100 Essential Techniques : David Karlins and Bruce K.  
Hopkins
5. Real World Adobe Illustrator CS4 : Mordy Golding
6. Adobe Illustrator CS4:  
The Professional Portfolio : Against The Clock Inc

## **COURSE 2-5 DESIGN WITH TYPE**

### **OBJECTIVE**

In this course, students explore and utilize a diverse range of typographic principles and theories through various print related applications.

**Module I** Introduction to Typography, Study of type faces: Serif typefaces, Sans serif typefaces, Scripts, Specialty and display typefaces, Symbol and picture fonts, Other Typefaces, families and fonts.

**Module II** Compatible type faces, Legibility and readability, Reading, using type variation : Bold type, Reversed. Italics, Capitals, Uppercase, text formatting, caption, Display types, style sheets.

**Module III** Converting visual images into 2 D representation, Design of symbols and signage using grid, /design corporate logo, symbol and corporate identity manual. Stationary designs, Book and Book Jacket.

**Module IV** Brochure design, folding types, Poster design – various types of posters, flyers, small space press ads display ads.

**Module V** Package Design, Anatomy of packages elements of a package design study of various package designs in the market.

### **REFERENCE**

- |   |  |
|---|--|
| 1) Grid Systems in Graphic Design             | : Josef Muller Brockmann                   |
| 2) Design Elements: A Graphic style manual    | : Lorrain Torrence.                        |
| 3) Layout                                     | : Ambrose and Harris                       |
| 4) Typography Workbook                        | : Timothy Samara                           |
| 5) The Elements of Typographic Style          | : Robert Bringhurst                        |
| 6) Thinking with Type                         | : Ellen Lupton                             |
| 7) The Fundamentals of Typography             | : Gavin Ambrose and Paul Harris            |
| 8) Typographic Design: Form and Communication | : Rob Carter, Ben Day, and Philip B. Meggs |
| 9) Exploring Typography                       | : Tova Rabinowitz                          |
| 10) Type and Typography                       | : Phil Baines and Andrew Haslam            |
| 11) Advertising Design and Typography         | : Alex White                               |
| 12) Corporate Identity Design                 | : Veronica Napoles                         |
| 13) The Packaging Designer's Book of Patterns | : Lászlo Roth and George L. Wybenga        |
| 14) Special Packaging Designs                 | : The Pepin Press                          |

**COURSE 3-1**  
**INTERIOR DESIGN STUDIO I**

**OBJECTIVE**

This course is intended to provide skills for designing interior spaces with emphasis on transformation and adaptive re-use as one of the important aspects in interior design

**Module I** General understanding of Interior Design and integration with architecture. Role of Interior Designer in a building project. Brief history of Interior Design, The changing role of Interior Designer, his relation with other consultants, contractors and client, technical knowledge and other skills required as inputs. Scope of Interior Design. Various subjects to be learnt by Interior Design students and their relevance to practice.

**Module II** Basic anthropometrics – average measurements of human body in different postures – its proportion and graphic representation, application in the design of simple household and furniture. Role of mannequins in defining spatial parameter of design, Preparing user profile, bubble and circulation diagrams.

**Module III** Introduction to design methodology. Detailed study of spaces such as living, dining, bedrooms, kitchen, toilet etc. including the furniture layout, circulation, clearances, lighting and ventilation, etc. Case study of existing house and analysis of the spaces. analysis of solid and void relations, positive and negative spaces.

**Module IV** Furniture categories, exploration of the idea of furniture, role of furniture in interior design, Design approaches in furniture design. Storage systems: Functional analysis of storage systems and thereby deriving types of cabinets needed for interior spaces, Modular approach to furniture design – various materials, combination of materials and its application – design parameters, ergonomics etc.

**Module V** Types of measurements, modes of measurements : methods of taking out quantities preparation of schedule or bill of quantities. SI measurements system, SI nomenclature methods Estimating interior items manually and through spreadsheet programmes. Specification writing proforma, order writing , scheduling etc..

**REFERENCE**

- |  |   |                              |
|--|---|------------------------------|
| 1. The Fundamentals of Interior Design | : | Simon Dodsworth Cardoso      |
| 2. Space planning Basics,              | : | Karlen Mark,                 |
| 3. Shaping Interior Space              | : | Robert Rengel,               |
| 4. Estimating for Interior Designers   | : | Carol Simpson,               |
| 5. What is product Design?             | : | Mark Gerhard, Jeffrey Harper |
| 6. Interior Design Visual Presentation | : | Maureen Mitton,              |

## COURSE 3-2

### MATERIAL CULTURE I

#### OBJECTIVE

The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

**Module I** Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

**Module II** Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, panelling etc. Finishes to timber. Introduction to timber joinery, Wood – Plywood, block boards, particle board, medium density fibre etc. their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc. Coatings - clear and pigmented finishes technical or protective coatings etc.

