



**MANAV RACHNA INTERNATIONAL INSTITUTE OF
RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act, 1956)

**FACULTY OF ARCHITECTURE AND DESIGN
INTERIOR DESIGN**

**CURRICULUM
AND**

SCHEME OF EXAMINATION

(BACHELOR OF SCIENCE- INTERIOR DESIGN)

BATCH: 2022-23

FOREWORD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of Bachelor of Science –Interior Design (B.sc (ID)) being offered at the Faculty of Architecture and Design of this University. This has been duly vetted and finally approved by the Academic Council of the University vide held on **13th Sept, 2022** and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of Bsc (ID) shall be implemented w.e.f. AY 2022-23.

Date: 1st AUG 2019

**Prof. (Dr.) Naresh Grover
Dean-Academics, MRIIRS**

PREAMBLE

Creativity is the essence of Interior Design. Interior Design is an art and process of designing the Interior spaces. Interior Design deals with the optimum utilization of space, physical comfort and visual enrichment. An Interior Designer can undertake projects that include arranging the basic layout of space within the building as well as projects that require understanding of Technical issues. Interior Design is now a specialized branch of the building industry. Interior Designer requires deep knowledge of style, new techniques and latest materials as a profession Interior Design offers great challenges and the sky's the limit.

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of the higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exit and entry options to a Diploma/Advanced Diploma or Bachelors Degree, under the NSQF (National Skills Qualifications Framework).

To enhance the employability factor of the students, subjects such as Communication I, AutoCAD for Decorators, Estimating & Costing, 3D Studio Max, Entrepreneurship Development Programme, General Education Elective, Business Skills for Decorators, Field Placement, Visual Communication, Adobe Photoshop, Professional Practice, Internship & Practical Aspects of Project Management are an integral part of the curriculum.

To develop the future architect's entrepreneurship skill and inclination, subjects such as Communication I, Estimating & Costing, Entrepreneurship Development Programme, General Education Elective, Business Skill for Decorators, Commercial Decorating, Field Placement, Visual Communication, Professional Practice & Project Presentation and Practical Aspects of Project Management are a part of the curriculum.

With a major focus on the student's skill development to enhance his learning and employability in the job market, subjects such as AutoCAD for Decorators, Living Green, Design Thinking, Furniture Design, Visual Display Retail, 3D Studio Max, Visual Display and Adobe Photoshop are a part of the curriculum.

The course content is developed based on NVEQF (National Vocational Educational Qualification Framework), NSQF, CBCS (Choice Based Credit System), Industry requirements and achieves the following objectives in mind.

1. To develop a holistic personality by imparting human centric learning.
2. To impart skill-based education.
3. To promote Entrepreneurship among student

CONTENTS

S. No	Contents	
1	About the Department	1
2	Vision and Mission	2
3	PEOs	3
4	POs and PSOs	3-4
5	Mapping of PEOs with POs and PSOs	4
6	Semester System and Choice Based Credit System	5-6
7	Study Scheme at Glance	7-9
8	Semester wise Study Scheme with contact hours, assigned credits and distribution of marks	7-9
9	Course Details/Contents	10-113
	○ Prerequisites	○
	○ Course Outcomes	○
	○ List of Text Books and Reference Books	○
	○ Instructions for Paper Setting	○
	○ Distribution of Continuous Evaluation Marks	
	○ Mapping of PEOs with POs and PSOs	○

FACULTY OF ARCHITECTURE AND DESIGN

ABOUT THE DEPARTMENT

Faculty of Architecture & Design (FAD) is the design Faculty of MRIIRS which equips students with the competencies necessary for being creative professional Designers and Architects and exposes them to the aesthetic, technical, social, political and ethical dimensions of the designed built environment. Courses, seminars and workshops which run parallel to studios expose students to various other dimensions of design and architecture. FAD aims to foster an innovative and intellectually vibrant learning environment in the field. The quality of education offered matches the international standards of design education.

Presently department offers following programs:

- B Arch (Bachelor of Architecture)- 5 yr full time
- Bsc- ID (Bachelor of Science in Interior Design) 3 yr full time

Gain access to a wide range of disciplines.

Ours is one of the leading design programs to offer degrees at the undergraduate and graduate within a top-ranked multidisciplinary research university. Located in Faridabad, Haryana, Manna Rachna is a unique place where design, arts, sciences, and humanities converge. We promote an integrated design process that incorporates perspectives from each of these disciplines.

You'll work with people at every point in their careers, with experience in fields as varied as journalism, engineering, fine arts, psychology, business—and of course, design. You'll also have the opportunity to build a strong and diverse professional network with others who are among the best in their fields.

A solid foundation for next steps.

At its heart, design is about solving problems. It's no wonder businesses and institutions are embracing the value of design, and the demand for design professionals has never been greater. Organizations are actively seeking new approaches to problem solving in the face of escalating business, social, and environmental challenges.

Our programs prepare you for top jobs in leading companies and organizations today, while teaching you to design with future generations in mind. In recent rankings of design schools based on career outcomes, our programs consistently come out on top. Our alumni go on to some of the most desirable positions in the field, with multinational companies, design firms, and nonprofits. Some become design researchers and educators, and many start their own businesses. The career possibilities—and your potential to make an impact on the world—are limited

BACHELOR OF SCIENCE- INTERIOR DESIGN

VISION

Faculty of Architecture and Design is committed to train and equip the students with the latest state of the art technology, knowledge and skills in the chosen Design fields to enable them to face any global challenge with a view to transform them into creative insightful, and responsible citizens and inculcate a work culture of theoretical and applied research leading to creation of aesthetically appealing designs and dissemination of knowledge, with the skilled and evolved designers in the relevance of socioeconomic and geographical, cultural and human context.

MISSION

To provide an environment where teachers facilitate the student's zeal to learn, maintain the standards of industry and the state-of-the-art infrastructure- technology, labs and studio facilities at par with the best institutions in India and abroad with the aim:

- To give a platform with mentorship, industrial inputs while imparting knowledge and skills of the facilitators to the creative minds in the field of design and automation and inculcating the soft skills, leadership quality and team work culture with appropriate platforms, art, craft, design to communicate, and accelerate in the world of design.
- To nurture sensitive human beings with a creative mind and golden heart who can create and implement the innovative ideas, for upliftment of the society and advancement of humanity.
- To embark upon research and development activities in the field of design, in collaboration with the research labs, industry and the academia to add cognizance, and knowledge with the exploration of new possibilities with recognition.

PROGRAMME EDUCATION OUTCOMES – BSC ID

- PEO1. Should be able to stimulate artistic sensitivity and apply theories of human behavior to human- centered design solutions.
- PEO2. Strengthen intellectual growth and the capacity to develop creative and responsible solutions to unique and changing interior spaces.
- PEO3. Acquire leadership capabilities necessary for the competent practice of interior design and lifelong learning..
- PEO4. Pursue advanced education, research and development, and other creative and innovative efforts in the field of Interior design.

PROGRAMME OUTCOMES – BSC ID

- PO1. Interior design knowledge:** Incorporate a global perspective when making design decisions, based on sustainable, socio-economic and cultural contexts.
- PO2. Problem analysis:** Analyze interiors, architecture, the decorative arts, and art within historical and cultural context to inform contemporary design solutions
- PO3. Design/development of Interior design solutions:** synthesize theories and concepts of spatial definition and organization into multi-dimensional design solutions.
- PO4. Conducting Investigation of Complex Interior design Problems:** Apply the design process to generate creative solutions to complex problem optimizing the human experience within the interior environment.
- PO5. Modern tool usage:** Create, select, and apply theory, psychology and methodology of colour to design of the interior environment with an understanding of the limitations.
- PO6. The Interior Designer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional interior designer practice.
- PO7. Environment and sustainability:** Apply principle of lighting, acoustics, thermal comfort, and indoor air quality as required to enhance the health, safety, welfare and performance of building occupants
- PO8. Ethics:** Recognize the ethical and professional responsibilities and the norms of Interior designer practice.

PO9. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO10. Communication: Communicate complex ideas clearly to specialists and non-specialists through appropriate oral, written and representational media.

PO11. Project management and finance: Comply with laws, codes and standards that impact fire safety and life safety. Produce construction drawings and documents using industry standards for variety of interior spaces.

PO12. Life-long learning: Exemplify accepted standards of professionalism and business practice including a commitment to engage in lifelong learning.

PROGRAMME SPECIFIC OUTCOMES

PSO1. Ability to enhance creative design skills in attaining design solutions in interior environment.

PSO2. To understand and specify furniture, fixtures, equipments and finish materials to meet the design criteria for a variety interior space.

Mapping of PEOs, POs & PSOs

POs / PSOs PEOs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
PEO 1	3	3	3	3	3	1	1	-	1	2	3	3	3	3
PEO 2	2	3	3	2	2	2	3	3	3	3	3	2	3	2
PEO 3	3	3	2	3	3	2	1	1	1	1	2	1	3	2
PEO 4	3	3	3	3	3	1	2	1	1	2	2	1	2	3

Choice Based Credit System

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated

(a) Course credits assignment

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial, practical and studio in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfillment of award of degree.

(b) Earning of credits

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however shall be mandatory to pass as a partial fulfillment of award of degree.

For Award of Degree of a programme **Bachelor of Science – Interior Design**

he/she has to earn minimum **136 credits** during the **3-year duration** of the programme **in 6 semesters**.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket".

The **total credits 116 required** to be earned under "**Compulsory Courses Basket**" and **20 credits** under "**Elective Courses Basket**".

All courses under "Compulsory Courses Basket", are required to be qualified and cleared/pass by each and every student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself

- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under “Elective Courses Basket” depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the “Elective Courses Basket” during the entire programme duration.

However, for registration of courses [including courses under “Compulsory Courses Basket”, “Elective Courses Basket” and Previous Semester Courses (wherein he/she was declared ineligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, the maximum limit in a semester shall be 30 credits.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES												
FACULTY OF ARCHITECTURE AND DESIGN												
BACHELOR OF SCIENCE- INTERIOR DESIGN												
STUDENT BATCH- 2022												
SEMESTER- 01												
Course Type	Course Code	Title of Course	Periods/Week					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	Duration and mode of Exam	Credits
			L	T	P	S	Total					
COMPULSORY COURSE												
	BID-DS-101	Design Elements & Principles of Our Environment	0	0	2	2	4	50	50	100	3 Hours Practical Examination	3
	BID-DS-102	Basic Drafting Skills	0	0	4	1	5	50	50	100	3 Hours Practical Examination	3
	BID-DS-103	Drawing Techniques	0	0	4	1	5	50	50	100	3 Hours Practical Examination	3
	BID-DS-104	History of Furniture & Decoration-I	3	0	0	0	3	50	50	100	3 Hours Theory Examination	3
	BID-DS-105	Hard Material and Finishes	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-106	Colour in Décor	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-107	Communication – I	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
							23			700		18

* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES												
FACULTY OF ARCHITECTURE AND DESIGN												
BACHELOR OF SCIENCE- INTERIOR DESIGN												
STUDENT BATCH- 2022												
SEMESTER- 02												
Course Type	Course Code	Title of Course	Periods/Week					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	Duration and mode of Exam	Credits
			L	T	P	S	Total					
COMPULSORY COURSE												
	BID-DS-201	Furniture and Layout	0	0	2	2	4	50	50	100	3 Hours Practical Examination	3
	BID-DS-202	Perspective Sketching	0	0	4	0	4	50	50	100	3 Hours Practical Examination	2
	BID-DS-203	History of Furniture & Decoration -II	3	0	0	0	3	50	50	100	3 Hours Theory Examination	3
	BID-DS-204	Window Treatments and Accessories	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-205	Soft Material and Finishes	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-206	Communication – II	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	CH-202B	Environment Studies	4	0	0	0	4	100	100	200	3 Hours Theory Examination	4
							21			800		18

* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc.) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES												
FACULTY OF ARCHITECTURE AND DESIGN												
BACHELOR OF SCIENCE- INTERIOR DESIGN												
STUDENT BATCH- 2022												
SEMESTER- 03												
Course Type	Course Code	Title of Course	Periods/Week					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	Duration and mode of Exam	Credits
			L	T	P	S	Total					
COMPULSORY COURSE												
	BID-DS-301	Studio I (Residential Design)	0	0	2	2	4	50	50	100	3 Hours Practical Examination	3
	BID-DS-302	Building Materials & Construction- I	0	0	4	1	5	50	50	100	3 Hours Practical Examination	3
	BID-DS-303	Kitchen Remodelling	0	0	4	0	4	50	50	100	3 Hours Practical Examination	2
	BID-DS-304	AutoCAD for Decorators I	0	0	2	1	3	50	50	100	3 Hours Practical Examination	2
	BID-DS-305	Design Thinking	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-306	Lighting	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
							20			600		14
ELECTIVE COURSE												
CHOOSE ANY 1 Option-1	BDES-AN-306A	Digital Art	0	0	0	2	2	100	100	200	3 Hours Practical Examination	2
	BDES-ID-307	Introduction to Photography	0	0	0	2	2	100	100	200	3 Hours Practical Examination	2

* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES												
FACULTY OF ARCHITECTURE AND DESIGN												
BACHELOR OF SCIENCE- INTERIOR DESIGN												
STUDENT BATCH- 2022												
SEMESTER- 04												
Course Type	Course Code	Title of Course	Periods/Week					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	Duration and mode of Exam	Credits
			L	T	P	S	Total					
COMPULSORY COURSE												
	BID-DS-401	Visual Display Retail	0	0	2	2	4	50	50	100	3 Hours Practical Examination	3
	BID-DS-402	Building Materials & Construction-II	0	0	2	2	4	50	50	100	3 Hours Practical Examination	3
	BID-DS-403	Bath Remodelling	0	0	4	0	4	50	50	100	3 Hours Practical Examination	2
	BID-DS-404	Field Placement & Live Project Experience	0	0	4	0	4	50	50	100	3 Hours Practical Examination	2
	BID-DS-405	AutoCAD for Decorators II	0	0	2	1	3	50	50	100	3 Hours Practical Examination	2
	BID-DS-406	Studio Technique II	0	0	2	1	3	50	50	100	3 Hours Practical Examination	2
	BID-DS-407	Marketing Techniques & project management	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-408	Living Green	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
							26			800		18
ELECTIVE COURSE												
CHOOSE ANY 1 Option-1	BDES-CD-406A	Branding and Promotion	0	0	0	2	2	50	50	100	3 Hours Practical Examination	2
	BDES-AN-406A	Motion Graphics-I	0	0	0	2	2	50	50	100	3 Hours Practical Examination	2

Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES												
FACULTY OF ARCHITECTURE AND DESIGN												
BACHELOR OF SCIENCE- INTERIOR DESIGN												
STUDENT BATCH- 2022												
SEMESTER- 05												
Course Type	Course Code	Title of Course	Periods/Week					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	Duration and mode of Exam	Credits
			L	T	P	S	Total					
COMPULSORY COURSE												
	BID-DS-501	Studio-III - Commercial Design	0	0	4	2	6	50	50	100	3 Hours Practical Examination	4
	BID-DS-502	Furniture Design	0	0	4	0	4	50	50	100	3 Hours Practical Examination	2
	BID-DS-503	Building Materials & Construction - III	0	0	2	1	3	50	50	100	3 Hours Practical Examination	2
	BID-DS-504	3D Studio Max-I	0	0	2	1	3	50	50	100	3 Hours Practical Examination	2
	BID-DS-505	Interior Service Systems	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
	BID-DS-506	Estimating & Costing	2	0	0	0	2	50	50	100	3 Hours Theory Examination	2
							20			600		14
ELECTIVE COURSE												
CHOOSE ANY 1 Option-1	BDES-AN-507	Digital Art-II	0	0	0	2	2	100	100	200	3 Hours Practical Examination	2
	BDES-ID-606	Live Project Presentation	0	0	0	2	2	100	100	200	3 Hours Practical Examination	2

Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES												
FACULTY OF ARCHITECTURE AND DESIGN												
BACHELOR OF SCIENCE- INTERIOR DESIGN												
STUDENT BATCH- 2022												
SEMESTER- 06												
Course Type	Course Code	Title of Course	Periods/Week					CONTINUOUS ASSESSMENT	END SEM EXAM	TOTAL	Duration and mode of Exam	Credits
			L	T	P	S	Total					
COMPULSORY COURSE												
	BID-DS-601	Interior Design Thesis Project	0	0	8	4	12	100	100	200	3 Hours Practical Examination	8
	BID-DS-602	Adobe Photoshop & 3 D Studio Max-II	0	0	2	2	4	100	100	200	3 Hours Practical Examination	3
	BID-DS-603	Professional Practice & Business Ethics	3	0	0	0	3	50	50	100	2 Hours Theory Examination	3
							19			500		14
ELECTIVE COURSE												
CHOOSE ANY 1 Option-1	BDES-AN-606	Fundamental of audio and video Lab	0	0	0	2	2	100	100	200	3 Hours Practical Examination	2
	BDES-CD-604	Corporate Identity	0	0	0	2	2	100	100	200	3 Hours Practical Examination	2

* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-101: DESIGN ELEMENTS & PRINCIPLES OF OUR ENVIRONMENT

Periods/week				Credits	Max. Marks: 100
L: 0	T: 0	P: 2	S:2	3	CONTINUOUS EVALUATION: 50
Duration of Examination: 3 Hrs					END SEM.EXAM: 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes

The student will be able to

BID-DS-101.1: define basic Elements & Principles.

BID-DS-101.2: classify designs on the basis of cultural differences and similarities.

BID-DS-101.3: develop a concept from a project topic.

BID-DS-101.4: analyze components historical and modern changes across the world.

BID-DS-101.5: interpret their own designs on using descriptive language.

BID-DS-101.6: modify various interior elements by using sustainable materials and techniques.

PART-A**Unit 1: Introduction**

- 1.1 Elements of Design
- 1.2 Point, line, volume, shape, texture & colour – in relation to light, pattern etc. and application of the same in designing interiors.

Unit 2: Recognize the impact environments have on our aesthetical choices.

- 2.1 Summarize personal values, preferences and influences
- 2.2 Provide examples of cultural differences and similarities
- 2.3 Define the relationship between multi-cultural life and urban design

Unit 3: Name different styles and describe their evolution and influences in our society.

- 3.1 Explain the key components that make up a style
- 3.2 Evaluate historical accomplishments and modern changes to environments across the globe
- 3.3 Predict what future trends and opportunities exist

PART-B**Unit 4: Principles of Design**

- 4.1 Ratio; proportions – golden section; relationships; scale; Balance – symmetrical, radial, harmony; unity; variety; rhythm; emphasis.

Unit 5: Provide examples of how design elements and principles are used in a variety of creative fields.

- 5.1 Acknowledge design strategies utilized in interiors, architecture, landscaping, advertising, photography, art, fashion, etc.
- 5.2 Describe types of issues that may arise when transforming a concept into a finished piece of work
- 5.3 Discuss standards for excellence and creative ingenuity among disciplines
- 5.4 Prepare and articulate your own design concept using descriptive language

Unit 6: Visually enhance the presentation of your work through a conscientious approach to planning and organizing of items.

- 6.1 Manipulate the design elements to create a harmonious final product
- 6.2 Employ new sustainable materials and techniques to produce projects
- 6.3 Recognize the placement of information based on cultural needs and human desire for balance

Text Books/ Reference Books:

1. Karla J. Nielson and David A Taylor, 2002, Interiors An Introduction,3rd edition, Publishers-Mcgraw-Hill College.
2. Maureen Mitton, 28 February 2012, Interior Design Visual Presentation, A Guide to Graphics , Models and Presentation Techniques,4th edition, John Wiley & Sons.

