

**BA in Visual Arts (I.D)**  
**(Detailed semesterised syllabus for**  
**programme in**  
**BA VA (Interior Design) under the Choice**  
**Based Credit System)**

## **OBJECTIVE**

BA in Visual Arts prepares graduates for a wide range of careers in the industry such as publication design, advertising design, & 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 & Interior Design, production from concept development and production design to the completion of finished segments.

# 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.

## 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

- i. A pass in +2 or equivalent examination/Any Degree.
- ii. Candidates must appear for a written test and an interview. The test will be based on aptitude and general topics related to media and English.
- iii. The merit list will be drawn on the basis of the marks secured during the qualifying examination. The written test and interview will have equal weightage (i.e. 50:50).
- iv. 10% of the total intake of Students for admission may be reserved for Graduates in any Subject, provided they come in the merit list of the Candidates for admission. There will be separate merit lists for +2 and Degree Categories based on a common entrance test as stated at (ii). If the seats reserved for any of these categories fall short, it will be compensated from the existing list.

### 3. Course Summary

COURSE/PAPER	SEMESTER
1. English I: Creative Writing	1
2. History of Art and Architecture I	1
3. Fundamentals of Design	1
4. Raster Graphics	1
5. Fundamentals of Drawing	1
6. English II: Conversational Skills	2
7. History of Art and Architecture II	2
8. Architectural drawing I	2
9. Vector Graphics	2
10. Design with Type	2
11. Interior Design Studio I	3
12. Material Culture I	3
13. Architectural drawing II	3
14. Creative Painting	3
15. Environmental Art	3
16. Material Culture II	4
17. Interior Services I	4
18. Media Ethics	4
19. Autocad	4
20. Creative Sculpture I	4
21. Internship I	4
22. Interior Services II	5
23. 3 Dimensional Design I	5
24. Interior Design Studio II	5
25. Designing for Web	5
26. Creative Sculpture II	5
27. Internship II	5
28. 3 Dimensional Design II	6
29. Interior Design Project	6
30. Painting /Design Project	6
31. Creative Sculpture Project	6
32. Seminar Level Thesis Project	6

#### 4. Evaluation

There shall be an End Semester examination (ESE) either written or practical for each course. A course carries a total of 4/3 credit marks each. The total credit for the entire programme is **120**.

Evaluation of each course shall contain two parts i) Internal or in semester assessment (ISA) ii) External or end semester assessment (ESA) the internal, external assessment ratio shall be 1:3.

The internal and external examination shall be evaluated using Direct grading system based on 5 point scale as given below:

Letter Grade	Performance	Grade Point (G)	Grade Range
A	Excellent	4	3.5 to 4.00
B	Very Good	3	2.5 to 3.49
C	Good	2	1.5 to 2.49
D	Average	1	0.5 to 1.49
E	Poor	0	0.00 to 0.49

#### 5. Internal Evaluation

Internal evaluation forms an integral part of the course to ensure an effective and continuous assessment of the students throughout the programme. A register will be maintained in the College for this purpose. The faculty members in charge of the course shall award the grade based on the guidelines. The consolidated statement of these grade shall be exhibited in the College, and a copy duly certified by the HOD shall be submitted to the University. The break-up of weightage for internal evaluation in each theory paper shall be as follows:

Weightage

Seminar/Assignment	:	2
Attendance/Class Participation	:	1
Written Examination	:	2
		<hr/>
Total		5

The break-up of weightage for internal evaluation in practical papers will be as follows:

Weightage

Lab/Studio/Written	:	2
Attendance	:	1
Record	:	2
		<hr/>
Total		5

## 1. 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.

## 2. Internship (On the Job Training)

The candidates will have to undergo two Internships, during the programme. The first internship (2 Weeks) will be at a professional Design Studio. The second Internship (2Weeks) will be at an interior designing firm. The candidates will prepare a comprehensive Report. The Report and the certificate from the organisation should be attested by the organisation where the candidate did the Internship and the same will be submitted to the faculty for evaluation. A member of the faculty will supervise the candidates during their Internship. The internships would have a credit of 1 and the grade would be submitted to the university at the end of the six semester.

## 3. Pass Requirements

- i. The aggregate grade (external + internal) required for a pass in each course shall be D. Separate minimum of D Grade for both internal and external evaluation are required for a pass for a course.
- ii. The candidates not achieving D 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.