**Module III** Paints – Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc. Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

**Module IV** Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fibre glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioural properties, tools and technology of its application in built forms. Material and workmanship, specifications.

**Module V** Field Trips. case studies, market surveys, visual presentations and drawings.

#### REFERENCE

1. Building Construction: Principles, Materials, and Systems : Medan Mehta
2. Engineering Materials used in India : K.P Chowdary.
3. Timber Construction Manual : Thomas Herzog
4. Bamboos of India: A Compendium : K. K. Seethalakshmi
5. Interior Design Principle & Practices : M. Pratap Rao
6. Interior Design Materials and Specifications : Lisa Godsey
7. Complete Painting : Stanley
8. House Painting: Inside and Out : Mark Dixon

## COURSE 3-3

### AUTOCAD I (2 Dimensional )

#### OBJECTIVE

The main objective of AutoCAD is to construct drawings and design the interiors of buildings with the help of a computer. AutoCAD automates design & drafting task so that creating and revising drawing becomes easy.

**Module I** Why AutoCAD - Advantages, Importance in Engineering Drawings system requirements, command entry, setting up of page size, starting drawings from scratch. Creating and using templates, opening a drawing, saving the drawing & exit from AutoCAD.

**Module II** Using co-ordinate systems – The UCS. Working with Cartesian and polar coordinate systems. Using Draw tool bar with shortcuts, Setting up the drawing environment – setting the paper size, setting units, grid limits, drawing limits, snap controls. Use of paper space and model space, Functional Keys.

**Module III** Modify tools with Shortcuts. Basic commands dealing with drawing properties: Layer control, change properties, line weight control, etc., Layers, calculating distance, angle, areas etc, Dimensions: Dimension styles, Linear, Aligned, Chain, Parallel, Oblique, multi leader etc.

**Module IV** General Drawings in Orthographic, Applying Dimensions, Making & Applying symbols, Design centre, Tool pallets. Isometric snap setting, Drawing & Dimensioning.

**Module V** Drawings of Architectural Design: Flat roofed residence, Taper roofed residence Multi floor residence, Plan Elevation & Section. Interior Layout & Sectional Views. Electrical & Plumbing Layouts, Exterior Layout. Title Sheet Setting & Printing.

#### REFERENCE

1. Mastering AutoCAD 2011 : George Omura
2. AutoCAD 2011: A Problem Solving Approach : Sham Tickoo
3. AutoCAD 2011 and AutoCAD LT 2011 Bible : Ellen Finkelstein
4. Introduction to AutoCAD 2011-2D & 3D Design : Alf Yarwood
5. Illustrated AutoCAD 2011 Quick Reference : Ralph Grabowski
6. Discovering AutoCAD 2011 : Mark Dix, Paul Riley

## COURSE 3-4

### CREATIVE PAINTING

#### OBJECTIVE

This course is intended to provide the student an understanding of different painting techniques .To develop the knowledge and skill in creative painting through various exercises.

**Module I** Introduction to fundamental principles and basic techniques of painting Tools & Equipments, Brushes, Knives, Palettes. Preparation of surfaces according to mediums of choice. Different medium of painting – water colour poster colour, Acrylic, oil, Tempera, colour ink, glass paint, enamel etc... Different Methods & Techniques of Painting – Wash – Impasto Opaque etc...

**Module II** Study from nature, study of objects in different mediums – Oil Pastels, Water Colours, Oil or Acrylics.

**Module III** Exercises in basic techniques - Flat washes – Graded washes – Dry brush techniques – Landscape Painting – Sky & Cloud Studies – Land & Grass Studies – Painting Trees & Rocks using Water Colour & Oil Colour.

**Module IV** Exercise in poster colour – poster work – tint mixing – still life – abstract & realistic – Acrylic painting.

**Module V** Make two creative paintings using any of the medium – size 2feet x 1 ½ feet.

#### REFERENCE:

1. The Artist Handbook : Alfred A Knopf
2. The Art of Colour : Bonnet
3. Complete books of Artist techniques : Dr. Kurt Herbers
4. A concise History of Art : G. Buzin

## COURSE 3-5

### ENVIRONMENTAL ART & STILL IMAGE BASICS

#### OBJECTIVE

The course is structured to help students become aware of the way they interact with their surroundings and to empower them respond to their experiences through artistic means.

**Module I** Environmental art: Introduction – Art and nature – Environmental Aesthetics - Environment as a Challenge to Aesthetics - Objectives and future of environmental art – Historical aspects of environmental art – Famous Environmental artists, Spectrum of Art.

**Module II** Different types of environmental art: Land art, Site specific art, Arte povera, Green Art, Crop Art, Sustainable Art, and environmental architecture.