Software required/Weblinks:

NONE

Instructions for paper setting: **Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part ‘A’ and part ‘B’. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.**

Assessment Tools:

Assignment/Tutorials
 Sessional tests
 Surprise questions during lectures/Class Performance
 Term end examination(THEORY)

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-101.1	2	3	–	1	–	–	–	–	2	2	–	1	1	–
BID-DS-101.2	1	3	1	1	1	2	1	1	–	1	–	–	–	2
BID-DS-101.3	1	2	3	2	1	–	–	1	1	2	1	1	1	–
BID-DS-101.4	1	3	–	2	1	1	1	–	1	1	–	–	–	–
BID-DS-101.5	–	1	2	1	3	–	–	–	1	3	1	–	2	–

BID-DS-101.6	-	-	1	-	1	-	3	-	-	-	2	-	-	2
---------------------	---	---	---	---	---	---	---	---	---	---	---	---	---	---

MRPERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-102: Basic Drafting Skills

Periods/week				Credits	Max. Marks : 100
L: 0	T: 0	P: 2	S: 2	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes**The student will be able to**

BID-DS-102.1: Select the drawing tools and accessories used in drafting and lettering techniques.

BID-DS-102.2: Demonstrate geometrical shapes and projection with the help of engineering scale and free hand sketches.

BID-DS-102.3: Develop measured drawings of spaces using an imperial scale indicating the appropriate dimension notations, industry standards such as line weights, symbols, reference bubbles, titles.

BID-DS-102.4: Distinguish between the professional presentations either as rendered presentation drawings for clients, or measured and dimensioned working drawings for contractors.

BID-DS-102.5: Explain to calculate quantity of space.

BID-DS-102.6: Create a wide variety of textures to be used on plans and elevations and provide visual identification.

PART- A**Unit 1: Set up manually drafted drawings on the appropriate paper using correct scale**

- 1.1 Identify drafting equipment from kit
- 1.2 Utilize proper equipment to create drafted drawings

Unit 2: Projection

- 2.1 Orthographic Projections
- 2.2 Different ways of presentation of solids in 3D projections - Isometric Projections & Axonometric Projections

Unit 3: Demonstrate the correct use of a measuring tape and create working sketches for drafting plans.

- 3.1 Obtain accurate measurements using measuring tape.
- 3.2 Accurately record measurements of space and items on rough room outline.
- 3.3 Indicate appropriate dimension notations and symbols on drawings.

PART- B**Unit 4: Draft accurate floor plans and elevations using appropriate scale with time management**

- 4.1 Create correct lines using appropriate line weights
- 4.2 Calculate exact measurements and apply to drawings using an imperial scale
- 4.3 Produce accurate drawings/documents - for both working and presentation drawings - using appropriate industry standards such as line weights, symbols, reference bubbles, titles.
- 4.4 Track amounts of time used for each assignment

Unit 5: Create bubble diagrams

- 5.1 List types of activities for specific rooms
- 5.2 Calculate quantity of space required for each activity

Unit 6: Understand typical furniture and accessory types and sizes and learn how to draw these as orthographic projections, as well as apply textures and shadows

- 6.1 Create a wide variety of textures to be used on plans and elevations
- 6.2 Illustrate details with shade and shadows to enhance drawings and provide visual

identification

Text Books/ Reference Books:

1. Karla Nielson & David Taylor, 2009, Interiors: An Introduction, Edition 4 (illustrated), Publishers- McGraw-Hill Companies, Incorporated, 2006.
2. N.D. Butt, 2014, Engineering Drawing, Publishers- Charter Publication.
3. Diana Bennett Wirtz, 2014, Hand Drafting for Interior Design, 2nd Edition, Bloomsbury Publishing India Private Limited.
4. Francis D. K. Ching, 1 January 2009, Architectural Graphics 5th edition, Publisher/Edition: John Wiley/2009 ISBN No. 978-0470399118
5. Francis D. K. Ching, 2018, Interior Design Illustrated, 4th Edition, John Wiley & Sons, 2018, ISBN 111937720X, 9781119377207

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-102.1	-	-	-	-	3	-	-	-	2	2	-	3	1	1
BID-DS-102.2	-	1	-	-	-	-	-	1	2	2	1	3	1	1
BID-DS-102.3	1	-	-	-	1	-	-	2	2	3	3	3	2	2
BID-DS-102.4	-	3	1	-	1	-	-	1	1	2	3	3	3	2
BID-DS-102.5	1	1	-	1	3	-	-	1	1	1	3	3	1	2
BID-DS-102.6	1	-	-	1	3	1	-	1	1	3	3	2	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-103: Drawing Techniques

Periods/week				Credits	Max. Marks : 100
L: 2	T: 0	P: 4	S:1	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50

Pre-requisites: None**Course Type: Program Core****Course Outcomes****BID-DS-103.1:** The student will be able to understand the methods of drawing.**BID-DS-103.2:** The student shall be able to categorize various elements of design.**BID-DS-103.3:** The student shall be able to apply various rendering techniques.**BID-DS-103.4:** The student will be able to identify different color schemes.**BID-DS-103.5:** The student will be able to classify the application of color through various mediums.**BID-DS-103.6:** The student will be able to develop full rendered drawing for presentation.**Unit 1: Elements of design**

Drawing Basics: Point & Line, Shape & Forms, Textural value

Unit 2: Color & Render

i) Gradation Scale: Tones, Rendering Basics, Effect of Light Source

ii) Contrast & Values: Composing black & whites, Value of grey, 2-D & 3-Dimensional effect

iii) Rendering – Mediums: Intro to oil pastels & dry pastels, Intro to Water colors

Unit 3: Basic Drawing

i) Introduction to drawing Perspectives

ii) Intro to grid, Grid in 1-point perspective

Unit 4: Rendering Techniques

i) Rendering – Interior Space: Composing Space, Incorporate materials' rendering, Light Source

ii) Rendering – Metal & Glass: Material Effect, Rendering Metal, Rendering Glass

iii) Rendering – Furniture: Material Effect, Rendering Wood and Furniture

Note: Render a professional visually correct and balanced composition by using all elements and fundamentals as demonstrated during class, lectures and in class exercises.

 select appropriate materials and equipment to illustrate, furniture, finishes and ambience of the design. *measure objects accurately using ratio analysis* *shade properly obtaining maximum gradations* *evaluate absence of drawing contrast and detail* *understand the effects of light and how to achieve mass, volume,* *create exciting concept renderings through use of cropping, view selection and focal point analysis.* *create professional concept renderings using marker techniques, parallel line, colour and overlays.* *prepare drawings for scheduled critiques.* *Mount artwork and prepare a portfolio for a formal presentation.***Text Books/ Reference Books:**

1. Helen Bowers, March 2005, *Interior Materials & Surface – The Complete Guide*, Firefly Books Ltd.

2. John Montague, February 2013, *Basic Perspective Drawing – Visual Guide, 6th edition*, ISBN: 978-1-118-41412-5, John Wiley & Sons.

Instructions for paper setting: The subject will be assessed through a practical examination.

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
BID-DS-103.1:	2	2	2	2	2	2	2	2	2	1	3	3	2	2
BID-DS-103.2:	1	2	2	2	2	2	2	2	2	2	2	2	1	1
BID-DS-103.3:	2	2	2	2	3	3	3	2	2	2	2	2	2	2
BID-DS-103.4:	2	2	2	2	2	3	2	2	2	2	2	2	2	2
BID-DS-103.5:	2	2	2	2	2	2	2	2	2	2	2	2	2	2
BID-DS-103.6:	1	2	2	2	2	2	1	2	2	1	2	2	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-104: HISTORY OF FURNITURE & DECORATION-I

Periods/week		Credits	Max. Marks : 100
L: 3	T: 0	P: 0	3
Duration of Examination: 3 Hrs			CONTINUOUS EVALUATION : 50
			END SEM.EXAM : 50
Pre-requisites: None			
Course Type: Program Core			

Course Outcomes

The student will be able to

BID-DS-104.1: name basic foundations of furniture history.**BID-DS-104.2:** explain Ancient & Classical Civilizations of History.**BID-DS-104.3:** solve design problems referring the key furniture styles.**BID-DS-104.4:** compare and select appropriate furniture style for a Interior.**BID-DS-104.5:** conclude formal presentation on the basis of gathered information.**BID-DS-104.6:** improve design proposals and presentation with reference to Period furniture.**PART-A****Unit 1:** Brief history of Indian Furniture

- 1.1 Furniture making Techniques, finishes and motifs
- 1.2 Comparison of Indian furniture with various styles used in the world during different periods
- 1.3 Indian furniture in modern context

Unit 2: Identify basic furniture forms from ancient-(Part A) and classical (Part B) civilizations

- 2.1 List characteristics of furniture that define specific periods
- 2.2 Compare the difference between one period and another using appropriate vocabulary
- 2.3 Recognize terminology and be able to choose words accurately to describe furniture and styles
- 2.4 Identify specific furniture by style recognition
- 2.5 Identify and compare different techniques used in furniture construction from different countries

Unit 3: Locate information using a wide variety of sources to summarize specific periods and their characteristics

- 3.1 Research information for specific periods of furniture using the Learning Resource Center, textbooks, articles and the internet
- 3.2 Produce drawings to support common and specific characteristics of furniture selected
- 3.3 Record sources and assemble bibliography
- 3.4 Assemble a formal presentation of information gathered
- 3.5 Examine the different aspects of plagiarism and apply ethical judgment when preparing written reports
- 3.6 Brief Furniture History of Ancient Civilizations (Egypt, Greece, Rome)
- 3.7 Discuss Renaissance Furniture and characteristics features from including different countries

PART-B**Unit 4: Demonstrate the ability to work in groups to achieve common goals**

- 4.1 Demonstrate how an effective team works

- 4.2 Constructively critique another team member's work
- 4.3 Apply effective team work strategies to organize and structure group activities
- 4.4 Estimate amount of time required for project and evaluate progress

Unit 5: Discuss furniture manufacturing from different cultures

- 5.1 Research a variety of production methods
- 5.2 Identify production methods that demonstrate sustainable practices

Unit 6: Demonstrate Time Management skills

- 6.1 Evaluate use of time and discuss ways to improve overall performance
- 6.2 Demonstrate Ability to complete exercise to connect deadlines
- 6.3 Discuss Baroque, Rococo, British & American Colonial period and Regency Furniture and characteristics features from including different countries.
- 6.4 Bourbon Dynasty & Early Colonial Period- Design & Furniture, Characteristics, Era & furniture, Painted Furniture Styles
- 6.5 British & American Period- Decorative Styles & Finishes, Canadian Furniture
- 6.6 French Regence- Evolution of Furniture, Types of Furniture, Windsor Chairs, Types of Windsor Chairs

Text Books/ Reference Books:

1. Ahmad A. Kasu, 1 January 2018, Interior Design, ASHISH BOOK CENTRE, ISBN-13 : 978-8178131863
2. Dr. Leslie Pina, 2009, Furniture in History: 3000 B.C - 2000 A.D, 2nd edition, Pearson

Software required/Weblinks:

NONE

Instructions for paper setting: **Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.**

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	P O10	P O11	P O12	PS O1	PS O2
BID-DS-104.1:	3	2	-	-	-	-	-	-	-	1	-	-	-	1
BID-DS-104.2:	2	3	-	2	2	-	1	-	-	-	2	1	-	-
BID-DS-104.3:	-	1	2	3	2	-	-	1	1	2	1	-	-	-
BID-DS-104.4:	2	1	1	1	3	1	-	-	1	1	1	-	2	-

BID-DS-104.5:	-	1	1	2	2	-	-	1	2	2	2	2	2	-
BID-DS-104.6:	1	1	2	1	2	3	1	-	1	2	1	1	-	2

MRPERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-105: Hard Materials & Finishes

Periods/week		Credits	Max. Marks : 100
L: 2	T: 0	P: 0	2
Duration of Examination: 2 Hrs			CONTINUOUS EVALUATION : 50
			END SEM.EXAM : 50
Pre-requisites: None			
Course Type: Program Core			

Course Outcomes

The student will be able to -

BID-DS-105.1: List the variety of paints, wood, floor, wall covering materials etc.

BID-DS-105.2: Explain through research and compile report on sustainability components production, installation, durability, cost, life-cycle cost, to develop a better understanding of the various important factors which should be considered when specifying products.

BID-DS-105.3: Identify specific components of composition of new materials for interiors using knowledge of construction techniques of materials.

BID-DS-105.4: Analyze the manufacturing process, application methods and recommend materials that will make less of an impact on our environment.

BID-DS-105.5: Recommend the materials that can be applied to meet the functional and aesthetic needs of your clients.

BID-DS-105.6: Create a budget estimate of the quantities of materials needed.

PART-A

Unit 1 Discuss the different types of interior and exterior materials with cost and estimation

- 1.1 Wooden & Bamboo, Radiant heat Flooring, Granite & Marble, Cork & Laminates, Veneers & Vinyl, Carpet & acrylic.
- 1.2 History & Ingredients of Paint, Binders, Primers & Pigments, Cost and estimation.
- 1.3 Types of Wood, Manufacturing Process, Seasoning: Air-drying & Kiln-Drying, Grading, Veneer Construction, Specialized Veneers, Effects in veneering, Plywood, Laminates, Environmental impact.

Unit 2 Discuss the many different types of materials and products on the global and local market and how they can be applied to meet the functional and esthetic needs of your clients.

- 2.1 Select specific materials based on client needs in Residential settings.
- 2.2 Clearly explain the performance, properties and application of the different materials in the global and local market place.
- 2.3 Recommend materials that will make less of an impact on our environment and are made from renewable Resources.

Unit 3 Demonstrate how to calculate quantities required to price out materials to meet your clients Needs

- 3.1 State the quantities of materials needed to create a budget estimate
- 3.2 Create a complete budget estimate
- 3.3 Explain how to calculate square footage, square yards, lineal feet, calculations for wallpaper and paint.

PART-B

Unit 4 Wall covering, Metal and Leather & Suede

- 4.1 Types of wall coverings, Wall Paper, Calculation of Wallpaper, Fabric Wall covering, Baseboards, Gypsum

Board, Bamboo and tiles etc, History of Plaster on Walls, Application Process.
4.2 Properties & history of Metal, Metal Finishes – Mechanical, Chemical & Coating, Ferrous & Nonferrous

Metals, Environmental impact.

4.3 Skin sizes & Grain, Preparation, Tanning & Finishing, Splitting & Coloring, Sources of Leather, Imitation

Leather, Environmental Impact.

Unit 5 Discuss new methods of material applications that are more sustainable to the environment

5.1 Research application methods that support green building practices

5.2 Select materials for residential projects based on knowledge of the manufacturing process using the three

pillars of sustainability through social, economic and environmental practices

Unit 6 Prepare client proposal of a variety of materials and finishes used in residential and commercial settings

6.1 Prepare a client proposal for the materials and finishes of an interior space.

6.2 Catalogue a variety of materials and identify specific components of composition.

Text Books/ Reference Books:

1. Nick Gibbs, 30 July 2005, The Real Wood Bible, Firefly Books Ltd; Spi edition.
2. Virginia Hencken Elsasser & Julia Sharp, 26 January 2017, Know your Home Furnishings, 2nd Revised edition, Bloomsbury Academic USA.
3. Helen Bowers, 5 March 2005, Interior Materials & Surfaces: The Complete Guide, Publisher- Firefly Books.
4. Ahmad A. Kasu, 1 January 2018, Interior Design, ASHISH BOOK CENTRE, ISBN-13: 978-8178131863
5. M. Pratap Rao, January 2012, Interior Design Principles & Practice, 4th edition, STANDARD PUBLICATIONS-DELHI

Software required/Weblinks:

None

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 10 marks.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-105.1	2	-	-	1	1	1	2	-	1	1	1	-	1	3
BID-DS-105.2	3	-	-	1	-	2	2	1	-	3	1	2	3	3
BID-DS-105.3	1	-	-	3	-	1	1	2	-	-	-	1	3	3
BID-DS-105.4	2	1	2	1	-	2	1	1	-	1	3	1	2	3
BID-DS-105.5	3	2	1	3	2	3	-	2	1	1	-	1	2	3
BID-DS-105.6	-	-	-	1	-	-	-	1	-	1	1	3	1	1

MRPDRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-106: Colour in Décor

Periods/week			Credits	Max. Marks: 100
L: 2	T: 0	P: 0	2	CONTINUOUS EVALUATION: 50
Duration of Examination: 2 Hrs.				END SEM.EXAM: 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

The student will be able to -

- BID-DS-106.1:** Define the basic terms used in color theory, association of colors in different cultures.
- BID-DS-106.2:** Show color mixing and the visual effects of specific color combination.
- BID-DS-106.3:** Apply art principles using color combinations in spaces.
- BID-DS-106.4:** Analyze the relationship of light and color and variety of sustainable paints available in the market.
- BID-DS-106.5:** Explain renewable color trends in past years
- BID-DS-106.6:** Design interior spaces using elements and the principles of design in color.

PART- A**Unit 1: Identify specific colors within the colour wheel.**

- 1.1 Identify colour terms and definitions
- 1.2 Explain how all colors can be created by using the three primary colors.
- 1.3 Examine and discuss the colour wheel using appropriate terminology.

Unit 2: Explain the seven types of colour contrasts. Select appropriate colors for interiors using knowledge of color pairings

- 2.1 Show examples of room settings in class and discuss the color pairing as it relates to the color wheel.
- 2.2 Reuse old trade magazines and identify paint colors used in projects
- 2.3 Discuss the seven types of contrast.

Unit 3: Outline the psychology of colour

- 3.1 Color psychology
- 3.2 Research specific colour theorists, prepare and present finding.

PART- B**Unit 4: Select a variety of paints from different manufacturers and research compositions to determine sustainability of product.**

- 4.1 Isolate ecofriendly components in paint
- 4.2 Determine which paint manufacturers have met the standards set for LEED buildings
- 4.3 Select specific paint for project based on sustainability of product

Unit 5: Research past and current colour trends and be prepared to discuss the differences on line as part of the hybrid component

- 5.1 Discuss findings on colour trends in fashion, cars, accessories, textiles and paint. Focus on renewable trends as part of assignment.
- 5.2 Identify colour trends over the past ten years.

Unit 6: Design Problem

6.1 Show examples of room settings based on color schemes.

Text Books/ Reference Books:

1. Linda Holtzchue , February 2011, Understanding Color – an Introduction for Designers 4th Edition, Publishers- John Wiley & Sons.
2. Johannes Itten ,31 January 1970, The Elements of Color, Publishers- John Wiley & Sons, ISBN-13 : 978-0471289296

Software required/Weblinks:

None

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part ‘A’ and part ‘B’. Students need to attempt two questions out of three from each part. Each question will be of 10 marks.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-106.1:	2	1	1	-	2	1	-	1	1	3	-	3	1	1
BID-DS-106.2:	-	-	1	2	1	1	-	-	1	3	-	3	2	1
BID-DS-106.3:	-	-	1	-	-	-	-	1	1	3	1	3	2	2
BID-DS-106.4:	1	3	2	1	-	-	1	1	1	1	2	3	2	3
BID-DS-106.5:	3	3	-	-	3	1	-	1	1	3	1	2	2	3
BID-DS-106.6:	3	2	1	1	-	-	-	1	1	3	-	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-107: Communication-I

Periods/week	Credits	Max. Marks: 100
L: 2 T: 0 P: 0	2	CONTINUOUS EVALUATION: 50
Duration of Examination: 2 Hrs		END SEM.EXAM: 50

Pre-requisites: None**Course Type: Program Core****Course Outcomes****BID-DS-107.1:** The students shall be able to Communicate their thoughts in a better manner**BID-DS-107.2:** The students shall be able to deliver organized and complete written messages.**BID-DS-107.3:** The students shall be able to demonstrate the ability to deliver spoken message.**BID-DS-107.4:** The students will be able to Interpret and reframe information gained from spoken messages.**BID-DS-107.5:** The students will be able to Use effective reading strategies.**BID-DS-107.6:** The students will be able to integrate information using commonly accepted citation guidelines.**PART-A****UNIT-I: Deliver organized and complete written messages.**

Deliver organized and complete written messages which are tailored to intended audiences;

Identify audience and purpose, select appropriate mode for delivering message

Use pre-writing strategies to generate ideas, select and limit a topic Recognize and use basic patterns of standard English, Format and write short documents such as routine correspondence, paragraphs, and short essays or reports Edit and proofread documents to eliminate errors

UNIT-II: Demonstrate the ability to deliver spoken message.