CGPA	GRADE
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 course satisfying the minimum credit requirements and must score a minimum CGPA of 2.00 or an overall grade of C+ or above.

## BA in Visual Arts [Interior Design]

### SEMESTER WISE DISTRIBUTION OF PAPERS AND SCHEME OF EXAMINATION

Course	Course Code	Name of the Course	Credit	Theory /Practical
<b>Semester I</b>				
Common	11 ECW1	1-1 English I Creative Writing	4	T
Core	12 HAA1	1-2 History of Art and Architecture I	4	T
Complementary	13 FD	1-3 Fundamentals of Designs	4	P
Complementary	14 RG	1-4 Raster Graphics	4	P
Complementary	15 FD	1-5 Fundamentals of Drawing	4	P
		Total	20	
<b>Semester II</b>				
Common	21 ECS 2	2-1 English II Conversational Skills	4	T
Core	22 HAA 2	2-2 History of Art and Architecture II	4	T
Core	23 AD	2-3 Architectural Drawing I	4	P
Core	24 VG	2-4 Vector Graphics	4	P
Complementary	25 DT	2-5 Design with Type	4	P
		Total	20	
<b>Semester III</b>				
Core	31 IDS	3-1 Interior Design Studio I	4	P
Complementary	32 MC	3-2 Material Culture I	4	T
Core	33 AD	3-3 Architectural Drawing II	4	P
Complementary	34 CP	3-4 Creative Painting	4	P
Complementary	35 E A	3-5 Environmental Art	4	P
		Total	20	

Semester IV				
Complementary	41 MC	4-1 Material Culture II	3	T
Core	42 IS	4-2 Interior Services I	4	T
Complementary	43 ME	4-3 Media Ethics	4	T
Core	44 AC	4-4 AutoCAD	4	P
Complementary	45 CS	4-5 Creative Sculpture I	4	P
		<b>Total</b>	<b>19</b>	
Semester V				
Core	51 IS	5-1 Interior Services II	4	T
Core	52 3D	5-2 3 Dimensional Design I	4	P
Core	53 IDS	5-3 Interior Design Studio II	4	P
Open Course	54 WB	5-4 Designing For Web	3	P
Complementary	55 CS	5-5 Creative Sculpture II	4	P
		Total	19	
Semester VI				
Core	61 3D	6-1 3 Dimensional Design II	4	P
Core	62 IDP	6-2 Interior Design Project	4	P
Complementary	63 PSP	6-3 Painting / Design Project	4	P
Complementary	64 CSP	6-4 Creative Sculpture Project	4	P
Core	65 STP	6-5 Seminar Level Thesis Project	4	P
Core		Internship I & Internship II	2	
		Total	22	
		Total Credits	120	

T - Theory      P - Practical

## **COURSE 1-1**

### **ENGLISH I: CREATIVE WRITING**

#### **OBJECTIVE**

Creative writing helps students to express creatively their feelings. The course aims to teach students to write imaginatively rather than factually. Some interpretative writing, dealing with its subject from a limited personal point, will also be taught.

UNIT I        Book Reviews  
                  Movie Critique

UNIT II        Humorous Essays (Personal Events)  
                  Diary Writing

UNIT III       Autobiography  
                  Short Stories

UNIT IV        Poems  
                  Short Plays and Skits

#### **REFERENCE**

- |                            |   |                 |
|----------------------------|---|-----------------|
| 1. Basic Review of English | : | Alger, Ralph K. |
| 2. Writing                 | : | Hedge, Tricia   |
| 3. Written Communication   | : | Freeman, Sarah  |

**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.

- Unit 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. Africa – Masks and Totem poles. Oceanic Art: Masks and Carvings
- Unit II     Early River valley civilizations: Art, Architecture and Culture of Mesopotamia, Egypt and Greece. Pyramids, Mustabas etc. Greek Vase Painting, Archaic sculpture, Architecture, Painting, Sculpture during Classical – Hellenistic periods.
- Canons of Architecture – Phidias, Lyssipus, Praxitiles Indus valley civilization: town planning, Sculptures, Seals
- Relation with Sumerian Art – Sumerians, Akkadians, Babylonians and Assyrians in the Tigris – Euphrates Valley
- Unit III     Mौरyan 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 Stupa
- Bharhut, Sanchi, Bodhgaya, Amaravati. Painting, Sculpture and Architecture at Ajanta.
- Unit IV     From Roman Art to Neo-classicism, Roman Art and Architecture. Byzantine and Gothic Art - Gothic Architecture and sculpture. Renaissance Art and Architecture - Pisano – Donatello – Lorenzo Ghiberti – Michelangelo – Brunelleschi – Virrochico – Da Vinci – Raphael – Baroque Sculpture and Architecture - Bernini – Bramante - Rococo – Neoclassicism.