**Module III** Introduction to photography. Brief history and development of photography. Human eye and camera, basics of camera. Different types of cameras- usage. Aperture, shutter speed, focal length, depth of field etc. Lens types filters. Understanding lighting-indoor and outdoor, exposing and focusing. Types of lighting, natural and artificial lights, controlling lights, exposure meters, differential focus, designing with light. Sensitivity, temperature, speed etc. Reversal, manipulation of colour and light. Black and white and colour photography – colour materials, processing and printing.

**Module IV** Drawing landscapes and nature – Photographing the local landscape and nature – Researching local landscape, nature, and cultural art - Preparing a research paper on local environmental attempts in the past and cultural influences.

**Module V** Preparing miniatures of environmental sculptures or architecture.

#### REFERENCE

1. The Aesthetics of Natural Environments : Allen Carlson and Arnold Berleant, eds.
2. Aesthetics and the Environment : Allen Carlson
3. Art Nature Dialogues: Interviews with Environmental Artists. : John Grande
4. Land and Environmental Art : Brian Wallis
5. Michael Langford – **Basic photography** Focal Press 2005
6. Balakrishna Aiyer – **Digital Photo Journalism**, 2005, Authors Press – New Delhi
7. **Practical Photography** - O.P. Sharma – Hind pocket books.
8. **The Photographer's Handbook. 1999** by John H Edgecoe. Alfred A. Knopf Publisher.

## COURSE 4-1

### MATERIAL CULTURE II

#### OBJECTIVE:

The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

**Module I** Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber-properties and application. Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.

**Module II** Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.

**Module III** Roofing and Flooring – Roofing tiles and asbestos cement products, sheets and fiber boards – properties, uses and application. Various natural as well as artificial flooring materials like vitrified tiles, ceramic tiles, Shahabad stones, Mosaic, Rubber, Linoleum, PVC and PVA flooring. Properties, other uses and applications in the interiors.

**Module IV** Metals – Steel, iron, aluminium, bronze, brass, copper – alloys, characteristics, form and uses, properties, definition of terms, methods of working with metals, fixing and joinery in metals, finishing and treatment to metals. Application of metals to built form and interiors - special doors and windows, ventilators – sliding, sliding and folding, revolving, pivoted, rolling, collapsible, dormer, skylights, clerestory etc.

**Module V** Fabrics and other furnishing materials – fibers, textiles, fabric treatments, carpets, durries, tapestries, Drapery, upholstery, wall coverings, etc. –properties, uses and application in the interiors. Other materials such as cork, leather, paper, Rexene etc. – their properties, uses and applications in the interiors. A brief overview of Green materials.

#### REFERENCE

1. Building Materials, Illustrated : S.K.Duggal
2. Engineering Materials used in India : K.P Chowdary.
3. Specifications for Commercial Interiors : S.C.Rezinkoff
4. Materials and Components of  
Interior Architecture : J. Rosemary Riggs
5. Building Construction: Planning Techniques  
and methods of Construction : Bindra, S.P. and Arora,
6. Text Book of Building Construction : Sushil Kumar.

## COURSE 4-2

### INTERIOR SERVICES I

#### OBJECTIVE:

The main objective of the subject is to help the student get an understanding the various methods of interior construction so that this knowledge can be integrated with the design.

**Module I** Introduction to acoustics, methods used for good acoustics. Basic theory, Room acoustics - Behaviour of sound in enclosed spaces, sound absorption, Acoustic Design process and different types of buildings – auditoriums, concert halls, cinema halls, seminar rooms, lecture halls, classroom and open offices. Noise reduction, sound isolation, transmission loss. TL for walls, sound leaks in doors, noise reduction between rooms, construction details for noise reduction.

**Module II** Introduction to Lighting and vision, basic units, photometry and measurement. Effects of good lighting, considerations for good lighting, brightness, glare, contrast and diffusion. Quality and quantity of different sources of light, Day light – advantages, admitting daylight, controlling daylight, Artificial lighting , Planning Interior lighting, Lamps and lighting fixtures,

**Module III** Building wiring system. Service wires, metering distribution boards, circuits, MCB cutouts. Conductors, wiring methods, switch boards, electrical devices in the buildings, light and power circuits. Indian electricity rules, relevant provisions of NBC. Preparation of electrical layout scheme for a interior using standard electrical symbols. Generator/ battery backup system,

**Module IV** Fire Protection :Definition, structural fire precaution, rules, fire resistance, fire fighting, equipments and detection alarms, sprinklers etc. Fire resisting, retarding materials, means of escape, staircase lifts.

**Module V** Field Trips.

#### REFERENCE

1. Auditorium Acoustics and Architectural Design : Michael Barron
2. Mechanical and Electrical Systems for Buildings : William . J. Guinness,
3. Architectural Acoustics : M. David Egan
4. Architectural Lighting : M. David Egan
5. Interior Lighting : Gary Gordon
6. Interior Construction and Detailing for Designers and Architects. : David Kent Ballast
7. Electrical Wiring Residential : Ray C. Mullin and Phil Simmons
8. Fire Protection Systems : A. Maurice Jones Jr.