Demonstrate the ability to deliver an organized and complete spoken message to meet the needs of individuals and small groups: Choose appropriate format and structure for the purpose and audience

Plan and organize messages and reports Use strategies to overcome speaking anxiety

Use verbal and nonverbal techniques to enhance spoken messages Incorporate cues and transitions to guide listeners

UNIT-III: Interpret and reframe information gained from spoken messages.

Interpret and reframe information gained from spoken messages in ways that show accurate analysis and comprehension., Identify and practice effective listening strategies Identify barriers to effective listening, Summarize and paraphrase information gained through listening Reformat information received through listening to another medium

PART-B**UNIT-IV: Use effective reading strategies.**

Use effective reading strategies to collect and reframe information from a variety of written materials accurately Separate main ideas from subordinate ideas in written materials

Identify the organizational structure of a variety of written messages Read with a purpose to identify needed information

Paraphrase, summarize and reformat information collected from written materials

UNIT-V: Article or blog writing

Use effective written skills in small articles and blog writing, promotional activities, social media handling.

UNIT-VI: Integrate information using commonly accepted citation guidelines.

Integrate and document information using commonly accepted citation guidelines.

Incorporate research information in written materials and oral messages Use strategies to identify and avoid plagiarism, identify acceptable citation guidelines Cite sources correctly

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-107.1:	2	2	2	2	2	2	1	1	3	3	3	2	2	2
BID-DS-107.2:	2	2	2	3	3	2	2	2	3	2	3	2	3	2
BID-DS-107.3:	2	2	3	3	2	2	2	2	2	3	3	3	3	2
BID-DS-107.4:	2	2	2	2	2	2	2	2	2	2	2	2	1	1
BID-DS-107.5:	3	3	3	2	2	2	2	2	2	2	2	2	3	3
BID-DS-107.6:	3	2	2	2	3	2	2	3	2	3	2	3	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-201: FURNITURE AND LAYOUT

Periods/week				Credits	Max. Marks : 100
L: 0	T: 0	P: 2	S:2	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes

The student will be able to

BID-DS-201.1: list out the variety of furniture types as per function of the space.

BID-DS-201.2: demonstrate design solutions in formal proposals.

BID-DS-201.3: develop 2d layouts & multiple layout solutions.

BID-DS-201.4: distinguish between good qualities of material available locally and globally.

BID-DS-201.5: select sustainable practices for design solutions.

BID-DS-201.6: estimate the overall budget of their proposed solutions.

PART-A**Unit 1: Furniture & its types**

- 1.1 Role of furniture in interior design
- 1.2 Furniture categories – Residential, Hospitality, Office, outdoor spaces

Unit 2: Anthropometric & Ergonomics

- 2.1 Measuring drawing of a furniture – plan, elevation and drawings on full scale

Unit 3: Select appropriate furniture for specific client needs

- 3.1 Introduction and Instruction on use of equipment
- 3.2 Identify the scope of the work for client projects
- 3.3 Prepare decorating proposal packages for different room styles and budgets.
- 3.4 Relationship of furniture and layouts: -Profiles, requirements for programming, Block planning
- 3.5 Present decorating solutions using a variety of techniques such as: manual drafting, rendering, written concepts, product documentation and samples.

PART-B**Unit 4: Arrange furniture based on space requirements**

- 4.1 Conduct space exploration for multiple furniture layout solutions.
- 4.2 Estimate the size of furniture that can be accommodated in specific spaces.
- 4.3 Recommend how rooms can be divided into functional areas
- 4.4 Respect existing traffic patterns and utilize recommended clearances.
- 4.5 Create functional and aesthetically pleasing layouts.
- 4.6 Determine how the architectural lines of a space as well as the design elements and principles are utilized to achieve harmony.

Unit 5: Make qualified decisions regarding the selection of furniture and finishes.

- 5.1 Describe how suitability and style, proportion and scale, function, quality construction and cost factors into furniture purchasing.
- 5.2 Anticipate client questions about product use and be able to justify materials and pieces selected.

Unit 6: Demonstrate an understanding of global production of furniture and its role in sustainable furniture design.

- 6.1 Identify and describe good qualities in local and global furniture manufacturing.
 6.2 Consider how sustainable practices can be incorporated into the core of decorating choices and recommendations.

Text Books/ Reference Books:

1. Karla J. Nielson and David A Taylor, 2002, Interiors AnIntroduction, 3rd edition, Publishers-Mcgraw-Hill College.
2. Maureen Mitton and Courtney Nystuen, 19 April 2016, Residential Interior Design – A guide to Planning Spaces,3rd edition, Wiley

Software required/Weblinks:

NONE

Instructions for paper setting:
 subject will be assessed through a practical examination.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
BID-DS-201.1	1	3	1	–	2	–	–	–	–	–	–	2	1	–
BID-DS-201.2	1	2	1	–	2	–	–	1	2	2	2	2	3	–
BID-DS-201.3	1	2	3	2	2	1	–	–	1	2	1	1	1	–
BID-DS-201.4	1	2	1	1	1	2	3	1	2	1	1	1	–	3
BID-DS-201.5	1	2	1	2	1	1	3	–	1	1	1	2	–	2
BID-DS-201.6	1	1	1	2	2	1	1	2	1	1	3	1	–	–

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-202: Perspective Sketching

Periods/week			Credits	Max. Marks : 100
L: 0	T: 0	P: 4	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs				END SEM.EXAM : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes**BID-DS-202.1:** The student will be able to understand the methods of perspective drawing.**BID-DS-202.2:** The student shall be able to categorize various three-dimensional perspective sketching.**BID-DS-202.3:** The student shall be able to apply various mediums for rendering.**BID-DS-202.4:** The student will be able to identify different rendering techniques.**BID-DS-202.5:** The student will be able to develop three-dimensional sketching techniques.**BID-DS-202.6:** The student shall be able to develop Free Hand Perspective Sketches.**PART- A****Unit 1: Isometric Projection Sciography**

- Isometric projection of all platonic solids such as cube, cuboid, hexagonal prism, pyramids, cone and sphere
etc – isometric projection of singly and doubly curve surfaces.
- Sciography and methods of representing it in 2 D projections.
- Applying Sciography in 3 D geometrical projections especially Isometric Projections

Unit 2: Develop and use a one-point perspective grid using a variety of architectural scales.

- Introduction of concepts such as Station Point, Picture Plane, Eye Level, etc.
- Develop a one-point perspective drawing technique using correct mathematical calculations and appropriate architectural scale.
- Outline the basic points on a one-point grid and draw interior space
- Ensure accuracy and detailed points of reference

Unit 3: Design and use a two-point perspective grid using a variety of architectural scales.

- Develop a two-point perspective drawing technique using correct mathematical calculations and appropriate scale
- Establish a new two-point grid to prepare drawings with a different view of space
- Ensure accuracy and detailed points of reference

PART- B**Unit 4: Create one-point and two-point perspective drawings using floor plans and furniture specification sheets.**

- Employ accurate mathematical calculations to plot furniture on a perspective grid using furniture specification sheets.

Unit 5: Apply pen and ink or colour to drawings using a variety of mediums

- Practice techniques using colored pencils & markers to enhance drawings and show emphasis
- Create depth by using appropriate line weights and shadows to final drawings
- Prepare formal drawings for presentation in a portfolio

Unit 6: Free Hand Perspective Sketches

- Develop new techniques to use pencil & markers on drawings
- Estimate special relationships using eye measuring techniques
- Anticipate quantity of time used to complete assignments
- Outdoor sketching including Lawns, bushes, Water Bodies, Plants & trees in different media. Indoor sketching – furniture, lights, corridor, lobby, class room etc.

Ref Book:

1. Jim Leggitt, December 2009, Drawing Shortcuts, developing quick drawing skills using today’s technology, 2nd edition, Wiley & Sons, ISBN: 978-0-470-43548-9
2. Christopher Natale, 3 October 2011, Perspective Drawing for Interior Space, 1st edition, Fairchild Books ISBN: 978-1-60901-071-3
3. John Mantague, February 2013, Basic Perspective Drawing – Visual Guide, 6th edition, ISBN: 978-1-118-41412-5, John Wiley & Sons
4. Suining Ding, 28th March 2011, Sketching Interiors from Traditional to Digital, 1st edition, Fairchild Books ISBN: 978-1-56367-918-6
5. John Pile, 1st January 1989, Perspective for Interior Designers ISBN: 0-8230-4008-9 Perspective, William F. Powell, Walter Foster Publishing

* Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Instructions for paper setting: The subject will be assessed through a practical examination.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO 2
BID-DS-202.1:	2	1	2	1	2	3	1	2	2	2	2	2	2	2
BID-DS-202.2:	3	2	1	2	1	3	3	3	3	2	2	2	2	2
BID-DS-202.3:	2	2	2	2	2	2	2	2	2	2	2	2	2	2
BID-DS-202.4:	3	2	2	1	2	2	2	1	2	2	2	2	2	2
BID-DS-202.5:	2	2	2	2	2	2	2	2	2	2	2	2	2	2
BID-DS-202.6:	2	2	2	1	2	2	2	3	2	2	2	2	2	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-203: HISTORY OF FURNITURE & DECORATION II

Periods/week			Credits	Max. Marks : 100
L: 3	T: 0	P: 0	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs				END SEM.EXAM : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

The student will be able to

BID-DS-203.1: recall basic concepts of furniture history.

BID-DS-203.2: relate various furniture styles of specific time periods.

BID-DS-203.3: choose among the most suitable style according to client's needs.

BID-DS-203.4: Analyze socio-economic reasons for furniture construction changes

BID-DS-203.5: Evaluate costs to build furniture

BID-DS-203.6: Develop formal presentation with reference to Period furniture

PART-A**Unit 1: Introduction**

1.1 Course outline/show timeline of European and Indian furniture from 18th to 21st century

Unit 2: Identify specific time periods and designers | Give examples of characteristics that assist in identifying furniture styles

2.1 Compare different styles and be prepared to discuss the uses of specific pieces of furniture

2.2 Distinguish between different renowned designers and give examples on how they have influenced furniture designers of the 21st century

Unit 3: Relate furniture styles and lifestyles to interior decorating concepts | Differentiate between styles of furniture

3.1 Demonstrate how different styles of furniture can work in the same interior spaces

3.2 Select similar features between styles and be prepared to discuss rationale

PART-B**Unit 4: Outline the socio-economic reasons for furniture construction changes over the decades**

4.1 Categorize the reasons for furniture construction changes from 18th to 21st century.

Unit 5: What is incorporated into recycled furniture being developed today.

5.1 Describe recycled furniture and its uses in today's society

5.2 Identify materials that can be used to create recycled furniture

5.3 Evaluate costs to build furniture and how the economic climate drives trends

Unit 6: Develop a resource for future reference | Summarize specific periods of furniture and prepare a written and visual report

6.1 Develop a common format to deliver information

6.2 Assemble reports from the class submissions and assist in preparing final resource booklet

Text Books/ Reference Books:

1. Dr. Leslie Pina, 2009,. Furniture in History: 3000 B.C - 2000 A.D, 2nd edition, Pearson

2. Karla J. Nielson and David A Taylor, 2002, Interiors An Introduction, 3rd edition, Publishers-Mcgraw-Hill College.

Software required/Weblinks:

NONE

Instructions for paper setting: **Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.**

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
BID-DS-203.1	3	1	1	1	2	-	-	-	-	2	-	2	-	-
BID-DS-203.2	1	3	2	2	1	-	1	1	1	2	1	2	-	-
BID-DS-203.3	2	2	1	2	3	-	1	1	2	2	2	1	-	3
BID-DS-203.4	2	1	2	1	2	3	2	2	2	1	1	1	-	-
BID-DS-203.5	2	1	2	1	3	1	-	2	2	2	2	1	2	-
BID-DS-203.6	2	1	1	2	2	-	1	1	2	2	1	3	-	-

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-204: WINDOW TREATMENT AND ACCESSORIES

Periods/week			Credits	Max. Marks : 100
L: 2	T: 0	P: 0	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 2 Hrs				END SEM.EXAM : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

The student will be able to

BID-DS-204.1: define various styles and types of window treatment.

BID-DS-204.2: classify area specific treatment for different windows.

BID-DS-204.3: Select appropriate option according to client's requirement by coordinating various treatments together.

BID-DS-204.4: discover latest marketing trends.

BID-DS-204.5: estimate material and labor need to complete a job.

BID-DS-204.6: improve overall presentation of their design proposals.

PART-A

Unit 1: Introduction

- 1.1 Terminology
- 1.2 Describe window treatment and its Importance in interior space
- 1.3 Importance of Colors, Elements & Principles of design in selecting and co-coordinating various treatments together.

Unit 2: Describe the different styles of window treatments | Show the different styles, types and uses for different treatments

- 2.1 Discuss different types of headings, linings, trims, hardware and fabrics used to create treatments
- 2.2 Types of windows
- 2.3 Research and present findings on different period window treatments and how they would co-ordinate with Interiors

Unit 3: Accessories

- 3.1 Explain various types of Interior accessories
- 3.2 Suggest ways to co-ordinate various accessories with different types of Window treatments

PART-B

Unit 4: Trends in window treatment

- 4.1 Research and present findings of global trends in window treatments

Unit 5: Demonstrate how to measure a window, calculate yardage requirements and create a budget estimate

- 5.1 Show how to measure a window for hard or soft window treatments
- 5.2 Estimate how much yardage is needed for a soft window treatment
- 5.3 Create a budget estimate of materials and labor needed to complete the job
- 5.4 Calculate yardage to avoid waste of materials

Unit 6: Co-ordinate fabricated treatments together in conjunction with other interior finishes and styles

- 6.1 Demonstrate what window treatments work best with different window styles
- 6.2 Anticipate what treatment would best suit your client's needs and style of window

Text Books/ Reference Books:

1. **Karla. J. Nelson, 15 September 1989**, Window Treatments, 1st Edition, Wiley.
2. Charles T. Randall, 1 January 1707, The Encyclopedia of Window Fashions, 6th Edition, Charles Randall Inc.ISBN: 1-890379-12-3
3. Carol A. Sampson,1 April 1991, Estimating Materials Costs and Time for Interior Designers, Watson-Guptill , ISBN: 0-8230-1629-3
4. Decorating Magazines

Software required/Weblinks:

NONE

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (THEORY)

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-204.1:	3	2	2	2	3	1	1	–	1	2	–	2	–	–
BID-DS-204.2:	2	3	2	1	2	1	1	–	1	–	2	2	–	–
BID-DS-204.3:	2	2	1	2	3	2	2	2	2	2	2	2	–	–
BID-DS-204.4:	1	2	3	2	2	1	1	1	2	1	2	2	–	–
BID-DS-204.5:	2	1	1	1	2	1	2	2	2	2	3	2	–	2
BID-DS-204.6:	2	1	1	2	3	–	–	2	1	2	2	3	2	–

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-205: Soft Materials & Finishes

Periods/week			Credits	Max. Marks : 100
L: 2	T: 0	P: 0	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 2 Hrs				END SEM.EXAM : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

BID-DS-205.1: List the advantages & disadvantages of specifying certain textiles in different applications from different cultures based on composition, manufacturing processes and weaving techniques.

BID-DS-205.2: Explain the performance of different weaves of fabric and patterns in carpets.

BID-DS-205.3: Identify variety of textiles man-made, natural and blended available in the market

BID-DS-205.4: Analyze the environmental impact created when specifying specific types of fibers

BID-DS-205.5: Select soft products and materials used in residential and commercial settings based on client's needs focusing on sustainable products and cradle to cradle ideology

BID-DS-205.6: Develop a design concept which meets all the criteria (i. e historical context, accessibility) of a given decorating project using the creative process and prepare complete budget estimate based on quantities required for specific locations.

PART-A

Unit 1: Decipher fabric composition, application and uses from a variety of domestic and global sources Elements and Principles of design

- 1.1 Research the advantages and disadvantages of specifying certain textiles in different applications
- 1.2 Discuss textiles from different cultures based on composition, manufacturing processes and weaving techniques used

Unit 2: Explain production methods used in manufacturing textiles for end use applications

- 2.1 Examine the performance of different weaves of fabric and patterns in carpets
- 2.2 Locate examples of different weaves of fabrics and be prepared to identify each one

Unit 3: Outline the differences between natural and synthetic fibers and environmental concerns

- 3.1 Research and present findings on the differences between natural and man-made fibers
- 3.2 Explain the environmental impact created when specifying specific types of fibers
- 3.3 Collect a variety of textiles both man-made and natural and explain the difference between them
- 3.4 Discuss the advantages and disadvantages of blending natural and man-made fibers.

PART-B

Unit 4: Choose appropriate textiles for interior Applications based on specific client requirements

- 4.1 Demonstrate how to blend pattern, textures and colors
- 4.2 Explain the types of finishes and textiles that best suit a client's requirements

Unit 5: Identify specific soft products and materials used in residential and commercial settings

- 5.1 Choose specific materials required based on client's needs
- 5.2 Clearly explain the performance, properties and application methods of different materials in the local and global marketplace.
- 5.3 Prepare proposal of recommendations based on environmentally renewable resources

Unit 6: Demonstrate how to calculate quantities of materials needed for specific applications

- 6.1 Create a complete budget estimate based on quantities required for specific locations
- 6.2 Explain how to calculate square footage, square yards, lineal feet when estimating fabric
- 6.3 Prepare an estimate for materials based on specific calculations

Text Books/ Reference Books:

1. *Elaine Louie, 23 September 2004, House Beautiful Collections of Display, Publisher : Sterling, ISBN-13 : 978-1588162458*

2. *Virginia Hencken Elsass*, 23rd August 2003, Know your Home Furnishings, Student edition, Fairchild Books.
3. Jan I. Yeager, 1 January 2000, Textiles for Residential and Commercial Interiors, 2nd Revised edition, Fairchild Books;

Software required/Weblinks:

None

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 10 marks

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-205.1	3	2	1	3	1	1	2	1	1	3	1	3	3	3
BID-DS-205.2	3	1	1	1	-	1	1	1	1	3	1	3	2	3
BID-DS-205.3	2	-	2	1	1	2	3	2	3	2	-	3	1	3
BID-DS-205.4	2	-	-	2	-	3	2	2	1	1	1	2	3	3
BID-DS-205.5	3	1	2	2	-	1	2	1	3	3	1	3	2	3
BID-DS-205.6	3	3	3	3	1	2	2	2	1	3	2	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-206: Communication-II

Periods/week			Credits	Max. Marks : 100
L: 2	T: 0	P: 0	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs				END SEM.EXAM : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

BID-DS-206.1: The student will be able to deliver oral presentations of decor-related material, using visual aids

BID-DS-206.2: The student shall be able to make oral and written decorating proposals to non-specialist clients.

BID-DS-206.3: The student shall be able to identify the features, advantages, and benefits of a proposed idea.

BID-DS-206.4: The student will be able to write clear, concise, coherent, correct prose for an intended audience.

BID-DS-206.5: The student will be able to write organized informative and persuasive prose.

BID-DS-206.6: The student will be able to use word processing software to write short documents and routine correspondence

PART-A

UNIT-I- Deliver oral presentations of decor-related material, using visual aids.

- *Use a variety of vocal techniques: loudness, pitch, emphasis, inflection, clarity, speed pauses
- *Create an effective physical presence: eye contact, posture, gestures, facial expression, positive energy
- *Use visual aids: size, detail, colour combinations, position, pointer, eye contact
- *Deliver effective introductions: greeting, strategy, plan
- *Deliver effective conclusions: strategy, sign-off

UNIT-II- Make oral and written decorating proposals to non-specialist clients.

- *Identify the features, advantages, and benefits of a proposed idea
- *Present information orally
- *Identify the requirements of the proposal, e.g., background, details, outcome
- *Use of modern tools and graphics in your presentation

PART- B

UNIT-III- Write clear, concise, coherent, correct prose for an intended audience.