**Unit 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 : Konark – Temples in Bhuvaneswar : Khajuraho – Palaces of Jaipur, Jodhpur - Islamic Architecture : Tajmahal, Charminar, Golgumbaz, Fatehpur Sikri -Colonial Architecture in India at Lucknow, Patna, Kolkota.

### 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

## **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.

- UNIT 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, color and material. Introduction to the principles of design - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc
- UNIT II Space, Divisions of space, Principles of composition using grids, rule of thirds, composing patterns using grids and to incorporate the principles.
- UNIT III Concepts of visual design, visual structure and visual interest, visual analysis and refinement of visual representations.
- UNIT 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.
- UNIT 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
1. The Elements of Graphic Design:  
Space, Unity, Page Architecture, and Type: Alexander W. White.
2. Exploring the Elements of Design : Mark A. Thomas, Poppy Evans
3. Graphic Style : From Victorian to Digital : Steven Heller, Seymour Chwast

## **COURSE 1-4 RASTER GRAPHICS**

### **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.

- Unit 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.
- Unit 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.
- Unit III Application of masks, editing Alpha channels, working with smart objects, Exploring filters, working with camera RAW files.
- Unit IV Creating Images for Web and Video, Exporting images to various file formats.
- Unit 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

- Unit 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.
- Unit II Study from still life – Flower Vases – Fruit Bowls – Bottles – Glass utensils etc.
- Unit III Out door study - Sketching of streets – market place – Bus station – Boat Jetty – places of public gathering
- Unit IV Geometric Drawing – Perspective Drawing – Vanishing Point – Orthogonal lines. Single point, Two point and Multipoint Perspectives.
- Unit 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: CONVERSATIONAL SKILLS

#### OBJECTIVE

To develop conversational skills meant for informal occasions. To attain conversational skills for formal occasions such as club meetings, social gatherings, formal discussions at professional meetings and interviews.

- UNIT I        How to introduce oneself and one's friends to others.  
                  How to invite someone to an important event.
- UNIT II        How to make a request.  
                  How to ask for help and how to refuse help politely.
- UNIT III        How to express one's gratitude.  
                  How to persuade someone to do something.  
  
                  How to compliment people, to congratulate them, to express sympathy to them, to apologize to them, and to give someone a fair warning.
- UNIT IV        How to initiate a conversation with a total stranger.  
                  How to complain effectively.  
                  How to make suggestions and how to say goodbye.
- UNIT V        How to carry on a conversation on topics of mutual interest at a social gathering.  
                  How to carry on a telephone conversation.  
                  How to conduct a job interview with the students as the interviewer and as the candidate for a job.

#### REFERENCE

1. English in Situations               :       O'Neil, R.
2. Success with English               :       Broughton, Geofferey
3. English Conversation Practice:       Taylot, Grant

## 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 19<sup>th</sup> Century.
- Romanticism : Goya Friedrich – Delacroix – Nash Turner - Constable.  
Impressionism : Monet – Manet – Degas - Renoir. Post Impressionism:  
Cezanne- Seurat – Van Gogh - Gaugin.
- UNIT II            Movements in art in the 20<sup>th</sup> Century. Fauvism : Matisse, Roualt,-  
Cubism : Picasso– Braque : Juan Gris, Delaunay- Expressionism :  
Kathe Kollwitz. Nolde, Franz Marc, Kokoschka, Beckman, Kandinsky  
- Futurism : Carra, Boccioni, Dadaism: Duchamp, Arp, Max Ernst -  
Surrealism: Dali Ernest, Magritte, Chagall, Klee- Abstract  
Expressionism: Arshille Gorky, Decooning, Pollock, Rothko, Warhol -  
Constructivism : Tatlin, Gaho, Pevsner, Lissitzky- De Stijl: Mondriani -  
Architecture : Buildings by Gaudi, Mendelsohn - Bauhaus School :  
Gropius, Le Corbusier, Wright, Rohe- Conceptual Art: Earth, Site  
Specific Art, Smithson,Christo Op Art – Vasarely, Neo –  
Expressionism: Kiefer.
- UNIT III            Indian Art in Nineteenth and Twentieth Centuries. European influence  
in Indian Art, Company School, Raja Ravivarma Realistic academic  
painting & sculpture. Revivalist movement, Bengal school ,  
Abanidranath Tagore – Gaganendra Nath Tagore- Rabindra Nath  
Tagore – Nandalal Bose – Benode Behari Mukherjee – Ramkinker –  
Jamini Roy – Amrutha Shergil- Post – Independent developments  
in Indian Art: Progressive art Movements – Kolkata, Mumbai, Chennai  
-Souza – Husain – Ara- Raza – Bakre – Madras School: KCS  
Paniker and followers. A survey of Architecture in India in 20<sup>th</sup> Century.  
- Art & Architecture in Kerala – Traditional Architecture – Traditional  
Wood Carvings and Mural Paintings.
- Unit IV            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.