## COURSE 4-3

### MEDIA ETHICS

#### OBJECTIVE

Provide students with the basic concepts of ethics and its application to the field of media.

- Module I** Ethics - An Overview: Definition of ethics and its branches; Classic theories of ethics; Stages of ethical development; Moral duties and loyalties; Code of ethics.
- Module II** Notion of moral law and origin of Conscience: What is Conscience; the role of conscience in ethical decision making; Different types of Conscience; How to form a good conscience?
- Module III** Media Ethics: Journalism Ethics; Ethics of Cinema; Ethics of Broadcasting; Ethics in Advertising; Ethics of photography; Ethical perspectives in animation and graphic design.
- Module IV** Media and Society: Mass Media and Family; Children and Media; Representations of Women in Media; Media and Consumerism; Sex and Violence in Media and its impact on society; the need for media education.
- Module V** Ethics in Cyberspace: New media and ethical issues; Internet addiction and pornography; computer games and social behaviour of children; online deception and cybercrimes; internet and information overload.

#### REFERENCE

1. Visual Communication : Paul Martin Lester
2. Mass Communication : Keval J. Kumar
3. Ethical Issues in Journalism and the Media : Andrew Belsey
4. Media Ethics : Bart Pattyn
5. Communication Ethics and Universal Values : Clifford Christians
6. Mass Media and the Moral Imagination : Philip J. Rossi

## COURSE 4-4

### AUTOCAD II ( 3 Dimensional )

#### OBJECTIVE

The main objective of AutoCAD is to construct 3D drawings and design the interiors of buildings with the help of a computer. AutoCAD automates 3D design & drafting task so that creating and revising drawing becomes easy.

**Module I** 3D concepts , Advantages. Introduction to 3D related menu bars -3D coordinate systems, Isometric & orthographic views, 3D Visual styles, Preparing 2D drawings for converting 3D, Changing views to and fro 2D & 3D.

**Module II** Modeling toolbar :General shapes, Extrude - 2D sketches making boundary & region, extruding with path, extruding taper . Press- pull, Sweep, Revolve, Loft . Union, Subtract, Intersect. 3D Rotate, 3D Align, 3D array, General 3D shape modeling.

**Module III** Solid Editing :Extruding faces, Offset, Move & Delete Faces, Tapering, Rotating & Coloring, Imprint, separate, shell etc. 3D Operation menu: 3D Align, 3D slice etc.

**Module IV** Creating Furniture in 3D: Tables , Chairs, Coats, Shelves & other Interiors. Creating Rooms & Arranging furniture: Bed room, Dining Room, Sitting room, Kitchen etc. Interiors of Malls, Restaurants, Schools etc.

**Module V** Converting Architectural plans in 3D: Flat roofed Residence, Taper roofed residence, Multi floor residence Etc. Making Landscapes, Giving Materials & Lightings, Rendering. 3D Layout setting & Printing.

#### REFERENCE

1. Mastering AutoCAD 2011 : George Omura
2. AutoCAD 2011: A Problem Solving Approach : Sham Tickoo
3. AutoCAD 2011 and AutoCAD LT 2011 Bible : Ellen Finkelstein
4. Introduction to AutoCAD 2011-2D & 3D Design : Alf Yarwood
5. Illustrated AutoCAD 2011 Quick Reference : Ralph Grabowski
6. Discovering AutoCAD 2011 : Mark Dix, Paul Riley

## COURSE 4-5

### 3 DIMENSIONAL DESIGN I

#### OBJECTIVE

To provide the students an opportunity for understanding the technological implication of 3D design with Autodesk 3D Max.

**Module I** Defining 3D graphics - Understanding 3D space - 3D objects Co-ordinate systems - Modelling concepts - Spline based modelling - Mesh modelling - Parametric modelling - Working with splines - Extrude, lathe, bevel, loft. Basic editing methods – Boolean.

**Module II** Polygon modeling, Furniture modeling using polygon,

**Module III** Introduction to texturing, Standard materials and shades, creating uniform textures, Working on sofa, floor, glass and metal materials, editing UV co-ordinates.

**Module IV** Introduction to digital lighting, light theory, creating 3 point lighting system in 3D graphics, exposure controls, Basic lights and photometric lights, Light effects. Cameras.

**Module V** Animation fundamentals - Key frame animation - Animating along trajectories - Modifying animation using function curves - Understanding the basic principles of animation like weight and squash & stretch etc. animating cameras.