- *Write with an awareness of audience and purpose
- *Use the comma, semicolon, colon, apostrophe, question mark, exclamation point and period correctly
- *Use tense sequence, subject/verb agreement and pronoun references correctly
- *Write clear, correct sentences
- *Write coherent, unified, developed paragraphs
- *Write organized informative and persuasive prose
- *Letter, Memo, Email
- *CV or Resume writing

UNIT-IV: Information technology tools to support communication.

Select and use common, basic, information technology tools to support communication.

Identify common technology tools used to support communication Select the technology appropriate for the task, use word processing software to write short documents and routine correspondence

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO BID-	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
BID-DS-206.1	2	2	2	2	2	2	2	2	2	2	3	3	2	2
BID-DS-206.2	2	3	3	1	1	1	2	2	2	2	2	2	2	2
BID-DS-206.3	2	2	2	2	2	2	2	1	1	1	1	1	2	2
BID-DS-206.4	3	3	3	2	2	2	3	2	3	2	3	2	2	2
BID-DS-206.5	1	1	2	2	2	2	2	2	2	2	2	2	2	2
BID-DS-206.6	2	2	2	2	2	2	2	2	2	2	3	3	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

CH-202B: ENVIRONMENTAL STUDIES

Periods/week			Credits	Max. Marks : 200
L: 4	T: 0	P: 0	4	CONTINUOUS EVALUATION : 100
Duration of Examination: 3 Hrs				END SEM.EXAM : 100
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes: The students will be able to:

- CH-202B.1. describe the multidisciplinary nature of environmental studies and importance of different types of ecosystems
 CH-202B.2. explain the significance of equitable use of natural resources and biodiversity conservation.
 CH-202B.3. identify the environmental problems
 CH-202B.4. evaluate different environmental policies & practices
 CH-202B.5. analyze ethical implications of environmental issues and disaster management
 CH-202B.6. explain the duality of Chemistry

PART- A

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Unit 2 : Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 a) Forest ecosystem
 b) Grassland ecosystem
 c) Desert ecosystem
 d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

PART-B

Unit 5 : Environmental Pollution

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit 6 : Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit 8: Chemistry for peaceful purposes

- The duality of chemistry: Chemistry for peaceful purposes versus Chemical Weapons
- Dual – use nature of toxic and precursor chemicals
- Weapons of mass destructions, disarmament

Unit 9: Field work*

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Suggested Readings:

1. Environmental Chemistry, by A K De
2. Green Chemistry, by V K Ahluwalia
3. Textbook for Environmental Studies, by Erach Barucha
4. The duality of Chemistry, Pure Appl. Chem., Vol. 80, No. 8, pp. 1763–1772, 2008 (Available online).

The break-up for Internal marks:

Sessional tests : 40 marks

Attendance : 10 marks

Field work & Report writing
/ Model making : 50 marks**Instructions for paper setting End Semester Examination:** Seven questions are to be set in total.

First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO Statement (CH-202B)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CH-202B.1	-	-	1	-	1	-	-	-	1	1	-	2	-	1
CH-202B.2	2	1	-	-	-	-	-	1	1	2	-	2	-	-
CH-202B.3	1	1	-	1	-	2	-	-	-	-	-	-	2	-
CH-202B.4	2	1	1	-	-	-	-	1	2	3	-	-	-	2
CH-202B.5	-	-	-	2	-	-	-	-	-	-	1	-	-	-
CH-202B.6	1	-	-	-	-	1	3	-	-	3	1	1	-	1

SEMESTER-3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES (Deemed to be University under section 3 of the UGC Act 1956)					
BID-DS-301: STUDIO-I (RESIDENTIAL DESIGN)					
Periods/week			Credits		Max. Marks : 100
L: 0	T: 0	P: 2	S:2	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					
Course Coordinator/Co-Coordinator:					

Course Outcomes

BID-DS-301.1: Understanding concept of visualization

BID-DS-301.2: Explain the design concept to the client in verbal and written formats

BID-DS-301.3: make use of variety of media and rendering techniques to communicate the character of the space.

BID-DS-301.4: Analyze existing space conditions and decorating components in order to determine what modifications are required to meet the client's needs.

BID-DS-301.5: Evaluate the effectiveness of the final decoration solution

BID-DS-301.6: Develop an overall design proposal by using sketching, drafting, report writing and other techniques.

PART-A

Unit 1: User & Typology Study

- 1.1 Study of Residential Spaces: Component spaces; Activity Analysis & Space Standards
- 1.2 Climate & Orientation
- 1.3 Access & Enclosure; Circulation, Openings & Articulation

Unit 2: Detailed client profile and concept design

- 2.1 Prepare interview questions to gain an understanding of the client's requirements and preferences.
- 2.2 Understanding Conceptual Visualization, emphasis on graphic layout and elevations as a design process

Unit 3: Prepare and present sample boards

- 3.1 Select appropriate materials for scenarios to be placed on sample boards
- 3.2 Apply color, design and layout principles to board assembly
- 3.3 Prepare clear, creative labels identifying the materials used

PART-B

Unit 4: Design Furniture layout plan according to client's requirement

- 4.1 Professionally produce an appropriate furniture layout plan according to clients' tastes and interior styles
- 4.2 Recommend specific items and materials based on research and analysis that would be suited to clients' needs
- 4.3 Engage client in decision making process and prepare for alternative solutions based on social, economic and environmental sustainability.

Unit 5: Create necessary elevations according to the project requirement

- 5.1 Prepare design elevations with reference to the sample board
- 5.2 Prepare sectional elevations with proper dimensions required on site.

Unit 6: Make effective presentations of decorating concepts

- 6.1 Illustrate decorating concept using perspective sketching, drafting, and report writing techniques to demonstrate solution at various stages
- 6.2 Organize presentations effectively to convey decorating concepts.
- 6.3 Develop the ability to ask and answer questions as required for clarity.
- 6.4 Observe listeners and modify presentations as required communicate ideas using a variety of visual techniques

Text Books/ Reference Books:

Author's name - Maureen Mitton & Courtney Nystuen

Year - 2016

Title - Residential Interior Design

Edition - Third

Publisher - Wiley, New Jersey

Software required/Weblinks:

NONE

Instructions for paper setting:

subject will be assessed through a practical examination.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (Practical)

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-301.1:	3	1	-	3	-	2	2	1	1	2	-	2	3	3
BID-DS-301.2:	-	1	2	2	2	1	1	1	1	3	2	3	3	1
BID-DS-301.3:	-	-	1	-	3	-	-	1	1	3	2	2	3	2
BID-DS-301.4:	2	1	2	3	1	1	3	1	1	2	2	2	3	3
BID-DS-301.5:	2	2	1	1	-	1	2	1	1	2	3	2	3	2
BID-DS-301.6:	3	2	2	2	1	1	2	1	1	3	2	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-302: Building Materials & Construction - I

Periods/week	Credits	Max. Marks : 100
L: 0 T: 0 P: 4 S:1	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs		END SEM.EXAM : 50

Pre-requisites: None**Course Type: Program Core****Course Coordinator/Co-Coordinator:****Course Outcomes****The student will be able to -****BID-DS-302.1: Define** building terminology i.e., parts of a building**BID-DS-302.2: Explain** basics of foundation, types of brick bonds to construct walls, stone work and how openings in walls are made with the construction of types of arches and lintels.**BID-DS-302.3: Identify** different brick courses and designs and its construction with detailing.**BID-DS-302.4: Compare** various materials - their availability, types, joinery & their usages for the construction of doors & windows.**BID-DS-302.5: Recommend** types of doors according to the need of the space.**BID-DS-302.6: Discuss** construction details of staircases with the application of different materials.**PART-A****Unit 1 Introduction**

- 1.1 Basic Building Components: Foundation till super structure
- 1.2 Stone and Brick Masonry: Types of Bonds
- 1.3 Different types of Stone Masonry, Other masonry – Hollow bricks, AAC brick, Conc. Blocks,

Unit 2 Openings

- 2.1 Lintels & Arches – Types & Materials
- 2.2 Doors & windows – Frames & shutters, Materials: Timber, Metal, UPVC, Engineered wood, Stone Jambs
- 2.3 Types of Doors- Paneled Doors, Flush Doors, partially glazed Doors, partially solid & Wire mesh doors
- 2.4 Flooring & Roofing

Unit 3 Joinery

- 3.1 Timber- Joinery types, Application of different types of joinery

Unit 4 Walls

- 4.1 Plastering, pointing

Unit 5 Stairs

- 5.1 Stairs- types & shapes, different components of the stair-case

Text Books/ Reference Books:

Author's name - S. C. Rangwala

Year - 2010

Title - Building Construction

Edition - Fifth

Publisher - Charotar Publishing House Pvt. Limited, 2009

Software required/Web links:

None

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
BID-DS-302.1:	3	1	1	2	1	2	2	1	1	2	2	3	1	2
BID-DS-302.2:	3	2	2	2	1	2	1	2	2	3	2	3	2	2
BID-DS-302.3:	3	3	2	3	-	-	-	1	1	2	1	3	2	3
BID-DS-302.4:	2	3	3	3	1	2	2	2	1	2	2	3	3	3
BID-DS-302.5:	3	2	3	3	1	2	3	2	2	3	2	3	3	3
BID-DS-302.6:	1	1	2	1	1	2	2	2	2	2	3	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-303: Kitchen Remodeling

Periods/week Credits

Max. Marks: 100

L: 0 T:0 P: 4 2 Internal/Continuous Assessments : 50

Duration of Examination: 3 Hrs

End Semester Exam : 50

Practical Examination

Pre-requisites: None

Course Type: Programme Core

Course Outcomes

The student will be able to -

BID-DS-303.1: Tell the importance of industry standards when space planning.

BID-DS-303.2: Discuss suitable materials for kitchen spaces that are energy and water efficient, current trends in cabinetry, fixtures, finishes and appliances to meet the client's needs.

BID-DS-303.3: Show Kitchen layouts of needs to accommodate barrier free requirements.

BID-DS-303.4: Analyze essential services needed in a kitchen.

BID-DS-303.5: State the pros and cons of different finishes suitable in Kitchen areas.

BID-DS-303.6: Create layout plan drawings using appropriate scale to propose interesting and functional kitchen areas

PART- A

Unit 1: Introduction

- 1.1 Explain the importance of the work triangle and industry standards
- 1.2 Identify needs to accommodate barrier free requirements

Unit 2: Effectively plan detailed kitchen layouts using a variety of techniques

- 2.1 Apply accurate calculations to prepare layout proposals
- 2.2 Prepare design proposals using drafting equipment and auto CAD skills

Unit 3: Identify and plan effective kitchen use of space

- 3.1 Prepare perspective sketching to show ideas
- 3.2 Develop a knowledge of the importance of industry standards when space planning
- 3.3 Create plan drawings using appropriate scale to show special relationships

PART- B

Unit 4: Services

- 4.1 Essential services needed in a kitchen. Water supply – hot and cold, taping, water purifiers.
- 4.2 Electricity services – electric current, exhaust fans, electrical equipment and their locations.
- 4.3 Drainage services – Waste water drainage system, waste disposal.

Unit 5: Select a variety of suitable materials for kitchen spaces based on sustainable material and practices

- 5.1 State the pros and cons of different finishes suitable in kitchen areas
- 5.2 Identify and plumbing fixtures that are energy and water efficient
- 5.3 Compare products that are more sustainable for our industry and suggest ways of reusing discarded materials.

Unit 6: Identify current trends and new products

- 6.1 Research and present findings about the current trends in cabinetry, fixtures, finishes and appliances
- 6.2 Identify appropriate sustainable materials when planning spaces

Text Books/ Reference Books:

1. Residential Interior Design by Maureen Mitton & Courtney Nystuen
2. Ultimate Kitchen Design, PacoAsensio (Editor), Mireia Casanovas (Illustrator), Alejandro Bahamon, 2005.

3. 150 Best New Kitchen Ideas, Manel Gutierrez, 2015

Software required/Web links:

<https://www.houseplanshelper.com/kitchen-design-layout.html>
<https://www.livspace.com/in/magazine/kitchens101-kitchen-cabinet-materials>

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2
BID-DS-303.1	1	-	2	2	-	1	3	1	1	2	2	2	2	1
BID-DS-303.2	2	2	2	2	1	1	3	1	1	2	2	3	2	3
BID-DS-303.3	2	1	3	3	1	2	2	1	1	2	1	2	3	3
BID-DS-303.4	2	2	2	2	1	2	3	1	1	3	1	2	3	3
BID-DS-303.5	2	2	1	1	1	2	2	1	1	2	1	2	3	3
BID-DS-303.6	3	2	2	2	2	1	2	1	1	2	1	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-304: Auto CAD for Decorators –I

Periods/week				Credits	Max. Marks : 100
L: 0	T: 0	P: 2	S:1	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 2 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					
Course Coordinator/Co-Coordinator:					

Course Outcomes

The student will be able to

BID-DS-304.1: defines basic concepts of AutoCAD.

BID-DS-304.2: demonstrates software skills in creating 2D layouts.

BID-DS-304.3: applies dimensioning methods to accurately produce drawings.

BID-DS-304.4: discovers and utilizes modifying and layering tools to create plans.

BID-DS-304.5: concludes manual drawings in software.

BID-DS-304.6: develops creative representation of their design in more organized and presentable ways.

PART-A

Unit 1: CAD Basics

- 1.1 Simple Exercises in 2D CAD software (AutoCAD/ArchiCAD) specifically or proficiency in drawing/ editing objects, texts, dimensioning, making and inserting blocks,
- 1.2 Understanding of unit's settings, scale, limits, line type, line weight, layers, colors and print commands.
- 1.3 Complete design representation in the form of Orthographic Multi-view Drawings using CAD.

Unit 2 Demonstrate basic computer aided drafting techniques needed to produce industry quality drawings

- 2.1 Produce computer-aided floor plans and elevations, Organizing plans, sections and elevations
- 2.2 Drawing and printing to scale, text styles and sizes, hatches and dashed lines, discuss standard menu tools, Blocks advanced editing tools
- 2.3 Dimensioning drawings to complete tasks and demonstrate correct application

Unit 3 Layering

- 3.1 Create layers on drawing to ensure clear instructions and measurements

PART-B

Unit 4: Detailed working drawings

- 4.1 Prepare final drawings in page layouts
- 4.2 Utilization of AutoCad blocks to make detailed working drawings

Unit 5 Draw and edit proposal/concept documents within the AutoCAD

- 5.1 Represent spaces and objects using standard CAD conventions
- 5.2 Commands of Draw order, modify, properties of Layer manager, dimensions standards and managers, model space and paper space
- 5.3 workability of Layout; advance command for paper scale and drawing workability
- 5.4 Create blocks and insert dimensions

Unit 6: Create and save drawing files

- 6.1 Demonstrate how to set up and use folders

- 6.2 Apply printing/plotting set-up commands
- 6.3 Organize file hierarchies
- 6.4 Employ file formats according to industry standards

Text Books/ Reference Books:

Author's name - Scott Onstott
 Year - 2017
 Title - AutoCAD 2018 and AutoCAD LT 2018 Essentials
 Edition - First
 Publisher - Wiley

Software required/Weblinks:

AutoCAD

Instructions for paper setting:

subject will be assessed through a practical examination.

Assessment Tools:

Assignment/Tutorials
 Sessional tests
 Surprise questions during lectures/Class Performance
 Term end examination (Lab Practical)

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
BID-DS-304.1	3	1	1	1	3	1	-	1	2	2	1	2	3	-
BID-DS-304.2	1	2	2	2	3	1	-	-	2	2	2	2	-	1
BID-DS-304.3	1	1	3	2	3	1	-	-	2	2	2	2	1	1
BID-DS-304.4	1	2	1	1	3	-	-	-	1	1	1	1	-	-
BID-DS-304.5	2	2	1	1	3	2	1	1	3	2	2	2	-	2
BID-DS-304.6	2	2	2	1	2	1	-	-	2	1	3	2	-	-

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-305: DESIGN THINKING

Periods/week	Credits	Max. Marks : 100
L: 2 T: 0 P: 0	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 2 Hrs.		END SEM.EXAM : 50

Pre-requisites: None

Course Type: Program Core

Course Coordinator/Co-Coordinator:

Course Outcomes

- BID-DS-305.1:** define various stages various Stages of Design Process.
- BID-DS-305.2:** explain their design ideas through various techniques.
- BID-DS-305.3:** apply related vocabulary, materials, finishes & scale in their designs.
- BID-DS-305.4:** compares different design theories and accurately use the same in their designs.
- BID-DS-305.5:** conclude a design problem by using different tools and techniques.
- BID-DS-305.6:** adapt problem solving measures while making and presenting design proposals

PART-A

Unit 1: Introduction - Design Thinking Process

- 1.1 Design Thinking and its importance
- 1.2 **Stages of Thinking:** the design process; stage 1-Define; Stage 2- Research; Stage 3- Ideate; Stage 4- Prototype; Stage 5- Select; Stage 6- Implement; Stage 7-Learn
- 1.3 **Research:** Identifying Drivers; information gathering; Target groups; Sample and feedback

Unit 2:

- 2.1 What is ideation and its importance
- 2.2 **Idea generation:** Basic design directions; themes of thinking; inspiration and reference; brainstorming; value; inclusion; sketching; presenting ideas.
- 2.3 **Refinement:** Thinking in images; thinking in signs; appropriation; humor; personification; visual metaphors; modification; thinking in words; words and language; type 'faces'; Thinking in shapes; thinking in proportions; thinking in color.

Unit 3:

- 3.1 **Prototyping:** Developing design; 'types' of prototypes; vocabulary
- 3.2 **Implementation:** Format; Materials; Finishing; Media; Scale; Series/ Continuity.

PART-B

Unit 4: Exploring Creativity

- 4.1 Definitions of Creativity, understanding components of Creativity, Theories of Creativity, Goals and objectives, Value judgments, defining problems, Information gathering, creative incubation.

Unit 5: Creativity thinking and creative process

- 5.1 Tools and Techniques of Creativity; Mind mapping; Brain Storming with related stimuli and unrelated stimuli, Positive techniques for creativity, Creative pause, Focus, Challenge, Alternatives, Concepts, Provocation, Movements, Setting up Provocations, Sensitizing techniques, group or individual techniques. Simple design exercises.

Unit 6: Design Problems and Solutions

- 6.1 Definitions of Problem solving; Formulation of Problems; Nature of creative design problems, Design goals.

- 6.2 Problem statements; brain writing with unrelated stimuli, Idea mapping, random input. Story boarding exercise, problem solving techniques: Divide and conquer, hill climbing strategy, Means-End analysis, Trial and error, Brain storming, Morphological analysis, Methods of focal objects, steps development by Polya, Dekker, De Bono, Research, Analogy, Reduction (Complexity), TRIZ, Halpern's techniques etc; Creative solutions applicable to design; conceptual design embodiment design, Detail design, iterations; Simple design exercises.

Text Books/ Reference Books:

Author's name - Robert Curedale

Year - 2019

Title - Design thinking: process & methods guide

Edition - Fifth

Publisher - Design Community College Incorporated

Software required/Weblinks:

NONE

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PS O 1	PS O 2
BID-DS-305.1	3	2	1	2	3	1	1	2	1	2	-	2	1	-
BID-DS-305.2	1	1	2	2	3	1	-	-	-	-	-	2	-	-
BID-DS-305.3	1	2	1	3	1	2	2	1	1	3	1	1	2	1
BID-DS-305.4	2	3	1	2	1	1	1	2	1	1	2	2	1	-
BID-DS-305.5	1	1	2	1	3	1	1	1	2	1	1	2	2	-
BID-DS-305.6	2	1	1	1	3	1	2	2	2	1	2	2	1	1

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-306: Lighting

Periods/week			Credits	Max. Marks : 100
L: 2	T: 0	P: 0	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 2 Hrs				END SEM.EXAM : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

- BID-DS-306.1:** The student shall be able to categorize Lighting Industry
BID-DS-306.2: The student shall be able to describe lighting terminology correctly
BID-DS-306.3: The student will be able to apply types of lighting in residential and commercial situations based on industry standards and sustainability issues
BID-DS-306.4: The student will be able to classify the application Presentation Boards.
BID-DS-306.5: The student will be able to identify lighting types and evaluate their uses for specific areas.
BID-DS-306.6: The student will be able to create lighting plan and electrical plan

PART-A

Unit 1: Introduction to Day Lighting

- 1.1 Nature of light – Wavelength, Photometric quantities – intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit 2: Fixtures & Lamps

- 2.1 Fixtures - Basic Terms & Definitions, Placement of Fixture
 2.2 Lamps - Basic Terms & Definitions. Explain the different lamps of different K values.