Unit V History of Graphic Design: The Invention of Writing, Alphabets, The Asian Contribution, Illuminated Manuscripts, Printing Comes to Europe, The German Illustrated Book, Renaissance Graphic Design, Graphic Design and the Industrial Revolution, Art Nouveau, The Influence of Modern Art, The Bauhaus and the New Typography, - The International Typographic Style, Post-modern Design, The Digital Revolution and Beyond – Contemporary trends.

## 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. History of Graphic Design : Meggs
6. Graphic Design History: A Critical Guide : Johanna Drucker and Emily McVarish
7. Graphic Design Time Line :  
A Century of Design Milestones : Steven Heller and Elinor Pettit  
Hopkins

## **COURSE 2-3 ARCHITECTURAL DRAWING I**

### **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..

- Unit I Introduction – Fundamentals of drawing and its practice, Drawing Tables and Surfaces, introduction to drawing equipments, familiarization, use and handling.
- Unit II Drawing – Drawing sheet sizes, composition, fixing. Drafting Standards, Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth.
- Unit III Architectural symbols – representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation. Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.
- Unit IV Measuring and drawing to scale – scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan , elevation and section etc. reduction and enlargement of drawings. Interiors and furniture sketching, Drawing from photographs.
- Unit V Building Geometry – Study of points, lines and planes leading to simple and complex solid geometrical forms. Orthographic projections of points, lines, first angle projections of planes and solids, sections of solids, development of surfaces of solids and intersections of solids. Use of geometry in buildings - isometric, axonometric, and oblique views. Working with models to facilitate visualization.

### **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 GRAPHICS**

### **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.

- Unit 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.
- Unit II Study of tools: Drawing tools, Shape and transform tools, Layers in Illustrator, Layer templates, Adding colour, Layer tracing methods.
- Unit 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,
- Unit IV Advanced blending techniques, Use of gradient mesh, Special Effects and Third party plug ins, Exporting and saving files.
- Unit 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.

- Unit 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.
- Unit II Compatible type faces, Legibility and readability, Reading, using type variation : Bold type, Reversed. Italics, Capitals, Uppercase, text formatting, caption, Display types, style sheets.
- Unit 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.
- Unit IV Brochure design, folding types, Poster design – various types of posters, flyers, small space press ads display ads.
- Unit 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

- Unit 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.
- Unit 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.
- Unit 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.
- Unit 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.
- Unit 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.

Unit 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.

Unit 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.

Unit 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

Unit 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.

Unit 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 3-4 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.

- UNIT 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...
- UNIT II Study from nature, study of objects in different mediums – Oil Pastels, Water Colours, Oil or Acrylics.
- UNIT 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.
- UNIT IV Exercise in poster colour – poster work – tint mixing – still life – abstract & realistic – Acrylic painting.
- UNIT 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 |
| A concise History of Art               | : | G. Buzin         |





## **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.

- Unit 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.
- Unit 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,
- Unit 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,
- Unit 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.
- Unit 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**

To provide the concept of ethics and the importance of media ethics

- UNIT I Introduction to Ethics - The nature of ethics and its ultimate purpose:
- UNIT II Notion of moral law and origin of Conscience - What is Conscience – Different types of Conscience - How to form good Conscience?
- UNIT III Mass Communication and Society: – Effects of media on education – The Mass Media and the Indian Family – Children and the Media – Representations of Women in the Mass Media – Media and Consumerism – Violence in the Media and Violence in society.
- UNIT IV Ethics of what we see: Visual Persuasion – Ethical perspectives for analyzing Photography, Computers, Graphic Design, Cartoons, Motion pictures, Television, and World Wide Web.
- UNIT V Journalism Ethics – Ethics of Cinema – Ethics of Broadcasting & Telecasting – Ethics in Advertising.