#### REFERENCE

1. 3D Max Design Tutorials : Autodesk
2. Essential CG Lighting Techniques with 3ds Max : Darren Brooker
3. 3D Max Lighting and Rendering Tutorials : Autodesk
4. 3ds Max 2011 Bible : Kelly L. Murdock
5. Mastering Autodesk 3ds Max Design 2011 : Mark Gerhard, Jeffrey Harper
6. Designing with Models:  
A Studio Guide to Making and Using  
Architectural Design Models : Criss Mills

## COURSE 5-1

### INTERIOR SERVICES II

#### OBJECTIVE

The main objective of the subject is to help the student get an understanding the various methods of interior construction so that this knowledge can be integrated with the design.

**Module I** Basic principles of sanitations and disposal of waste materials from buildings. Sanitary fittings, and fixing methods, different materials, different drawings, systems and disposal methods, sanitary layout of different interior schemes.

**Module II** General idea of sources of water supply. Standards for quality of water. Different materials and fittings, Hot and cold water supply and its techniques under ground and overhead tanks, water supply layouts of different interior schemes.

Rain Water Harvesting- Purpose, Use, Requirement, Methods.

**Module III** Vertical transportation systems – Introduction – lifts, escalators, definition, location, arrangement, structure, drives, traffic analysis, supervisory control, remote monitoring.

Security and safety systems – introduction, designing a security system – burglar alarm, CCTV, central alarm systems, intrusion sensors and space sensors. Other services – cable TV, PABX, computer labs – access flooring, server rooms.

**Module IV** Fundamental aspects of HVAC systems. Air conditioning, Mechanical ventilation – mechanical inlet and extraction systems. Functions of air conditioning. Principles of AC, capacity of AC, calculation of AC loads. Types of AC systems – window AC, split, ductable, central AC and their details. Air distribution systems – ducts, air inlets. Noise control of AC.

**Module V** Field Trips.

#### REFERENCE

1. Water supply and Sanitary engineering : Hussain S.K,
2. Refrigeration and air-conditioning : Prasad Manohar,
3. Heating and Air conditioning of Building : J.R.Faber, Oscar and Kell,
4. Mechanical and Electrical Systems  
for Buildings : William . J. Guinness,
5. Home Security: Alarms, sensors and systems : Vivian Capel
6. Home Heating & Air Conditioning Systems : James L. Kittle
7. Design for Water: Rainwater Harvesting,
8. Storm water Catchment, and  
Alternate Water Reuse : Heather Kinkade-Levario
9. Vertical Transportation  
Elevators and Escalators : George R. Strakosch

## COURSE 5-2

### 3 DIMENSIONAL DESIGN II

#### OBJECTIVE

To provide the students an opportunity for understanding the advanced areas of rendering and practice global illumination with Autodesk 3D Max.

**Module I** Rendering and compositing - Understanding rendering - Using atmospherics - Rendering tools - Render effects - Compositing - Completing a project from modeling through rendering.

**Module II** Mental ray materials and shades, MR lights, ambient/reflective occlusions.

**Module III** Final Gather simulation in interior, Photons, Caustics, Global illumination, Combining final gather and global illumination.

**Module IV** Importing 3D geometry, linking AutoCAD files, layers in AutoCAD and 3D Max, importing drawing files from AutoCAD and converting to 3D.

**Module V** Creating interior scenes, Creating 3D walkthroughs.

#### REFERENCE

1. Realistic Architectural Visualization with  
3ds Max and mental ray : Roger Cusson, Jamie Cardoso
2. Rendering with mental ray & 3ds Max : Joep van der Steen
3. Mastering mental ray: Rendering Techniques  
for 3D and CAD Professionals : Jennifer O'Connor
4. Introducing Autodesk 3ds Max 2011 : Dariush Derakhshani
5. Mastering Autodesk 3ds Max Design 2011 : Mark Gerhard, Jeffrey Harper
6. Designing with Models:  
A Studio Guide to Making and Using  
Architectural Design Models : Criss Mills

## COURSE 5-3

### INTERIOR DESIGN STUDIO II

#### OBJECTIVE

This course is intended to provide skills for solving various design problems through various exercises. Student gets the opportunity to apply their skills in various interior design projects.

**Module I** Solving various design problems by attempting Single room residence, Architect's studio, Small cafeteria, Departmental store, kindergarten school, various products, etc. Prepare detailed report for your work.

**Module II** Applications of art / craft at public level spaces like, lounge (hotel), restaurant ,  
**Module**new generation bank, etc

**Module III** Thematic space making with Art and craft forms of our own culture in India – East, West, North, Central and so on.

**Module IV** Attempt the following areas to solve design issues: Recreational spaces such as auditoriums, halls, cinema houses, stage design etc. Knowledge of audio visual communication, color and light interaction, sound control system, design of interior elements, products and furniture forms. Prepare a written material for the process.