Unit 3: Lighting Industry

- 3.1 Switching Basics, Light Symbols
 3.2 Explain the uses of different styles of light fixtures
 3.3 Switching Plan, Light Layer

PART-B

Unit 4: Apply types of lighting in residential and commercial situations based on industry standards and sustainability issues

- 4.1 Identify lighting styles using verbal and written media
 4.2 Develop a usable lighting plan for a residential client with a group
 4.3 Anticipate the needs of the client for each activity based on client needs
 4.4 Ensure correct lighting levels are used for each planned space using task, accent, general and decorating lighting.
 4.5 Determine appropriate light sources based on environmental impact

Unit 5: Explain and identify light sources used in Canadian & Indian residential, commercial/offices settings

- 5.1 Identify the different characteristics of natural and artificial light sources
 5.2 Outline the ways in which the lighting can be used in specific locations
 5.3 Explain why different lighting levels are necessary based on our geographical location
 5.4 Research light pollution and be prepared to discuss to how it can be controlled to protect the environment as a hybrid component

Unit 6: Unit Create a plan for a lighting source that provides the required value of lumens for a specific need

- 6.1 Develop a light source using calculations & knowledge delivered in class

6.2 Explore the design aspects used for a designated space.

Reference Books:

Author's name - Mark & James
 Year - 2017
 Title - Lighting Design Basics
 Edition - Third
 Publisher - John Wiley, New Jersey

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PSO 2
BID-DS-306.1	2	2	2	2	2	3	3	2	2	2	2	2	3	2
BID-DS-306.2	2	2	2	2	2	2	2	3	3	2	2	3	2	2
BID-DS-306.3	2	2	2	3	3	3	3	3	2	2	2	2	2	2
BID-DS-306.4	2	2	2	2	2	3	2	2	3	3	2	2	3	3
BID-DS-306.5	2	2	3	3	2	3	3	3	3	3	3	3	2	2
BID-DS-306.6	2	2	3	2	3	2	3	2	2	2	2	2	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BDES-AN-306A: DIGITAL ART

Periods/week				Credits	Max. Marks: 100
L: 0	T: 0	P: 0	S: 2	2	INTERNAL: 50
Duration of Examination: 3 Hrs.					EXTERNAL: 50
Pre-requisites: None					
Course Type: Program elective					
Course Coordinator/Co-Coordinator:					

Course Type: Program ELECTIVE

Course Outcomes

The student will be able to:

BDES-AN-306A.1 Explain the electromagnetic spectrum, analog and digital color.

BDES-AN-306A.2 Understand the digital tools, hardware for digital painting.

BDES-AN-306A.3 Use raster graphics tools.

BDES-AN-306A.4 Illustrate the techniques of vector graphics.

BDES-AN-306A.5 Modify digital collages and photo editing techniques in art work.

BDES-AN-306A.6 Develop Photo bashing Techniques

PART- A

Unit 1: The steps of design thinking

1.1 Theories of Perception, Introduction of Unit, Electromagnetic Spectrum, Analog and Digital Colors, Symbolism Additive and Subtractive Colors, Colors for Painting.

Unit 2: Digital Tools, Hardware for Digital Painting

2.1 Introduction of Unit, Image Format and Color Representations, Image and File Formats, Compressions, Properties of Bitmap Image, Resolutions for Print and Display, Digital color Representation.

Unit 3: Introduction to Raster Graphics Tools

3.1 Introduction of Unit, Layers, Adjustment Tools, Smart layers, creating raster artworks, Image Manipulation, Color Grading, Blending Mode, Masking

PART- B

Unit 4: Introduction to Vector Graphics Tools

4.1 Introduction of Unit, Vector brushes and colors, Paths and Shapes, Creating Vector Arts, Layers, Transparency, Grouping, Blending Modes, Managing Artwork, Single and Multipage Illustrations.

Unit 5: Applications

5.1 Digital Painting, Images Restoration, Images manipulation and collages, Vector Art – Graphics and Illustrations.

Unit 6: Develop Photo bashing Techniques

6.1 Blending Mode, Matte Painting, Vanishing Point, Liquify.

Text Books/ Reference Books:

1. Lisa. D, Brad. D, (2012) Adobe Photoshop Cs6 Bible first edition: The Comprehensive, 1st edition: Wiley
2. Wucius. W (1993) Wong Principles of Form and Design, 1 edition: Wiley

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)
Distribution of Continuous Evaluation Table:

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES-AN-306A.1	1	1	1	1	1	1	2	1	2	2	2	2	3	3	2
BDES-AN-306A.2	1	1	2	1	1	1	2	3	2	2	2	2	3	3	2
BDES-AN-306A.3	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES-AN-306A.4	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES-AN-306A.5	1	1	2	1	1	1	2	2	2	2	2	2	3	3	2
BDES-AN-306A.6	1	1	2	1	1	1	2	3	2	2	2	2	3	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES (Deemed to be University under section 3 of the UGC Act 1956)			
BDES-ID-307: INTRODUCTION TO PHOTOGRAPHY			
Periods/week		Credits	Max. Marks: 100
L: 0	T: 0	P: 0	S: 2
Duration of Examination: 3 Hrs			INTERNAL: 50
			EXTERNAL: 50
Pre-requisites: None			
Course Type: Program elective			
Course Coordinator/Co-Coordinator:			

Course Outcomes

The student will be able to:

- BDES-ID-307.1: Describe and demonstrate the camera to capture artistic imagery.
- BDES-ID-307.2: Relate and Apply techniques to create a unique photography style.
- BDES-ID-307.3: Articulate to analyze the photography through technical information
- BDES-ID-307.4: Use effective storytelling through photography.
- BDES-ID-307.5: apply lights and camera fundamentals and for films and photography.
- BDES-ID-307.6: acquire knowledge of outdoor photography.

PART - A

Unit 1: Photography Basics: Photography as a mode of communication, What is photography? Introduction to Photography: Subject, Background and foreground relationships.

Unit 2 : Aspects of Photography: Importance of light (natural, artificial and types of lights), Rule of Thirds, Lens- types of lenses and their functionalities, Studio equipment used in photography

Unit 3 : Introduction to digital photography & technicalities: How camera works; Exposure: shutter speed, aperture, ISO; arriving at proper exposure, depth of field, white balance, understanding histograms Photography techniques: soft focus, long exposure, short exposure, multiple exposures, time-lapse photography;

PART B

Unit 4 : Understanding lenses: wide angle lenses, telephoto lenses, and macro lenses, image sensor: types of image sensors, size and aspect ratios, image formats, image. Perspectives in Photography: One point, two-point, bird eye view, worm eye view.

Unit 5 : Genres in Photography: Classifying the types of photography with different exercises. In terms of photographic ethics, all of these genres would allow significant retouching of images, as well as the wholesale creation or alteration and recreation of images.

Unit 6: Understanding lights and lighting techniques: Natural vs artificial lights, the characteristics of light, colour temperature, Direction of light, intensity of light, hard and soft lighting, direct light, diffused light, high key lighting, low key lighting, inverse square law, 3-point

Books Recommended:

1. The beginner's photography guide by Chris Gatcum
2. Digital photography for beginners by Angela Pierce.
3. Film direction Shot by shot, by Steve Katz
4. Peterson, B. F. (2004). Understanding Exposure: How to Shoot Great Photographs with a Film Or Digital Camera. United States: Amphoto Books.
5. Roth, E. (2005). Interior Photography: Lighting and Other Professional Techniques with Style. United States: Amphoto Books.
6. Ablan, D. (2007). Digital Photography for 3D Imaging and Animation. Germany: Wiley.
7. Piscopo, M. (2017). The Photographer's Guide to Marketing and Self-Promotion. United States: Allworth Press.

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

Term end examination (Practical)

Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class performance	10%
Attendance	10%

Course Articulation Matrix

Co state ment	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO 2	PSO 3
BDES- ID- 307.1	2	1	2	-	3	-	2	3	3	3	2	3	3	3	2
BDES- ID- 307.2	2	1	2	-	3	-	2	3	3	3	3	2	3	3	2
BDES- ID- 307.3	1	1	1	-	3	-	1	3	3	3	2	3	3	3	2

BDES- ID- 307.4	2	1	2	-	2	-	1	3	3	3	3	3	3	3	2
BDES- ID- 307.5	1	1	2	-	2	-	2	3	3	3	3	2	3	3	2
BDES- ID- 307.6	2	1	1	-	2	-	2	3	3	3	3	3	3	3	2

MRPERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-401: VISUAL DISPLAY RETAIL

Periods/week				Credits	Max. Marks : 100
L:0	T: 0	P: 2	S: 2	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes

BID-DS-401.1: The student will be able to understand the basic principles of visual merchandising

BID-DS-401.2: The student shall be able to apply various techniques of visual merchandising.

BID-DS-401.3: The student will be able to analyze different Retail stores.

BID-DS-401.4: The student shall be able to categorize various Exterior elements of a store design.

BID-DS-401.5: The student shall be able to apply Interior elements of a store design

BID-DS-401.6: The student will be able to conduct Case studies & project

Part A

Unit 1 Analyze and evaluate different store displays

- 1.1 Locate and sketch a variety of existing window displays from the community
- 1.2 Compare retail venues providing detailed analysis of concept
- 1.3 Recommend effective changes to improve selling impact
- 1.4 Identify visual merchandise techniques and props used in each display

Unit 2 Demonstrate a variety of techniques to create eye-catching displays using mannequins and props.

- 2.1 Develop techniques when assembling and dressing mannequins
- 2.2 Outline concepts used with sketches and proposals
- 2.3 Display Props and Display Media: Use of Props, Publicity Media, Newspaper Ads, T.V., Hoardings, Posters, Banners, Billboards, Flyer, Panels, Logo, Trademarks
- 2.4 Identify props and materials used for a theme related scene
- 2.5 List materials needed for display
- 2.6 Exterior elements of a store design: Architectural style, signage, windows, entrance, Materials, colors, lighting

Unit 3: Analyze different Retail stores.

Types of retail stores and window display

Importance of window display

Locate and sketch a variety of existing window displays.

Recommend effective changes to improve selling impact.

Window Display -Seasons- research and design.

Unit 4: Interior elements of a store design

Store layouts-Grid Layout (grocery, drugs, and discount), Racetrack/Loop (department stores), Free-

flow/Boutique, and Soft Aisle Layout & Minimal Layout

Presentation of merchandise

Location of displays

Graphics for Retail Displays

Island display & Fixtures

Visual impact for Merchandise with creative display

Corridor installation-research and design

Showroom design-research and design

Unit 5: Case studies & preliminary design drawings

- Case Studies

- Concept & mood board
- Bubble diagram and zoning
- Area differentiation
- Furniture layout

Unit 6: Construction Drawings

- Flooring plan
- Ceiling plan
- Detailed elevations
- Working drawings
- Lighting plan
- Electrical plan
- 3d views
- Project report

Text Books/ Reference Books:

1. Wheeler. A (2017) *Designing Brand Identity: An Essential Guide for the Whole Branding Team*
2. Simpson .C, Kurtz. B *The Advertising Solution: Influence Prospects, Multiply Sales, and Promote Your Brand*
3. Taylor. **D**, (2018) *The Advanced Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera*, **DK**

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO1	PSO2
BID-DS-401.1	2	1	2	2	2	2	2	2	2	2	2	1	2	1
BID-DS-401.2	2	2	2	1	2	1	2	1	2	3	3	2	2	1
BID-DS-401.3	2	2	2	2	1	3	1	3	2	2	2	2	2	2
BID-DS-401.4	1	1	1	2	2	2	2	2	2	2	2	2	2	2
BID-DS-401.5	2	2	2	2	2	1	2	2	2	2	3	2	2	2
BID-DS-401.6	1	2	2	2	2	2	1	2	1	2	1	2	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-402: Building Materials & Construction - II

Periods/week	Credits	Max. Marks : 100
L: 0 T: 0 P: 2 S:2	3	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs		END SEM.EXAM : 50

Pre-requisites: None

Course Type: Program Core

Course Outcomes

The student will be able to -

BID-DS-402.1: Tell how and why wall paneling & partitions is done in interiors.

BID-DS-402.2: Explain technical details to the design various types of the partitions, false ceiling with different materials.

BID-DS-402.3: Apply various types of interior partitions, false ceiling, paneling and materials in interiors according to the function of space.

BID-DS-402.4: Analyze the purpose and types of building components.

BID-DS-402.5: Explain the construction techniques of doors & windows

BID-DS-402.6: Discuss different construction practices adopted for the various components specific to the material in which it's made.

Part A

Introduction

Unit 1: Partitions

1.1 Wood framed and Aluminum frame double skin partition.

Unit 2: Paneling & Cladding

2.1 Wall paneling – Types, Materials, Application methods.

2.2 Wall Cladding- Wet and Dry Wall Cladding

Unit 3: False ceiling

3.1 Types, Materials, Application methods

Unit 4: False flooring

4.1 Types Materials, Application methods

Unit 5: Special Doors

5.1 Rolling shutters, collapsible Doors, Sliding Doors, Sliding & folding Doors, Revolving Doors

Unit 6: Windows

6.1 Casement windows, Fixed Windows, Sash windows & Corner window,

Text Books/ Reference Books:

Author's name - S. C. Rangwala

Year - 2010

Title - Building Construction

Edition - 25

Publisher - Charotar Publishing House Pvt. Limited, 2009

Software required/Web links:

www.nptel.ac.in/courses/105101088/2_home.htm

Instructions for paper setting: The subject will be assessed through a practical examination.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-402.1	2	2	2	1	-	1	2	1	1	3	1	3	2	3
BID-DS-402.2	2	2	2	2	1	2	2	2	2	3	2	3	3	3
BID-DS-402.3	2	2	2	3	1	3	2	2	2	3	2	2	3	3
BID-DS-402.4	2	3	2	2	1	2	2	1	1	2	2	3	2	2
BID-DS-402.5	3	2	2	1	1	3	3	2	1	2	2	3	3	3
BID-DS-402.6	2	2	2	2	1	2	2	2	2	3	2	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-403: Bath Remodeling

Periods/week Credits

L: 0 P: 4 2

Duration of Examination: 3 Hrs

Practical Examination

Max. Marks: 100

Internal/Continuous Assessment: 50

End Semester Exam: 50

Pre-requisites: None

Course Type: Programme Core

Course Outcomes

The student will be able to -

BID-DS-403.1 Tell the importance of industry standards when space planning.

BID-DS-403.2 Discuss suitable materials for bath spaces that are energy and water efficient, current trends in cabinetry, fixtures, finishes to meet the client's needs.

BID-DS-403.3 Show bath layouts of needs to accommodate barrier free requirements.

BID-DS-403.4 Analyze essential services needed in a bath.

BID-DS-403.5 State the pros and cons of different finishes suitable in bath areas.

BID-DS-403.6 Create layout plan drawings using appropriate scale to propose interesting and functional bath areas

PART- A

Unit 1: Introduction

- 1.1 Explain the importance industry standards
- 1.2 Identify needs to accommodate barrier free requirements

Unit 2: Effectively plan detailed Bath layouts using a variety of techniques

- 2.1 Apply accurate calculations to prepare layout proposals
- 2.2 Prepare design proposals using drafting equipment and auto CAD skills

Unit 3: Identify and plan effective bath use of space

- 3.1 Prepare perspective sketching to show ideas
- 3.2 Develop a knowledge of the importance of industry standards when space planning
- 3.3 Create plan drawings using appropriate scale to show special relationships

PART- B

Unit 4: Services

- 4.1 Essential services needed in a bath. Water supply – hot and cold, taping, water purifiers.
- 4.2 Electricity services – electric current, exhaust fans, electrical equipment and their locations.
- 4.3 Drainage services – Waste water drainage system, waste disposal.

Unit 5: Select a variety of suitable materials for Bath spaces based on sustainable material and practices

- 5.1 State the pros and cons of different finishes suitable in bath areas
- 5.2 Identify and plumbing fixtures that are energy and water efficient
- 5.3 Compare products that are more sustainable for our industry and suggest ways of reusing discarded materials.

Unit 6: Identify current trends and new products

- 6.1 Research and present findings about the current trends in cabinetry, fixtures, finishes and appliances
- 6.2 Identify appropriate sustainable materials when planning spaces

Text Books/ Reference Books:

1. Residential Interior Design by Maureen Mitton & Courtney Nystuen

Software required/Web links:

<https://www.idealhome.co.uk/bathroom/bathroom-advice/bathroom-layout-plans-195384>

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2
BID-DS-403.1	1	-	2	2	-	1	3	1	1	2	2	2	2	1
BID-DS-403.2	2	2	2	2	1	1	3	1	1	2	2	3	2	3
BID-DS-403.3	2	1	3	3	1	2	2	1	1	2	1	2	3	3
BID-DS-403.4	2	2	2	2	1	2	3	1	1	3	1	2	3	3
BID-DS-403.5	2	2	1	1	1	2	2	1	1	2	1	2	3	3
BID-DS-403.6	3	2	2	2	2	1	2	1	1	2	1	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-404: Field Placement and Live project Presentation

Periods/week		Credits		Max. Marks: 100
L: 0	T: 0	P: 4	2	CONTINUOUS EVALUATION: 50
Duration of Examination: 3 Hrs			END SEM.EXAM: 50	
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

BID-DS-404.1: The student shall be able to work in a professional office

BID-DS-404.2: The student shall be able to develop professional experience

BID-DS-404.3: The student shall be able to apply academic learning in the workplace.

BID-DS-404.4: The student shall be able to identify the limitations in their learning from academia and update themselves.

BID-DS-404.5: The student shall be able to develop a professional work ethic.

BID-DS-404.6: The student shall be able to develop Professional drawings

Objective: To help the transition from classroom to workplace, this experience gives students the opportunity to work in the field. Students will apply the knowledge and skills they have gained in the classroom to professional practice.

Part A

Unit 1.

- 1.1 Locate a suitable work placement in the field using appropriate business skills and documentation.
- 1.2 Approach professionals in the field and inquire about the possibility of a placement position with a mentor.
- 1.3 Prepare and submit supporting documentation in a timely manner adhering to set deadlines.

Unit 2.

- 2.1 Attend a work placement and demonstrate professional behavior.
- 2.2 Be punctual, polite and presentable at all times during placement

Unit 3.

- 3.1 Demonstrate Interior Decorating professional ethics
- 3.2 Understand professional ethics and demonstrate appropriate behaviour when working in the industry

Part B

Unit 4.

- 4.1 Evaluate their own performance in a business environment
- 4.2 Prepare a professionally written report based on the information from the weekly journal regarding the location and nature of the business and the activities performed.

Unit 5.

- 5.1 Work effectively with an industry professional or in University's Design Cell
- 5.2 Respect the role of the mentor, understand how the industry works and be prepared to resolve issues.
- 5.3 Environmental impact assessment of the project following the standard and specifications

Unit 6.

- 6.1 Presentation techniques using various materials/methods for communication of interior design solutions
- 6.2 Demonstrates the ability to apply space planning techniques throughout the design process.
- 6.3 Space planning aspects/issues – user activity and other services

Instructions for paper setting: The subject will be assessed through a practical examination.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO1	PSO 2
BID-DS-404.1	2	2	2	2	2	2	2	3	2	3	2	2	2	2
BID-DS-404.2	2	2	2	2	2	2	2	1	1	1	2	1	2	2
BID-DS-404.3	2	2	2	2	2	2	2	3	3	3	2	2	2	2
BID-DS-404.4	2	2	3	3	1	1	2	2	2	2	2	2	2	2
BID-DS-404.5	2	2	3	3	2	2	2	2	2	2	2	2	2	2
BID-DS-404.6	2	2	2	2	2	2	2	2	2	2	2	2	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-405: AUTOCAD FOR DECORATORS II

Periods/week				Credits	Max. Marks : 100
L: 0	T: 0	P: 2	S:1	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes

BID-DS-405.1: The students will be able to develop methods of computer aided drawing.