### **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 4-5  
CREATIVE SCULPTURE I**

**OBJECTIVE**

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

- Unit I            Introduction to basic principles, languages and techniques of sculpture.
- Unit 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 .
- Unit III           The plastic elements in sculpture – Forms in sculpture – Sculpture and space. Texture surface – Linear elements in sculpture – colour in sculpture – Movement : Form, Space.
- Unit IV            Study of natural and man made objects - in clay.
- Unit V            Sculpture with various materials - Relief in Metal Sheets – Relief on Wood – Paper Pulp - Thermocol. Sculpture with readymade materials.

**REFERENCE**

- |   |   |                |
|---|---|----------------|
| 1. Modeling and Sculpting human figures | : | Edourd Lanteri |
| 2. Modeling a likeness in Clay          | : | Daisy grubbs   |
| 3. The Portrait in Clay                 | : | Peter Rubino   |
| 4. Modeling the Figure in Clay          | : | Bruno Lucchesi |
| 5. Anatomy for the Artist               | : | Jeno Barcasy   |
| 6. Dynamic Anatomy                      | : | Burne hogarth  |

**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.

- Unit 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.
- Unit 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.
- Unit 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.
- Unit 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.
- Unit 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 5-3  
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.

- Unit 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.
- Unit II Applications of art / craft at public level spaces like, lounge (hotel), restaurant , new generation bank, etc
- Unit III Thematic space making with Art and craft forms of our own culture in India – East, West, North, Central and so on.
- Unit 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.
- Unit 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  
OPEN COURSE  
DESIGNING FOR WEB**

**OBJECTIVE**

Students are introduced to web designing techniques and technologies as they learn how to create basic web project

- Unit I Introduction to web design . Basic of HTML tags, Dream weaver, Cretin a basic webpage.
- Unit II Attributes, List and tables Links and images, CSS introduction.
- Unit III CSS – Selector type, Values, Common properties, WebPages layout techniques, Creating website with Dream weaver.
- Unit IV Introduction to Flash, Pnels, Timeline, Symbols, Libraries, Animation, Flash headers and banners.
- Unit V Web design project

**REFERENCE**

1. Principles of Web : Sklar Joel
2. Dreamweaver M X Bible : Joseph W
3. The Design of Everyday things : Donald A> Norman



**COURSE 6-1**  
**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.

- Unit I      Rendering and compositing - Understanding rendering - Using atmospherics - Rendering tools - Render effects - Compositing - Completing a project from modeling through rendering.
- Unit II      Mental ray materials and shades, MR lights, ambient/reflective occlusions.
- Unit III     Final Gather simulation in interior, Photons, Caustics, Global illumination, Combining final gather and global illumination.
- Unit IV      Importing 3D geometry, linking AutoCAD files, layers in AutoCAD and 3D Max, importing drawing files from AutoCAD and converting to 3D.
- Unit 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 6-2**  
**INTERIOR DESIGN PROJECT**

In this course students should 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 the miniature modelling. Students should prepare a presentation for the project submission. This 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.

**COURSE 6-3**  
**PAINTING /DESIGN PROJECT**

All students develop an original body of work, culminating in a final presentation accompanied by a written component. 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 design project. The project work is carried out under close guidance of a faculty member.

**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.

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**

### **SEMINAR LEVEL THESIS PROJECT**

The course provides a research orientation to the subjects related to interior design. Student should do a research work in any of the interior design subjects and present a seminar along with a thesis report. The subject should be approved by the faculty in charge. Some of the possible topics are:

- History of Interior design
- Interior Landscape
- Theory of Interior space
- Interior Design language of various cultures
- Art and craft form and its relevance in interior spaces.
- Graphics and space transformation
- Ecofriendly furniture
- User participation in Design
- Environmental art, etc.

Each student is required to select one of the above topics and present a written paper and a seminar. This should be based on literature reviews, case studies, interviews, market surveys, if applicable.