**Module V** Familiar with Hospitality Design, Retail Design, Healthcare Design and Office systems, Urban Interiors, Interior Ports, Exhibition displays, Mobile units, etc.

#### REFERENCE

1. The Fundamentals of Interior Design : Simon Dodsworth Cardoso
2. Space planning Basics, : Karlen Mark,
3. Shaping Interior Space : Robert Rengel,
- 4 Estimating for Interior Designers : Carol Simpson,
5. What is product Design? : Mark Gerhard, Jeffrey Harper
6. Interior Design Visual Presentation : Maureen Mitton,

## COURSE 5-4

### DESIGNING FOR WEB (Generic Elective – 1)

#### OBJECTIVE

- To develop the skill & knowledge of Web page design.
- Students will be comfortable creating, coding and posting basic HTML and CSS files to the Internet.
- Students will start by exploring how a responsive website and how some common responsive design patterns work across different devices.

**Module I Introduction to Web Technologies-** Introduction to Internet, Understanding Browsers, Introduction to HTML & CSS. Working with HTML Tags.

**Module II Elements of HTML -** Introduction to elements of HTML, Working with Text, Lists, Tables, Hyperlinks, Images and Multimedia, Forms and controls.

**Module III Introduction to Cascading Style Sheets Styling -** Styling Pages with CSS.

**Module IV Page Structure & Layout.** Styling Pages with CSS. Design and develop web pages using CSS for layout.

**Module V Introduction to Responsive Web Design (RWD).** Basic Idea about Responsive Design & Mobile-first Principles. Media Queries & Responsive Development.

#### REFERENCE

HTML5 & CSS3 Visual QuickStart Guide (7th Edition)  
By Rich Shupe with Zevan Rosser

HTML & CSS: The Complete Reference (Fifth Edition) (Complete Reference Series)  
By Thomas A., Powell.

Reference Website

<http://www.w3schools.com/html/>

## COURSE 5-4

### WOOD AND METAL JOINERY (Generic Elective – 2)

#### **OBJECTIVE:**

This course is intended to provide practical skills for designing wood and metal furniture and joinery. Students are familiarised with practical methods of wood and metal selection for specific applications, preparation, joining techniques, assembly and finishing methods

#### **ModuleI (Field Study)**

Wood identification and selection for specific applications. Pre- preparation and seasoning of wood at the timber mill. Type of timber sawing for various applications. Various finishing operations done at the mill.

#### **ModuleII (Workshop)**

Wood working-Variou processes of manual and machine assisted wood working like cutting, sawing, drilling, machining etc. Type of joints for various applications. Study of structural stability of various joints for commercial and residential applications. Detail study of application of wood for specific purposes like furniture, doors and windows, partition, paneling, flooring etc. Preparation of models and miniatures.

#### **ModuleIII (Workshop)**

Alternative wood-Identification and selection of alternative wood products like Plywood, MDF, HDF, multiwood, their joinery, assembly and application. Variou processes of manual and machine working like cutting, machining, drilling joining etc. Detail study of application of alternative wood for specific purposes like furniture doors and windows, partition, paneling, flooring etc.

#### **ModuleIV**

Metal Joinery-Identification and selection of metals sections available in the market. Joining, forming and shaping of metals for the manufacture of furniture, doors, window partitions etc.

#### **ModuleV**

Finishing of wood and metals. Polishing, painting and associated finishing processes

#### **REFERENCE**

- 1) Carpentry and Joinery edition 1,2 and 3 : Brian porter
- 2) Building Construction : M.Mehtha
- 3) McGraw-Hill Machining and Metalworking Handbook :Denis Cormier
- 4) AITC timber construction Manual published by John Wiley and Sons

## **COURSE 5-4**

### **HOME MANAGEMENT (Generic Elective – 3)**

#### **OBJECTIVE:**

This course is intended to provide practical skills for selection, integration and designing of soft furnishing associated with interior design.

#### **ModuleI (Field study and Data Collection)**

Brief history of upholstery and curtains. Material study for curtains and upholstery  
Selection and Integration of curtains and upholstery in to the space.

#### **ModuleII Curtains and blinds (Workshop)**

Design of curtains. Material selection techniques. Measurement of curtains.  
Stitching techniques for various styles. Hardware for mounting and operation  
of curtains.  
Type of blinds. How to choose blinds for specific purpose. Mounting and operation.

#### **ModuleIII (Workshop) Upholstery**

Selection of material for upholstery work for specific application and styles.  
Measurement, Material cutting and preparation. Stitching and shaping techniques.  
Fixing and mounting techniques.

#### **REFERENCE**

1. Materials and Components of  
Interior Architecture : J. Rosemary Riggs
2. Specifications for Commercial Interiors : S.C.Rezinkoff
3. Taylor your draperies : Grace Ryan
4. Window Treatments : James W Buesing

## COURSE 5-5

### CREATIVE SCULPTURE

#### OBJECTIVE

Introduction to the clay modeling techniques and its use in industrial applications.