BID-DS-405.2: The student shall use AutoCAD as a tool for commercial installations.

BID-DS-405.3: The students shall be able to create computer aided designs.

BID-DS-405.4: The students shall be able to apply various rendering techniques.

Part A

UNIT 1 -Effectively use AutoCAD as a tool for commercial installations

- 1.1 Prepare accurate and efficient drawings using AutoCAD
- 1.2 Create 3-dimensional perspectives using Google SketchUp

UNIT 2- Understand a variety of techniques for presentation quality

- 2.1 Apply drafting standards, layering techniques, and presentation methods effectively through AutoCAD and Google Sketchup.

Part B

UNIT 3- Apply learned knowledge for client needs

- 3.1 Create useable tools for intended purpose
- 3.2 Perspective view, walkthrough the layout

Text Book:

Author's name - Douglas R. Seidler

Year - 2016

Title - Digital Drawing for Designers

Edition - Fifth

Publisher - Fairchild Books, ISBN 978 56367 512 6

Ref Material:

- AutoCAD help online
- Sketchup Google website tutorials

* Continuous Evaluation assessment will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams

Instructions for paper setting: The subject will be assessed through a practical examination.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
BID-DS-405.1	2	2	3	2	3	1	2	2	2	2	3	3	1	1
BID-DS-405.2	3	1	2	2	3	2	3	3	2	3	1	2	2	1
BID-DS-405.3	2	2	2	3	2	2	2	2	2	2	3	2	3	2
BID-DS-405.4	2	2	3	3	3	2	2	2	2	2	2	2	2	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-406: Studio Techniques - II

Periods/week				Credits	Max. Marks : 100
L: 0	T: 0	P: 2	S:1	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes

The student will be able to -

- BID-DS-406.1: Choose** the variety of materials to create kiosk concept used to display a product
- BID-DS-406.2: Demonstrate** display techniques
- BID-DS-406.3: Identify** positive and negative aspects during the visits to trade shows
- BID-DS-406.4: Analyze** commercial spaces using critical thinking to adjust concept to fit specific spaces within an existing environment
- BID-DS-406.5: Estimate** the cost of materials and furniture needed to complete the proposed concept
- BID-DS-406.6: Design** usable space proposal of furniture layout, color and materials based on specific client and product needs.

Part A

Unit 1 Create 3 D modeling and use visual presentation techniques to communicate concepts

- 1.1 Identify the needs of a client or product
- 1.2 List materials needed to produce life size kiosk using the parameters given for venue
- 1.3 Work with a variety of materials to create a kiosk concept to be used to display a product

Unit 2 Evaluate display kiosks or booths and offer constructive critiques on how to improve the concepts.

- 2.1 Schedule and visit trade specific shows
- 2.2 Prepare written reports identifying positive and negative aspects
- 2.3 Identify specific display techniques used in booths
- 2.4 Provide recommendations for improvement based on three specific areas

Part B

Unit 3 Analyze commercial spaces and create a well-organized proposal to address a specific client's needs.

- 3.1 Compare the needs of specific commercial or retail clients using critical thinking to adjust concept to fit specific spaces within an existing environment
- 3.2 Calculate the cost of materials and furniture needed to complete the proposed Concept
- 3.3 Organize project by product timelines and specifications
- 3.4 Deliver a creative, usable space proposal of furniture layout, colour and materials based on specific client and product needs.
- 3.5 Prepare sample boards, visual perspectives and sketches to support proposal and concept.

Unit 4 Actively participate and contribute successfully in group or team

- 4.1 Ensure effective communication within a group setting using brainstorming, listening and participation skills.

- 4.2 Develop techniques to resolve conflict with group members.
- 4.3 Anticipate and resolve obstacles during the creative process.

Unit 5 Presentation of Design

- 5.1 Presentation of sheets including completely rendered drawings with sectional elevations, surface developments, conceptual sketches, detailed model with mood board.

Text Books/ Reference Books:

Author's name - Judith Bell & Kate Ternus
 Year - 2005
 Title - Best Practices and Effective Strategies in Visual Marketing
 Edition - Third
 Publisher - Fairchild

Author's name - Karla J. Neilson and David A Taylor
 Year - 2006
 Title - Interiors - An Introduction
 Edition - Third
 Publisher - McGraw-Hill

Author's name - Maureen Mitton
 Year - 2018
 Title - Interiors - Interior Design Visual Presentation
 Edition - Fifth
 Publisher - Wiley

Author's name - Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson.
 Year - 2003
 Title - Beginnings of Interior Environments
 Edition - Ninth
 Publisher - Prentice Hall

Software required/Web links:

None

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PS O 1	PSO 2
BID-DS-406.1	1	2	3	2	1	1	1	1	1	2	1	2	3	3

BID-DS-406.2	-	1	1	1	3	-	-	-	1	1	3	-	2	3
BID-DS-406.3	2	2	1	3	-	-	-	1	2	2	1	2	2	2
BID-DS-406.4	2	3	2	2	1	2	2	2	3	2	1	2	3	2
BID-DS-406.5	2	2	-	-	1	1	-	2	1	2	3	3	3	3
BID-DS-406.6	2	2	3	2	1	1	1	1	1	2	2	2	3	3

MRPERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-407: Marketing Techniques & Project Management

Periods/week				Credits	Max. Marks:100
L: 2	T: 0	P: 0	S: 0	2	CONTINUOUS EVALUATION: 50
Duration of Examination: 3 Hrs.					END SEM.EXAM: 50
Pre-requisites: None					
Course Type: Program Core					

Course Outcomes**BID-DS-407.1:** The students will be able to develop marketing skills for business development.**BID-DS-407.2:** The students shall be able to categorize various marketing strategies and techniques**BID-DS-407.3:** The students shall be able to understand the needs of interior design market.**BID-DS-407.4:** The students will be able to create business plans.**BID-DS-407.5:** The student shall be able to categorize various elements of project management.**BID-DS-407.6:** The student shall be able to summarize the meaning of common marketing terms and strategies used in the workforce.**PART-A****Unit 1: Introduction and Basics**

- 1.1 Introduction, definition, Organizational conditions and USP, Environmental factors, marketing concept – marketing strategy – marketing tactics, Planning, operation and Implementation.
- 1.2 Know your Customer, Marketing Mix, Market programme, Focus, Improvement
- 1.3 Differentiate between sales and marketing
- 1.4 Provide examples of positioning, branding, cross promotions, consumer buying behaviors, niche markets, target markets and segmentation factors, etc.

Unit 2: Develop a comprehensive marketing plan for a proposed interior decorating business venture.

- 2.1 Marketing Strategy, Segmentation, Target markets, Marketing Research, Developing Products, Managing Products, Marketing Channel management
- 2.2 Analyze the design industry, identify market segments and local competition, use a marketing mix strategy, recognize business models, opportunities and future trends
- 2.3 Compose a list of human resources required in order to operate a business effectively
- 2.4 Examine business startup costs and categories
- 2.5 Predict how revenue will be derived to cover financial needs of running a business
- 2.6 Analyze how price, product, place and promotion play a role in social, economic and environmental issues

Unit 3: Apply selling strategies and techniques to make a decorating sale.

- 3.1 Present compelling value propositions, probing approaches and convincing closes
- 3.2 Utilize the FAB sales technique during role playing exercises
- 3.3 Identify appropriate customer and after sales service when selling professional products and services
- 3.4 Differentiate a prospect from an actual or repeat client and learn how to maintain relationships with each type

PART-B

Unit 4: Conduct primary and secondary research within the boundaries of relevant legal, ethical, and professional requirements

Developing the Project Calendar, Assigning Project Resources, Determining Project Costs- Adjusting Project Resources and Timelines: Analyzing the Project - Using Different Views and Reports Displaying Project Data

Unit 5: Business Plan – Operational Section & Financial Section

- 5.1 Management, Staffing, Regulatory Issues, Risk, Implementation of Plan
- 5.2 Financial Vision, Yearly Expenses, Cash Reserve, Monthly Cash Flow, Projected Earnings

Unit 6: Create promotional tools to market oneself in the Interior Decorating Industry.

- 6.1 Develop promotions and materials to sell services and products
- 6.2 Design a graphic image to increase branding efforts
- 6.3 Point out key components of professionalism including image and correspondence

Reference Books:

Author's name - Philip Kotter
Year - 2019
Title - Marketing Management
Edition - Fourth
Publisher - Pearson Education Limited

Author's name - Shashi K Sharma & R K Gupta
Year - 2002
Title - Financial Management
Edition -
Publisher - Kalyani Publishers

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO 2
BID-DS-407.1	2	2	2	2	2	2	2	2	2	2	2	3	2	2

BID-DS-407.2	2	3	2	2	3	2	3	2	2	2	2	2	3	2
BID-DS-407.3	2	2	2	2	2	2	2	2	2	2	2	2	2	2
BID-DS-407.4	2	2	2	2	2	2	2	2	2	1	1	2	1	2
BID-DS-407.5	3	2	2	1	2	2	2	2	2	2	2	2	2	2
BID-DS-407.6	1	2	2	1	2	3	3	2	1	2	2	2	2	2

MRPERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-408: Living Green

Periods/week			Credits	Max. Marks : 100
L: 2	T: 0	P: 0	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs			END SEM.EXAM	: 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes**The student will be able to -**

- BID-DS-408.1 Find** the issues in the context of environmental degradation
BID-DS-408.2 Explain the concept of reduce, reuse, recycle.
BID-DS-408.3 Apply knowledge of emerging “Green” technologies
BID-DS-408.4 Classify various materials and finishes used in green buildings & ways aiming for sustainability at home
BID-DS-408.5 Judge the suitable renewable energy source for interiors
BID-DS-408.6 Design using water conservation technologies in interiors of Residential & Commercial Spaces.

Part A**UNIT-1 Examine current environmental issues in the context of the history of environmental degradation.**

- 1.1 Recognize and discuss the effects of: acid rain the Green House Effect ozone Depletion, global warming and climate change.
- 1.2 Describe the ethical challenges associated with climate change.
- 1.3 Discuss these environmental concerns based on fundamental issues of science.
- 1.4 Explain the steps individuals can take to reduce their impact on the environment.

Part B**UNIT-2 Explore your environmental values and make practical choices to lessen your impact on the environment, aiming for sustainability at home.**

- 2.1 Select environmentally friendly appliances.
- 2.2 Explain composting.
- 2.3 Choose “Green” grooming products.
- 2.4 List ways to reduce heating and cooling costs in a home.
- 2.5 Examine ways to maintain indoor air quality in a home.
- 2.6 Explore efficient use of water in a home.
- 2.7 Choose environmentally sensitive food packaging.
- 2.8 Develop a plan to be a “Green consumer”.
- 2.9 Plan an environmentally sound home garden.

UNIT-3 Apply knowledge of emerging “Green” technologies to travel and transportation choices.

- 3.1 List means of travel means that are not carbon producers.
- 3.2 Examine current fuels in use today.
- 3.3 Develop strategies for reducing fuel consumption.
- 3.4 Select an environmentally-friendly mode of personal transportation.
- 3.5 Explore alternatives to using automobiles for transportation

UNIT - 4 Sustainable / Alternative Materials Used in Residential & Commercial Spaces.

- 4.1 Materials and finishes used in green building– Eco friendly materials - Bamboo, straw, wood, dimension stone, Recycled stone, non-toxic metals, Earth blocks -compressed, rammed, baked; vermiculites, flax linen, sisal, wood fibres, cork, coconut, polyurethane blocks etc.
- 4.2 Use of recycled, up cycled, repurposed and „cradle to cradle“ materials; Increased design life cycle – good material and construction quality, design flexibility.

Text Books/ Reference Books:

Author's name - Tanya Ha

Year - 2011

Title - GREENIOLOGY 2020: Greener Living today, and in the future

Edition - First

Publisher - Melbourne University Press

Software required/Web links:

None

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 10 marks.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-408.1	2	2	-	-	-	1	2	-	1	2	-	3	2	3
BID-DS-408.2	2	1	1	-	-	2	3	1	1	2	1	2	3	3
BID-DS-408.3	1	1	1	1	-	2	3	1	2	1	2	2	3	3
BID-DS-408.4	3	2	2	2	1	2	2	1	1	1	1	2	3	3
BID-DS-408.5	3	2	1	1	-	1	2	1	2	2	1	2	3	3
BID-DS-408.6	2	2	3	2	1	1	3	1	1	2	1	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES (Deemed to be University under section 3 of the UGC Act 1956)					
BDES-CD-406A- BRANDING AND PROMOTION					
Periods/week			Credits		Max. Marks : 100
L:0	T: 0	P: 0	S: 2	2	CONTINUOUS EVALUATION : 50
Duration of Examination: 3 Hrs.					END SEM.EXAM : 50
Pre-requisites: None					
Course Type: Program elective					

Course Outcomes

The student will be able to:

- BDES-CD-406A.1** comprehend the branding and brand strategies and promotion of the brand
- BDES-CD-406A.2** identify the steps and the need of creating Brand image /visual design on Physical and Virtual space- through various media.
- BDES-CD-406A.3** analyze aspects of Brand image its visual design, composition, color scheme, typography, content, interactivity, hierarchy of the information, culture/ tradition/ language-based design options.
- BDES-CD-406A.4** compare the existing products/ design of competitors and the market
- BDES-CD-406A.5** develop the VISUAL DESIGNS for different platforms and medium
- BDES-CD-406A.6** learn about various ASPECTS of Branding, strategies and promotion

PART-A

Unit 1: Getting the Most Out of Advertising and Promotion
Importance of branding and promotion over advertising.

Unit 2: Promotional strategies- 5 types, effectiveness and creation of strategies
Understanding the various aspects/types of promotional strategies, its effectiveness

Unit 3: Promotional research – consumer as decision making and purchasing power
Effectiveness of branding and its research with consumers and impact on them

PART-B

Unit 4: Marketing and sales-
Steps to develop market strategy-
Develop or study existing marketing plan, Market research for existing market, competitors, develop Value proposition, setting marketing goals, define marketing strategies, define marketing mix, Marketing plan, review and assess.

Unit 5: Performing situation analysis-
Discover your target audience, marketing tactics, budget, feasibility aspects of any project.

Unit 6: Application and implementation-
Based on budget, feasibility aspects of any project, platforms, media and pre and post production stages-
produce the prototype.

Text Books/ Reference Books:

4. Wheeler. A (2017) Designing Brand Identity: An Essential Guide for the Whole Branding Team
5. Simpson .C, Kurtz. B The Advertising Solution: Influence Prospects, Multiply Sales, and Promote Your Brand
6. Taylor. D, (2018) The Advanced Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera, DK

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES-CD-406A.1	3	2	3	3	3	2	2	-	3	2	3	3	3	3	2
BDES-CD-406A.2	3	2	3	3	-	2	3	-	3	2	3	3	3	3	2
BDES-CD-406A.3	3	2	3	2	-	2	2	3	3	2	3	3	3	3	2
BDES-CD-406A.4	3	2	3	3	1	2	2	2	3	2	3	2	3	3	2
BDES-CD-406A.5	3	2	3	2	3	2	3	3	2	2	3	-	3	3	2
BDES-CD-406A.6	3	2	3	2	3	2	3	3	2	2	3	3	3	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BDES-AN-406A : MOTION GRAPHICS-I

Periods/week				Credits	Max. Marks:100
L: 0	T: 0	P: 0	S: 2	2	INTERNAL: 50
Duration of Examination: 3 Hrs					EXTERNAL: 50
Pre-requisites: None					
Course Type: Program elective					

Course Outcomes

The students will be able to:

BDES-AN-406A 1 Identify the Scope of Motion Graphics for different media

BDES-AN-406A 2 Define the Workflow for Production

BDES-AN-406A.3 Explain different tools and techniques in Motion Graphics.

BDES-AN-406A 4 Apply tools to create effects in Motion Graphics.

BDES-AN-406A 5 Evaluate the significance of motion theory in Motion Graphics

BDES-AN-406A 6 Combine the Application techniques for Animation, Editing, and Effects.

PART-A

Unit 1: Idea Development Based on Given Product/Project

Product identify, Visualization of Brand Creation /Identity, Layout & Pre-Viz

Unit 2: CREATION OF DIGITAL ASSETS

Digital Creation of Logo/Brand Design, Digital Creation of background Design, Other Digital Assets

Unit 3: Design ideation

Animate the Layers, Apply Effects, Apply 3d lights, Animate Camera, Adding Expression

PART - B

Unit 4: Adding SFX

Add Background sound, Add Sound or the product

Unit 5: Render the Project

Render Settings, Export file as PNG (alpha should be active), Export file as QuickTime Video.

Text Books/ Reference Books:

1. Brink mann R (2008) The Art and Science of Digital Compositing, Techniques for Visual Effects, Animation and Motion Graphics, Second Edition: Morgan Kaufmann
2. Trish Meyer& Chris Meyer: 2000 Creating Motion Graphics with After Effects: The Essentials First Edition: MP Books

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
ASSIGNMENT	20%
CLASS PERFORMANCE	10%
Attendance	10%

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES-AN-406A.1	3	2	3	2	-	2	3	3	3	3	-	3	3	3	2
BDES-AN-406A.2	3	2	3	2	-	2	3	3	3	3	-	2	3	3	2
BDES-AN-406A.3	3	2	3	2	-	2	3	3	3	3	2	3	3	3	2
BDES-AN-406A.4	3	2	3	2	-	2	3	3	3	3	3	2	3	3	2
BDES-AN-406A.5	3	2	3	2	-	2	3	3	3	3	-	2	3	3	2
BDES-AN-406A.6	3	2	3	2	1	2	3	3	3	3	3	3	3	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-501: STUDIO III COMMERCIAL DESIGN

Periods/week				Credits	Max. Marks: 100
L: 0	T: 0	P: 4	S: 2	4	INTERNAL: 50
Duration of Examination: 3 Hrs					EXTERNAL: 50
Pre-requisites: None					
Course Type: Program Core					
Course Coordinator/Co-Coordinator:					

Course Outcomes

BID-DS-501.1 The student will be able to categorize hospitality design.

BID-DS-501.2 The student shall be able to understand various aspects of restaurant space design.

BID-DS-501.3 The student shall be able to utilize user experience in restaurant design creation.

BID-DS-501.4 The student will be able to create space designs specific to restaurants.

BID-DS-501.5 The student shall be able to utilize the total space allocated for restaurant's kitchen.

BID-DS-501.6 The student shall be able to develop the design for smooth functioning of restaurant & Bar.