**Module I** Introduction to basic principles, languages and techniques of sculpture.

**Module II** Clay modeling – techniques of modeling – sculpture in round – materials and methods – additive sculpture – subtractive sculpture – special organization – compositions in High and low relief – Kinetic sculpture .

**Module III** Forms in Sculpture – Sculpture and space – Texture surface – Wall mounted sculpture – Sculpture with various materials.

**Module IV** Study of natural and man made objects - in clay- Clay firing using kiln.

**Module V** Field trips and Workshop related to Sculpturing.

#### REFERENCE

1. How to make clay characters : Moureen Carlson
2. Fantastic Figures-Ideas and Techniques  
Using new clays : Susanna Oroyan
3. Creating Life like figures in Polymer clay : Katherine Dewey
4. The Art of Polymer Clay-  
Millefiory technique : Donna Kato
5. Modeling and Sculpting human figures : Edourd Lanteri
6. Modeling a likeness in Clay : Daisy grubbs
7. The Portrait in Clay : Peter Rubino
8. Modeling the Figure in Clay : Bruno Lucchesi
9. Anatomy for the Artist : Jeno Barcasy
10. Dynamic Anatomy : Burne hogarth

## COURSE 6-1

### INTERIOR DESIGN PROJECT

#### OBJECTIVE:

In this course students go through an interior design project work and submit the same along with a written component. During this project they should meet all the phases of a design process including miniature modelling. Students should prepare a presentation for the project submission. The module offers students the opportunity to develop their own design project focussing on each student's personal design vision.

*The project work is carried out under close guidance of a faculty member.*

**Module I (Month- 1)** : Discussion on identifying the building individual design. eg) Club house, villas, Luxurious residences, Hotels , Offices etc. Minimum Area- 10,000 sq.ft.

Literature/ Net Case Study of topic opted + Standards related to project( spaces, characteristics of spaces, furniture, materials, lighting , furnishings and accents, designer concept[ eg. contemporary style] , visuals). Anthropometric Data of the spaces.

1 National And 1 International project for study.

**Module II (Month- 2)** : Live Case study with visuals. Detail reports and personal opinion of design. Materials and lightings used including design style.

Selection of any On-Going Project's Outline plan by Students.

Discussion of concept or style in which the students will work their project on through Design Illustrations and details, material usage etc.

**Module III (Month- 3)** : Basic Furniture Layout of Plan.

Design development with detailing. Design Illustrations & details through perspectives & 3D computer modelling( Colour, texture , materials , landscape, wall decor, floor decor, ceiling decor , lighting, furnishings and accents) .

**Module III (Month- 4)** : Detailed presentation of drawings( all floor/ ceiling plans, all elevations & sections of all spaces, furniture detailing, electrical layout, HVAC layout[optional] ) .

Miniature Model & walk through.

**Module IV (Month- 5)** : Review of whole project.

*Continuous assessment during project design process for students by faculty.*

## **COURSE 6-2**

### **PAINTING / CREATIVE DESIGN PROJECT**

This module offers students the opportunity to develop their own artistic vision focussing on each student's personal interest.

Final outcome of the project could be painting in one of the traditional media or a Design project. The project work is carried out under close guidance of a faculty member.

Students develop an innovative body of work making use of the skills and knowledge acquired during the previous courses. This guided project culminates in a final presentation accompanied by a written component.

Working closely with the professor, students define specific production goals to explore or complete a creative painting / Design project of their choosing in interior or exterior space. Emphasis is on the conceptual, aesthetic and technical processes. Students are encouraged to share their specific areas of expertise while producing individually directed projects.

## **COURSE 6-3**

### **PROMOTIONAL DESIGNS**

**(Core Elective – 1)**

#### **OBJECTIVE:**

This course is intended to familiarize the students on branding and promotion, how to work in coordination with graphic designers, fashion designers and associated services for stationary design, uniforms and associated collaterals for non residential projects like health services, hospitality, educational services, office etc

**Module I** Stationary – The student shall work in coordination with a graphic designer based on the concept/ theme of the project on design of logos, sign boards, visiting cards, letter heads, menu cards, corporate gifts, branding of supplies like pencils, toiletries etc, printing on plates, glass etc

#### **Module II**

Art Work- The student shall work in coordination with a graphic designer based on the concept/ theme of the project on the design of wall graphics, sticker work on glass and glazing, photographic displays etc.

#### **Module III**

Interactive media – The student shall work in coordination with animators and graphic designers based on the concept/ theme of the project on graphic presentations, interactive media content, promotional videos, live displays etc.

#### **Module IV**

Fashion designer – The students shall work in coordination with a fashion designer/home management expert on the design of uniforms, design of table cloths, bed linen, towels, etc as required by the project.

#### **Module V**

Collaterals and supplies – Detailed study of collaterals and supplies associated with the industry like plates, glass, toilet supplies etc, their branding and sourcing.

#### **REFERENCE**

1. Corporate Identity Design : Veronica Napoles
2. Typography Workbook  
A Real-World Guide to Using Type in Graphic Design  
: Timothy Samara
3. Design Issues:  
How Graphic Design Informs Society : D. K. Holland
4. Designing Books: Practice and Theory : Jost Hochuli, Robin Kinross

## COURSE 6-3

### VIDEO EDITING (Core Elective – 2)

#### OBJECTIVE

The objective of this paper is to provide the basic principles involved in editing visuals and develop a basic skill with the tools and techniques available in standard Non linear video editing Software.

- Module I** How films are made? Persistence of vision, Fragmentation of action, Image sizes LS, MS, Close Up, Shot, Scene, Sequence. Linear Editing, Non linear Editing,  
Selecting Good shots- stages of editing
- Module II** Different Types of cables and connectors- Fire wire, HDMI, SDI, AV, Thunderbolts.  
Different Media formats- Film, VHS, DV, HD DVD, CD Blue Ray
- Module III** Introducing a Non Linear Editing Software- Project setting- Introducing interface, different windows, monitors-timeline, tools  
Working with Bins, importing footage, Drag and drop editing, three point editing JKL, time line trimming, rearranging clips in time line
- Module IV** Continuity Editing-Match cut, cross cut, jump cut, Dialogue overlapping, L-Cut, J-Cut, Slow motion Fast motion, Synchronizing and mixing Video and Audio
- Module V** Working with effects, Adding different transitions and effects to Video- Working with Key frames, Compositing, Colour Correction, Titling, Exporting to different Video formats

#### REFERENCE

- |                                  |   |
|----------------------------------|---|
| Non linear Editing               | Bryce Button ( Focal Press)                                 |
| Notes on Digital Film Editing    | Gerhard Schumm( Digital Publish)                            |
| Grammar of edit (Second edition) | Roy Thompson( Focal Press)                                  |
| Make the cut                     | Lori Jane Coleman.A.C.E& Diana Friedberg.<br>( Focal Press) |
| Grammar of Shot (Second edition) | Roy Thompson( Focal Press)                                  |

**COURSE 6-4**  
**CREATIVE SCULPTURE PROJECT**

Students develop an innovative body of work making use of the skills and knowledge acquired during the previous courses. This guided project culminates in a final presentation accompanied by a written component with detailed drawing .

Working closely with the professor, students define specific production goals to explore or complete a creative sculpture project of their choosing in interior or exterior space. Emphasis is on the conceptual, aesthetic and technical processes. Students are encouraged to share their specific areas of expertise while producing individually directed projects.

## COURSE 6-5

### DEMO REEL PRESENTATION

#### OBJECTIVES

Demo reel presentation is intended to assist the student to prepare for a job interview. Student will have to present his/her demo reel which is a culmination of their original works or of their area of expertise. The faculty will share tips and strategies to create an engaging demo reel and to face a job interview successfully. The demo reel should be in video/audio format or a website or in print format. The student is free to use his/her individual creative style to present the final demo reel.

#### Module I

Preparing for an Interview- Research the organization, Compare your skills and qualifications to the job requirements, Prepare responses, Plan what to wear, Plan what to bring, Pay attention to nonverbal communication, Follow up. How to write a successful Media CV?

#### Module II

What is a demo reel? Tips to create a successful demo reel - Keep it short, Make it specific, Choose a style - Collage or samples, Put your best work first, Your work only, Slate it - Include contact details at the start or the end of the demo reel, Showcase your involvement, Highlight impressive clients, Emphasise technical ability - Before and after shots of their work, Be mindful of aspect ratios, Say “No” to copyrighted music, Cut to the beat, Don’t repeat footage, Quality control, Online all the time, DVDs for delivery, Label with contact info, Active and accessible, Show your personality, Ask a critic

#### Module III

Discuss the importance of self promotion. Getting visibility - Youtube, Vimeo, Facebook, Blogs, Web page, Business cards, Job portals etc.

#### REFERENCE

Interview:

How to Master Interviews and Stand Out Among Your Peers:

Stefan Anderson

Success in Interview:

Anand Ganguly

#### WEBSITE REFERENCE

<http://www.premiumbeat.com/blog/top-20-tips-for-creating-a-successful-demo-reel/>

<https://careerservices.princeton.edu/undergraduate-students/interviews-offers/preparing-interviews>

<http://www.kent.ac.uk/careers/cv/mediacv.htm>

<http://www.bbc.co.uk/academy/production/article/art20130702112136472>