Part - A

Unit I: Types of Restaurants and Bars

- Theme Based Restaurants
- Specialty Restaurants – cuisine & location based
- Quick service/Self Service Restaurants
- Luxury/ Fine dine Restaurants and Bars
- Cafes, ice-cream parlors etc

Unit II: Elements of Restaurant and Bar Design

- Space
- Spatial organization
- Layout
- Ambience
- Lighting
- Formal and informal sitting

Unit III Kitchens and service areas

- Design and location of kitchen
- Storage: wet and dry
- Kitchen fittings
- Standard sizes of commercial kitchen

Part - B

Unit IV

Project of a theme-based Restaurant and Bar

- Case Studies
- Concept & mood board
- Bubble diagram and zoning
- Area differentiation
- Furniture layout
- Flooring plan
- Ceiling plan
- Detailed elevations
- Working drawings
- Lighting plan
- Electrical plan
- 3d views
- Project report

Reference Books:

- Joseph DeChiara, Julius Panero, Martin Zelnik, 2011, Time Savers Standards for Interior Design and Space Planning, Mc Graw hill India.
- Books Nippan, 1994, Shop Design Series/World Restaurants Bars 1,2,3,4, Publisher : Shotenkenchikusha

* Internal assessment will be based on Assignment, Research Project, Attendance, Sample board preparations, Model building, Presentations, Sample board, Class Test and Performance in both Sessional Exams.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination (PRACTICAL)

Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO 2
BID-DS-501.1	2	1	2	1	2	1	2	2	2	3	3	2	2	2
BID-DS-501.2	2	2	2	1	2	2	2	2	2	2	2	2	2	2
BID-DS-501.3	2	2	3	2	2	2	2	2	2	2	2	2	2	2
BID-DS-501.4	2	2	2	2	2	2	2	2	2	2	1	2	1	2
BID-DS-501.5	1	2	2	2	2	2	2	1	2	1	2	2	2	2
BID-DS-501.6	3	2	2	2	2	1	2	2	2	2	2	2	2	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-502: Furniture Design

Periods/week	Credits	Max. Marks :100
--------------	---------	-----------------

L: 0	T: 0	P: 4	2	INTERNAL :50
------	------	------	---	--------------

Duration of Examination: 2 Hrs.	EXTERNAL :50
---------------------------------	--------------

Pre-requisites: None

Course Type: Program Core

Course Coordinator/Co-Coordinator:

Course Outcomes

The student will be able to

BID-DS-502.1 recalls the basic concepts of furniture drafting, sketching, rendering & Anthropometrics.

BID-DS-502.2 illustrates 3d options of their proposed design solutions.

BID-DS-502.3 develops creative combinations of various mediums in one Proposal.

BID-DS-502.4 discovers various furniture making techniques.

BID-DS-502.5 chooses the adequate materials for area specific furniture.

BID-DS-502.6 adapts the sustainable practices in furniture making.

Part - A

Unit I: Theory

1. Anthropometrics & Ergonomics
2. Importance of Furniture
3. Types of furniture
4. History of furniture
5. Conceptualization of furniture design

Unit II: Form and Function

1. Role of Form and function in furniture design
2. Should furniture simply be comfortable or should it also be pleasing to the eye?
3. Mass Production *vis-à-vis* Custom Designed Furniture
4. Design and manufacturing of furniture

Practical

Exercise 1 - Joinery as applied to wooden furniture

Exercise 2 -Designing of simple wooden furniture items like chair and tables and to prepare the working drawings (plan, elevation, section and isometric view), so that the idea and necessity of working drawings is made clear to the students.

Exercise 3 - Study of the History of Furniture Design and designing of furniture items based on that. A minimum of 5 to 7 sheets is to be made.

Exercise 4 -Free hand sketching and rendering of furniture items in various mediums.

Part - B

Unit III: Materials & Construction Techniques

1. Types of materials used for furniture
2. Furniture construction techniques based on different materials

Unit IV: Environmental Aspects

1. Climatic Variations and Availability of Local Materials
2. Study the regional variations of furniture throughout the country.

Maintenance

How should furniture be maintained? A general overview of methods and practice

Reference Books:

Time Savers Standards for Interior Design and Space Planning by Joseph De Chiara

Time Savers Standards for Building Types by Joseph De Chiara

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-502.1	3	2	2	2	2	1	1	–	2	2	1	2	3	1
BID-DS-502.2	1	1	3	1	2	1	1	1	2	2	1	2	2	1
BID-DS-502.3	1	1	2	2	3	2	1	1	2	2	2	2	1	1
BID-DS-502.4	2	1	2	2	3	1	1	1	2	2	2	3	1	3
BID-DS-502.5	1	1	1	2	3	2	3	1	2	2	1	1	2	3
BID-DS-502.6	1	1	1	1	2	2	3	2	1	1	2	2	1	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-503: Building Material and Construction-III

Periods/week				Credits	Max. Marks :100
L: 0	T: 0	P: 2	S:1	2	INTERNAL :50
Duration of Examination: 3 Hrs					EXTERNAL :50

Pre-requisites: None

Course Type: Program Core

Course Coordinator/Co-Coordinator:

Course Outcomes

The student will be able to -

BID-DS-503.1: List various kind of joinery details in different materials.

BID-DS-503.2: Demonstrate detail drawing using composite materials & fixing of different components.

BID-DS-503.3: Identify from variety of windows according to the functionality of an area.

BID-DS-503.4: Analyze building materials and construction techniques.

BID-DS-503.5: Compare the building materials & construction techniques.

BID-DS-503.6: Discuss various types of materials available in the market which are used in execution of Interior Design projects and their application in an appropriate design and area.

Unit 1: Introduction

Introduction / Course Outline

Unit 2: Paneling

Role of paneling in interiors

Types of wall paneling

Materials available for wall paneling

Method of construction

Type of boards available for paneling

Market survey report on paneling rates according to different materials available

Unit 3: Partitions

Purpose of Partition

Types of partitions

Method of Construction

Material available for partitions

Role of acoustics in partitions and acoustic materials

Unit 4: False ceiling

Types of ceiling

Method of construction

Different materials for false ceiling

Working drawings of false ceiling

Reference Books:

Building construction by Rangwala

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessional	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-503.1:	3	1	2	2	1	2	2	1	1	2	1	3	2	3
BID-DS-503.2:	2	2	2	2	1	2	2	2	1	3	3	3	3	3
BID-DS-503.3:	2	3	2	2	1	1	2	1	1	2	2	3	2	3
BID-DS-503.4:	2	3	1	1	1	2	3	2	2	2	2	3	3	3
BID-DS-503.5:	2	3	2	2	1	2	2	1	1	2	2	3	3	3
BID-DS-503.6:	2	2	1	3	1	2	3	2	2	3	3	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-504: 3D STUDIO MAX- I

Periods/week				Credits	Max. Marks : 100
L: 0	T: 0	P: 2	S:1	2	INTERNAL : 50
Duration of Examination: 3 Hrs.					EXTERNAL : 50

Pre-requisites: None

Course Type: Program Core

Course Outcomes

BID-DS-504.1: The students will be able to learn the basic commands of 3D computer aided drawing.

BID-DS-504.2: The students shall be able to develop 3d drafting skills.

BID-DS-504.3: The students shall be able to apply various 3d computer aided rendering techniques.

BID-DS-504.4: The students shall be able to use Geometrical 3d Object with Parameters.

BID-DS-504.5: The students shall be able to work with Concepts Of 2d Shapes, Line Spline Difference Between Editable.

BID-DS-504.6: The students shall be able to Apply the Materials on the Objects.

Part A

Unit 1: Introduction To 3ds Max

- Uses In Various Designing Sectors, Features In The Software Interface, Four Ports And Configuration, Animation Options – Time Line & Time Slider, Unit Setup

Unit 2: Application Of Tools In Main Tool Bar

- Link, Unlink, Selection Tools, Operating Tools, Mirror & Snaps, Software Interface , Navigation Panel. Tab Panel , Media Panel ,Grid And Snap Set Up, Selection Sets , Align , Layers , Render ,Material Editor, Interface For Command Panel, Create , Modify , Hierarchy , Object Categories, Tools- Array , Mirror

Unit 3: Extended Primitives and Parameters Modifier

- Group Menu, P Q R Axis ,Co Ordinates , Family Parameters
- And Modeling Hedra, Torous Nut, Chamfer Box, Chamfer Cylinder Etc.
- Modeling Of Interior Object Like Sofa, Tables, Beeds , Cupboards
- Modifiers- Bend, Taper, Twist, Shell, Slice, Wave, Noise, Etc

Unit 4: Geometrical 3d Object With Parameters

- Door, Windows, Wall, Railing, Stairs, Foliages and Site Improment

Unit 5: Concepts Of 2d Shapes, Line Spline Difference Between Editable

- Spline And Default Shapes Brief Visualization On Arc, Rec, Ngon, Circle, Ellips , Helix , Text , Stars

Part B

Unit 6: Introduction To Material Textures And Maps Concepts Of Texturing And Adding Material

- Introduction to Material Editor
- Mapping Material Slots Adding Subtracting Maps
- Color Concepts Texturing With Bitmap Files
- Creating Colorized Material Textures for Objects
- Apply Material on Surfaces
- Uvw Mapping Tiling
- v-ray material techniques and rendering

* Internal assessment will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
BID-DS-504.1:	2	3	3	2	2	2	2	3	3	2	2	3	2	2
BID-DS-504.2:	2	2	3	2	2	3	3	3	2	2	2	3	2	3
BID-DS-504.3:	2	3	2	2	2	3	3	2	2	3	2	3	3	3
BID-DS-504.4:	2	2	2	3	2	3	3	2	1	3	2	3	3	2
BID-DS-504.5:	2	3	1	2	2	2	2	2	2	2	2	2	2	2
BID-DS-504.6:	2	2	1	2	2	3	1	2	1	2	3	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-505: INTERIOR SERVICE SYSTEMS

Periods/week	Credits	Max. Marks : 100
L: 2 T: 0 P: 0	2	INTERNAL : 50
Duration of Examination: 3 Hrs.		EXTERNAL : 50

Pre-requisites: None

Course Type: Program Core

Course Outcomes

BID-DS-505.1: The students will be able to learn the basic of Interior services systems,

BID-DS-505.2: The students shall be able to develop the Interior services

BID-DS-505.3: The students shall be able to apply various services like Acoustics, Illumination, Air conditioning, Electrical Services, Fire Protection.

BID-DS-505.4: The students shall be able to use the Illustrations of Interior services systems

BID-DS-505.5: The students will be able to design a building according to services required.

BID-DS-505.6: utilization of all the services will help the students to create a safe and comfortable environment for their clients

Part A

Unit-I: PLUMBING

Type of fixtures used for plumbing in interiors

Method of construction

Market survey report for rates

Unit-II: Illumination

Principles of illumination, types of lighting fixtures, lighting design in residences, offices and stores.

Part B

Unit-III: Air conditioning

Need for air-conditioning, principles of air conditioning system, types of air conditioning application in building like apartments and guest rooms, libraries, museums and hospitals

Unit-IV: Electrical Services

Electrical system, symbols used, three phase and single phase system, simple electrical layouts.

Unit-V: Ventilation

Definition, importance, types of ventilation-natural and mechanical, guidelines for natural ventilation.

Unit-VI: Fire Protection

Causes of fire, Characteristics of Fire Resisting Materials, General Fire Safety Requirements for Buildings Fire Alarms, Fire Extinguishing Equipments

Reference Books:

1. Rangawala, S.C Building construction, chartor publishing house, Anand 1963.
2. Pratap R.M (1988), Interior design principles and practice, Standard publisher's distribution, Delhi.

* Internal assessment will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
BID-DS-505.1	3	3	3	2	2	2	2	3	3	2	2	3	2	2
BID-DS-505.2	3	2	3	3	2	3	3	3	2	2	2	3	2	3
BID-DS-505.3	3	3	2	2	2	3	3	2	2	3	2	3	3	3
BID-DS-505.4	3	2	2	3	2	3	3	2	3	3	2	3	3	2
BID-DS-505.5	3	3	3	2	2	2	2	2	2	2	2	2	2	2
BID-DS-505.6	3	2	3	2	2	3	3	2	3	2	3	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-506: Estimating & Costing

Periods/week	Credits	Max. Marks:100
L: 2 T: 0 P: 0	2	INTERNAL:50
Duration of Examination: 2 Hrs.		EXTERNA:50

Pre-requisites: None

Course Type: Program Core

Course Outcomes

BID-DS-506.1: The student will be able to understand the relevance of cost estimation.

BID-DS-506.2: The student shall be able to create cost estimations.

BID-DS-506.3: The student shall be able to generate material specifications.

BID-DS-506.4: The student will be able to identify benefits and limitations of cost estimation.

BID-DS-506.5: The student will be able to classify the various methods of costing and specification.

BID-DS-506.6: The student shall be able to prioritize designs based on the estimations.

PART-A

UNIT – I: INTRODUCTION TO ESTIMATION

Definition, purpose, and types of estimates

procedure for Estimating the cost of work in order to implement an interior design project

- 1) Flooring estimate
- 2) False ceiling estimate
- 3) Wall paint
- 4) Wall paneling
- 5) Furniture
- 6) Furnishings
- 7) Artifacts

UNIT – II: RATE ANALYSIS & ESTIMATION FORMAT

Rate Analysis – definition, method of preparation

Detailed BOQ's

PART-B

UNIT – III: DETAILED ESTIMATE

Data required, factors to be considered, methodology of preparation, abstract of Estimate, contingencies, labour charges, bill of quantities, different methods of estimate for interior design works

UNIT – IV: COSTING OF FIXTURES & FITTINGS

Cost of the following items:

Electrical fitting like, luminaries, fan, cables, switches etc.,

tiles in skirting & dado, cement plaster, joinery in wood, steel & aluminum,

Wall paints – cement paint, oil paints, distemper, acrylic emulsion, enamel paint, painting to joinery, varnishing,

French polishing, plumbing equipment's like piping, shower panels, cubicles, tubs, Jacuzzis, taps, motors,

fountains, false ceiling of 25 aluminum panels, steel & wooden frame work, etc. wall paneling of ceramic tiles

& other tiles of materials suitable for the same, partitions made of materials like aluminum wood, steel, PVC

Panels, Louvers, Foam Panel, Accessories like Metallic profile

UNIT – V: INTRODUCTION TO SPECIFICATIONS

Specification – Definition, purpose, procedure for writing specification for the purpose of calling tenders, types of specification.

REFERENCE BOOKS:

1. S. C. Rangwala, Elements of Estimating and costing, Charoter publishing House, Anand, India, 1984.
2. The interior designers guide: to pricing, estimating budgeting. By Theo Susan
3. Estimating and Budgeting by B. N Dutta

* Internal assessment will be based on Assignment, Project, Portfolio assembly, created forms and contracts, Attendance, Discussion Board, Class Test and Performance in both Sessional Exams.

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.

Course Articulation Matrix

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO1	PSO 2
BID-DS-506.1	3	3	3	3	3	3	3	3	3	3	3	3	2	2
BID-DS-506.2	2	2	2	2	3	3	2	2	2	3	3	2	2	2
BID-DS-506.3	2	2	3	3	2	2	2	2	2	3	3	3	3	2
BID-DS-506.4	2	2	2	2	2	2	2	3	1	2	2	2	2	3
BID-DS-506.5	2	1	2	2	2	2	2	2	2	2	2	2	3	3
BID-DS-506.6	2	2	3	3	2	2	2	2	2	2	2	2	2	2

MANAV RACHNA INTERNATIONAL UNIVERSITY
(Deemed to be University under section 3 of the UGC Act 1956)

BDES-AN-507. DIGITAL ART-II

Periods/week				Credits	Max. Marks:100
L: 0	T: 0	P: 0	S: 2	2	INTERNAL: 50
Duration of Examination: 3 Hrs.					EXTERNAL: 50
Pre-requisites: None					
Course Type: Program elective					

The student will be able to:

BDES-AN-507.1 **learn** an efficient workflow for editing with Corel Draw

BDES-AN-507.2 **study** basics of vector graphics in Corel Draw.

BDES-AN-507.3 **apply** basic elements and shape commands

BDES-AN-507.4 **understand** software generated graphics Colour codes

BDES-AN-507.5 **apply** printing techniques in their artworks and image effects in processing.

BDES-AN-507.6 **learn** to organize the project files in the software.

PART A

Unit 1: Corel Draw Interface

Creating a New Document, Working with Templates, Layout, Import, Export, Tools, pick tool, Smudge Brush, Roughen Brush, Free Transform Tool, crop tool, Hand Tool, text tool, freehand tool, rectangular tool, Interactive tool, Eyedropper tool, outline tool, fill tool, interactive Fill tool, Selecting fill and outline colour.

Unit 2: Lines, shapes, and outlines& Objects, symbols, and layers

Working with lines, outlines, and brushstrokes, drawing shapes, shaping objects, working with objects, Inserting and editing QR codes, working with layers, working with symbols, Linking and embedding objects, Managing projects.

Unit 3: Working with Interactive tools

Working with Lines, Interactive Tools, Blending tool, Contouring the Object, Distorting Objects, Envelope tool, Extruding of the Object, Drop Shadow, Applying Transparency Effect, Lens Effect, Working with Bitmaps, Converting Objects to Bitmap, Arranging Object, Transforming Object, Align & Distribute Object, Ordering Object, Locking & Unlocking Object, Shaping Object.

PART B

Unit 4: Color, fills, and transparencies & Text

Working with Text & Line, Formatting Text, Formatting Paragraph, Changing Shape of the Text, Working with color Filling objects, Changing the transparency of objects, Managing and sharing fills and transparencies, Using color management, Adding and manipulating text, Formatting text, Working with text in different languages, Managing fonts, Using writing tools.

Unit 5: Working with pages and layout tools, printing& File format

Specifying the page layout, Choosing a page background, Adding, duplicating, renaming, and deleting pages, Inserting page numbers, Using the rulers, Printing basics, Preparing files for print service providers, Importing and exporting files, Supported file formats.

Unit 6: Corel Draw Layout

Page Setup, Page Background, Changing the language, Changing start-up settings, Understanding vector graphics and bitmaps, Starting and opening drawings, Scanning images, Working with multiple drawings Undoing, redoing, and repeating actions, Zooming, panning, and scrolling.

Text Books/ Reference Books:

1. CorelDraw Training - Back to the Basics and Beyond
2. Jain, S., & Geetha, M. (2018). Corel Draw training guide. BPB Publications.
3. Ursache, M., & Dan, D. (2015). Creating Interactive Animations For Shaping Knitting Lessons.
4. Bouton, G. D. (2011). CorelDRAW X5 the official guide. Tata McGraw-Hill Education.

Instructions for paper setting: One topic can be chosen by a student he/she has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

Project- Any one topic can be given to the student for completing the digital art work in context of print media like:

Title Page of a Magazine/Book, multiple designs for a Flex by using different Tools, Business Cards and Envelops displaying full address of the company by inserting graphical symbol/ logos of company. News Letter Layouts for any activities of your college/ university. Invitation Cards for cultural meet held in your college, Design Logos of your college, University & Government organization. Design Book of minimum 5 Pages on any Topic. Activities of your college in a collage, News cutting of your activities on a 10 X 8 size flex.

Development stage presentation
test analysis to validate the project feasibility
Term end examination (PRACTICAL)

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES-AN-507.1	1	2	3	2	1	2	2	3	3	2	-	3	3	3	2
BDES-AN-507.2	3	2	3	2	1	2	2	3	3	2	3	-	3	3	2
BDES-AN-507.3	3	2	3	2	1	2	-	3	3	2	3	3	3	-	2
BDES-AN-507.4	2	2	3	3	1	2	2	2	3	-	3	2	3	3	2
BDES-AN-507.5	3	2	3	2	1	2	-	3	2	2	3	2	3	3	2
BDES-AN-507.6	3	2	-	-	1	2	3	-	2	2	3	3	-	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BDES-ID-606: Live project Presentation

Periods/week				Credits	Max. Marks: 100
L: 0	T: 0	P: 0	S:2	2	CONTINUOUS EVALUATION: 50
Duration of Examination: 3 Hrs					END SEM.EXAM: 50
Pre-requisites: None					
Course Type: Program elective					

Course Outcomes

- BDES-ID-606.1. The student shall be able to work in a professional office
 BDES-ID-606.2. The student shall be able to develop professional experience
 BDES-ID-606.3. The student shall be able to apply academic learning in the workplace.
 BDES-ID-606.4. The student shall be able to identify the limitations in their learning from academia and update themselves.
 BDES-ID-606.5. The student shall be able to develop a professional work ethic.
 BDES-ID-606.6. The student shall be able to develop Professional drawings

Objective: To help the transition from classroom to workplace, this experience gives students the opportunity to work in the field. Students will apply the knowledge and skills they have gained in the classroom to professional practice.

Part A

Unit 1.

- 1.1 Locate a suitable work placement in the field using appropriate business skills and documentation.
- 1.2 Approach professionals in the field and inquire about the possibility of a placement position with a mentor.
- 1.3 Prepare and submit supporting documentation in a timely manner adhering to set deadlines.

Unit 2.

- 2.1 Attend a work placement and demonstrate professional behavior.
- 2.2 Be punctual, polite and presentable at all times during placement

Unit 3.

- 3.1 Demonstrate Interior Decorating professional ethics
- 3.2 Understand professional ethics and demonstrate appropriate behavior when working in the industry

Part B

Unit 4.

- 4.1 Evaluate their own performance in a business environment
- 4.2 Prepare a professionally written report based on the information from the weekly journal regarding the location and nature of the business and the activities performed.

Unit 5.

- 5.1 Work effectively with an industry professional or in University's Design Cell
- 5.2 Respect the role of the mentor, understand how the industry works and be prepared to resolve issues.
- 5.3 Environmental impact assessment of the project following the standard and specifications

Unit 6.

- 6.1 Presentation techniques using various materials/methods for communication of interior design solutions
- 6.2 Demonstrates the ability to apply space planning techniques throughout the design process.
- 6.3 Space planning aspects/issues – user activity and other services

Instructions for paper setting: The subject will be assessed through a practical examination.

Assessment Tools:

Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BDES-ID-606.1	2	2	2	2	2	2	2	3	2	3	2	2	2	2
BDES-ID-606.2	2	2	2	2	2	2	2	1	1	1	2	1	2	2
BDES-ID-606.3	2	2	2	2	2	2	2	3	3	3	2	2	2	2
BDES-ID-606.4	2	2	3	3	1	1	2	2	2	2	2	2	2	2
BDES-ID-606.5	2	2	3	3	2	2	2	2	2	2	2	2	2	2
BDES-ID-606.6	2	2	2	2	2	2	2	2	2	2	2	2	2	2

SEMESTER-6

MRPLPS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-601: INTERIOR DESIGN THESIS PROJECT

Periods/week				Credits	Max. Marks : 200
L: 0	T: 0	P: 8	S:4	8	INTERNAL : 100
Duration of Examination: 3 Hrs.					EXTERNAL : 100
Pre-requisites: None					
Course Type: Program Core					

The student will be able to -

BID-DS-601.1: Choose project topic individually and do detail research work

BID-DS-601.2: Explain the case study of similar interior spaces & literature study and data collected from other sources.

BID-DS-601.3: Apply knowledge gained in previous semesters covering different aspects of design and construction.

BID-DS-601.4: Analyze site and conceptualize concept by formulating the requirements

BID-DS-601.5: Justify their design concept

BID-DS-601.6: Compile and present detailed working drawings, structural, furniture, service details, documents of bill of quantities, rendered drawings, models, sample board at the professional level to achieve the highest degree of design in presentation & workability

Part A

Unit I:

Introduction To the thesis, approval of topic & preparation of synopsis.

Unit II:

Case study of similar Interior spaces, visualizing & analyzing scope of work & literature study.

Unit III:

Formulation of requirements & site analysis. Conceptualization- a few concepts shall be made and a single concept shall be evolved for working, Research work & detailing

PART B

Unit IV:

Working drawings:
Furniture layout plan
Detailed elevations
Floor plan
Ceiling plan
Electrical plan
Lighting plan
Detailed construction working drawings
Furniture details
All services & safety systems, green interiors & accessories etc.

Unit V:

Contract document including documents of bill of quantities, schedule of rates with specification, total cost, professional charges & modes of payment.

Unit VI:

3-D renders /walk through/ model.

Reference Books:

Time Savers Standards for Interior Design and Space Planning by Joseph De Chiara

Time Savers Standards for Building Types by Joseph De Chiara

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
BID-DS-601.1	1	2	-	2	1	2	2	2	2	1	1	2	2	2
BID-DS-601.2	3	2	1	-	2	2	-	1	1	3	1	3	2	2
BID-DS-601.3	1	1	1	3	1	3	3	2	1	1	2	3	3	3
BID-DS-601.4	1	3	2	3	1	2	2	1	3	2	2	2	3	3
BID-DS-601.5	2	1	3	2	1	3	3	1	2	2	1	2	3	3
BID-DS-601.6	1	1	2	1	2	3	3	2	2	3	3	3	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-602: Adobe Photoshop & 3-DIMENSIONAL STUDIO MAX II

Periods/week	Credits	Max. Marks :200
L: 0 T: 0 P: 2 S:2	3	INTERNAL :100
Duration of Examination: 3 Hrs		EXTERNAL :100

Pre-requisites: None

Course Type: Program Core

Course Outcomes

The student will be able to

BID-DS-602.1: Recall basic concepts of 3Ds Max.

BID-DS-602.2: Explain their designs through efficient software drawings

BID-DS-602.3: Experiment with different shapes and new editing elements in their designs.

BID-DS-602.4: Discover innovative application of tools

BID-DS-602.5: Estimate the importance of 3D views in a design.

BID-DS-602.6: Improve overall presentation of their design proposals

Part A

Unit 1: GETTING STARTED WITH PHOTOSHOP

Exploring the Toolbox, The New CS4 Applications Bar & the Options Bar, Exploring Panels & Menus, Creating & Viewing a New Document, Customizing the Interface, Setting Preferences

Unit 2: WORKING WITH IMAGES

Zooming & Panning an Image, Working with Multiple Images, Rulers, Guides & Grids, Undoing Steps with History, Adjusting Color with the New Adjustments Panel, The New Masks Panel & Vibrance Color Correction Command, The New Note Tool & the Save for Web & Devices Interface, The New Auto-Blend & Auto-Align Layers Commands, The New 3D Commands

Unit 4: BASIC EDITING TOOLS

Selecting with the Elliptical Marquee Tool, Using the Magic Wand & Free Transform Tool, Selecting with the Regular & Polygonal Lasso Tools, Combining Selections, Using the Magnetic Lasso Tool, Using the Quick Selection Tool & Refine Edge, Modifying Selections

Unit 5: GETTING STARTED WITH LAYERS

Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers, Locking & Merging Layers, Copying Layers, Using Perspective & Layer Styles, Filling & Grouping Layers, Introduction to Blending Modes, Blending Modes, Opacity & Fill, Creating & Modifying Text

Part B

Unit 6: INTRODUCTION TO LIGHTS

Universal Concepts & 3ds Max Representation, Sun Study & Positioning Lights, Main & Subordinate Lights, types of Lights, Light Parameters – Restricting Lights and Application of Lights in Interiors, General Parameters (Conversion of Lights), Intensity and Color Attenuation, Shadow Parameters, Atmospheric Effects, Far and Near Attenuation, Creating and Applying Lights On Exteriors, Creating Multiple Lights in Interiors, Applying Lights in Side Wall Corners, Getting Preview

Unit 7: INTRODUCTION TO CAMERA AND ANIMATING CAMERA

Application and Utilities of Camera, Brief Discussion on Camera Concepts and Getting Previews, Types of Camera 1. Free Camera 2. Target Camera, Parameters for Cameras (Lenses and Coverage), Animating Camera-Path Camera by Motion Panel, Time Configuration and Frame Rates, Animating the Position, Rotation, and Path Of Camera, Applying Camera View Ports for Preview, Path Constant

UNIT 8: CONCEPTS OF WALK THROUGH

Frame Rate and Time Configuration For Walk Through, Rising and Droppings Camera on Stair Cases and Exterior Elevations, Getting Views for Top, Left, Bottom, and Right Ports.

UNIT 9: CONCEPTS OF RENDERING

Frame, Range, Files, File Size Resolution, Port Selection, Rendering from Different Views, Environments and Back Grounds, Active View Port Settings, Creating Still Images (Jpeg, Bmp). Movies- (Avi, Mpeg)

* Internal assessment will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting: The subject will be assessed through a practical examination.

Course Articulation Matrix

CO Statemen	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
BID-DS-602.1:	3	1	1	2	3	1	1	1	-	2	-	1	2	-
BID-DS-602.2:	1	1	2	1	3	-	-	-	2	2	1	2	1	-
BID-DS-602.3:	2	2	1	2	2	-	-	-	2	2	2	2	-	1
BID-DS-602.4:	2	2	1	2	3	-	-	-	1	1	2	2	-	2
BID-DS-602.5:	2	2	2	1	2	1	-	-	2	2	3	3	1	-
BID-DS-602.6:	2	2	1	1	2	1	1	-	2	3	3	3	1	-

MANAV RACHNA INTERNATIONAL UNIVERSITY
(Deemed to be University under section 3 of the UGC Act 1956)

BID-DS-603: PROFESSIONAL PRACTICE & BUSINESS ETHICS

Periods/week			Credits	Max. Marks : 100
L: 3	T: 0	P: 0	3	INTERNAL : 50
Duration of Examination: 3 Hrs				EXTERNAL : 50
Pre-requisites: None				
Course Type: Program Core				

Course Outcomes

BID-DS-603.1: The student will be able to understand the practices of interior design profession

BID-DS-603.2: The student will be able to identify business ethics in the profession

BID-DS-603.3: The students will be able to develop communication techniques to enhance social skills.

BID-DS-603.4: The students shall be able to utilize correct legal terminology for professional contract.

BID-DS-603.5: The student will be able to classify the elements of tender and contracts.

BID-DS-603.6: The student shall be able to realize the professional requirements of interior design.

Part A

Unit-I: The profession

Interior design as a profession, Goals and career options, Fundamentals of marketing, Promotional Basics- Tools and methods, Characteristics of a proper interior designer

Unit-II: Ethics Determining design fees

Ethics in Business environment
Professional conduct
Personal goal settings
Methods of setting design fees
Estimating design fees

Unit-III: Preparing design contracts & Tenders

Definition and basic elements of a contract
pretender and contract planning
Various forms of tenders in building civil and interior works
Notice inviting tenders, tender documents agreement contract.
acceptance of tender
Letter of agreement
Form of contract
Content formalities
Developing the design contract (content and form)
Termination by agreement

Part B

Unit IV Demonstrate self-confidence when conducting interviews and developing business relationships.

Practice self-confidence using strategies developed in the classroom that mirror real life client situations, meetings and networking.
Identify tools and methods to self-confidence through in-class role playing.

Unit V Code of ethics, legal terminology understanding the industry and client needs and how to protect your interests.

Create a standard for professional business practices for the interior decorating industry.
Compare your developed business practices to the Code of Ethics developed by CDECA and ARIDO
Outline what would be needed for a professional business contract.

Anticipate possible situations that could be avoided by using correct terminology and wording to protect both the decorator and the client
Develop a professional written contract that would be required in the Interior Decorating Industry.

Unit VI: Importance of social media, create business forms and templates that are utilized by interior decorating businesses.

Tools & types of techniques which could be used to increase the opportunities in Business and Professional Image.

Analyze how templates can increase efficiency in routine business documentation.

Outline what is needed for effective business forms for a decorating business

Ensure that appropriate wording is used to project a professional looking business package.

* Continuous Evaluation will be based on Assignment, Project, Attendance, Class Test and Performance in both Sessional Exams.

Reference Books:

1. Estimation by Dutta.
2. Handbook of Professional Practice by Cindy Coleman

Assessment Tools:

Continuous Evaluation will be based on Sessional Exams, Attendance and Portfolio.

Sessionals	20 Marks
Attendance	10 Marks
Port Folio	30 Marks
Total	60 Marks

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each part 'A' and part 'B'. Students need to attempt two questions out of three from each part. Each question will be of 8 marks.

Course Articulation Matrix

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO1	PSO2
BID-DS-603.1	1	2	2	2	2	2	2	2	2	1	2	2	2	2
BID-DS-603.2	2	2	2	2	2	2	2	2	2	3	1	2	2	2
BID-DS-603.3	2	2	3	1	2	2	1	2	2	2	2	2	2	2
BID-DS-603.4	2	1	2	1	2	1	2	2	2	2	2	2	2	2
BID-DS-603.5	2	2	2	2	2	2	2	2	1	1	2	2	2	2
BID-DS-603.6	2	2	2	2	2	2	2	1	3	3	2	2	2	2

MANAV RACHNA INTERNATIONAL UNIVERSITY
(Deemed to be University under section 3 of the UGC Act 1956)

BDES-AN-606: FUNDAMENTAL OF AUDIO AND VIDEO LAB

Periods/week				Credits	Max. Marks:100
L: 0	T: 0	P: 0	S: 2	2	INTERNAL: 50
Duration of Examination: 3 Hrs					EXTERNAL: 50
Pre-requisites: None					
Course Type: Program elective					

Course Outcomes

The student will be able to:

BDES-AN-606.1 **Know** about editing basics, tools and broadcast system.

BDES-AN-606.2 **work** with footages in an editing software.

BDES-AN-606.3 **know** about audio and video transitions and effects.

BDES-AN-606.4 **Identify** the various styles and content treatments used in audio and video production and editing.

BDES-AN-606.5 **Analyze** the films and videos and the significance of the codec and output format for

broadcasting.

BDES-AN-606.6 **Apply** understanding of audio and video editing to the creation of films and videos.

PART A

Unit 1: Introducing Digital Video and Digital Audio

Characteristics of video- Interlacing and progressive scanning, Digital video-sampling, Quantization, Luminance and Chrominance, Colour Models, Colour Depth. Understanding Digital Data, Digital Audio, The Sound Card Basic composition and Anatomy of a sound card, functions and features of sound card.

Unit 2: Adding footage, stills and Animation

Import Still Pictures, Import Animation, The Organizer Application, Apply Keyword Tags to Clips, Organize Clips into Albums, Keyword Tags, Smart Tags and Albums, Manage Your Catalogs, Choose Your Editing Style, Gather Clips, Pictures, and Animation, Show the Project View, Review and Rough-Trim Your Clips.

Unit 3: Transition and Effects

Assemble Your Movie in the Sceneline, Final-Trim Clips, Choose a Stock Transition, Apply a Transition, Edit Transitions in the Timeline, and Edit Transitions in the Tasks Panel, Audio Transitions, Transitions and Slideshows, Types of Transitions, Choose an Effect, Color-Correct an Image, Apply an Audio Effect, Edit Effects in the Timeline, Apply an Effect Preset, Timeline Special Effects, Adventures in Transparency, Learn Key Framing, Use Keyframes to Create Your Own Effect, Edit Keyframes in the Main Timeline, Control Change Between Keyframes.

PART B

Unit 4: Style and Treatment

Animate Clips on the Screen, Use a Title Template, Create a Still Opening Title, Format Title Text, Mix Artwork and Titles, Design Sound from the Start, Build a Soundtrack, Adjust Volume and Balance, Add Audio Effects, Add a Music Track, Mix the Audio Track.

Unit 5: Video Compression and Audio Formats

Rational for compression, Compression Basics-Redundancy, Lossy and Lossless compression, CODECs, Video compression standards- MPEG1, MPEG2, MPEG4. Digital and Analogue practical assignments and practice, Mastering -Introduction to mastering - Mastering setups – Monitoring

Unit 6: Audio and Video Editing tool

Introduction to Editing Tool, The Main Screen, The Data Window and its Basics, Standard and Transport Toolbar, Common Edit Operations, Status Format, Editing Formats, Recording, Applying processing functions, Operations available under File, Edit, Process, Effects and Tools menu.

Text Books/ Reference Books:

1. The Technique of Film and Video Editing: History, Theory, and Practice, 6th Edition, Ken Dancyger, Routledge Publishers, 2018.
2. Michael K. Hughes, “Digital Filmmaking for Beginners A Practical Guide to Video Production”, Tab Electronics (1 June 2012).
3. Jerron Smith and AGI Creative Team, “Premiere Pro CS6 Digital Classroom”, John Wiley & Sons; Pap/Dvdr edition (19 December 2012).
4. Editing Digital Video (Digital Video and Audio Series) by Robert Goodman, Patrick McGrath
5. Multimedia – Sound & Video by: Jose Lozano, Pub: Prentice Hal

Instructions for paper setting: One topic can be chosen by a student he/she has to use the complete design process to do the creative work within 3 hrs.

Assessment Tools:

Project- A topic can be chosen by the student, using the application of video and audio editing software to create the following: one short video footage by using basic functions of the software, editing a video by using a time in frames, mixing of 2 or more videos, Monitoring the sound, background, video editing by adding Voiceover or design a sound track for a short film.

Development stage presentation
test analysis to validate the project feasibility
Term end examination (PRACTICAL)

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
BDES-AN-606.1	3	2	3	2	1	2	2	3	3	2	3	3	3	3	2
BDES-AN-606.2	2	2	3	-	1	2	2	3	-	-	3	3	3	3	2
BDES-AN-606.3	3	2	3	2	1	2	2	3	-	1	3	3	1	3	2
BDES-AN-606.4	2	2	3	3	1	2	2	2	-	-	3	2	3	3	2
BDES-AN-606.5	3	2	3	-	1	2	3	3	2	2	3	2	3	2	2
BDES-AN-606.6	3	2	3	2	1	2	-	3	2	2	3	3	3	3	2

MRPERS

MANAV RACHNA INTERNATIONAL UNIVERSITY
(Deemed to be University under section 3 of the UGC Act 1956)

BDES-CD-604: CORPORATE IDENTITY

Periods/week				Credits	Max. Marks:100
L: 0	T: 0	P: 0	S: 2	2	INTERNAL: 50
Duration of Examination: 3 Hrs					EXTERNAL: 50
Pre-requisites: None					
Course Type: Program elective					

Course Outcomes

The student will be able to:

- BDES-CD-604.1 **understand** the steps to the entire corporate identity design
 BDES-CD-604.2 **identify** the steps and the need of user research, market research
 BDES-CD-604.3 **analyze** aspects of universal principles of design.
 BDES-CD-604.4 **compare** the traditional ways of corporate identity design and its evolution
 BDES-CD-604.5 **develop** the visual vocabulary required for interpreting and analyzing.
 BDES-CD-604.6 **learn** about various aspects of corporate identity design.

PART-A

Unit 1: The steps of corporate identity

- 1.1 Importance client briefing, existing designs, competitors design, knowing all the stakeholders.

Unit 2: legibility and readability of fonts, types of fonts and customized logotype

The users will always have problem, selection and liking is subjective.
 Customized logotype and its creation

Unit 3: Design ideation- the steps involved in the ideation process of corporate identity

- 3.1 Selecting a topic, project and working towards the ideation after brainstorming on the creative feasible ideas. Getting the insight for solutions after the research-based information, data collection, primary and secondary research.

PART-B

Unit 4: Selection of topic utilizing complete design thinking process.

- 4.1 Creating a small assignment indulging the entire process the complete cycle of ideation, design options, iteration, testing with users/ clients. Complete stationary design.

Unit 5: Generating ideas and Design options

- 5.1 Selection of technology (software, platform, media) skills and knowledge to develop the designs.
 5.2 Application of created creative on various platforms- digital and analog.

Unit 6: Design Prototyping -Project/ Assignment/ problem with complete design thinking process for various platforms

- 6.1 Creation of creative for various purposes and various platforms.

- 6.2 The design will have options to be tested with the users as a design process.
- 6.3 The testing is major part of design process before any iteration has been executed
- 6.4 implementation of the prototype model/ design is the project submission and presentation

Text Books/ Reference Books:

Carter, D. E. (2001). *The big book of corporate identity design*. HBI.

- 1- Bartholmé, R. H., & Melewar, T. C. (2011). Remodelling the corporate visual identity construct: A reference to the sensory and auditory dimension. *Corporate Communications: An International Journal*.
- 2- Kelley. T, David (2013) *Creative Confidence: Unleashing the Creative Potential Within Us All*
- 3- Tim Brown (2009)*Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*
- 4- Peters T., Littman J., Kelley T. (2001)*The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm*

Instructions for paper setting: One topic can be chosen by a student he has to use the complete design process to do the creative work within 6 hrs.

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination (Practical)

Distribution of Continuous Evaluation Table

Sessional- I	30%
Sessional- II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix

Co statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
BDES-CD-604.1	3	3	3	2	-	2	2	3	2	2	3	3	3	3	2
BDES-CD-604.2	3	2	3	2	-	2	2	3	3	2	-	2	3	3	2
BDES-CD-604.3	3	2	3	3	3	2	2	3	3	2	3	3	3	3	2
BDES-CD-604.4	2	2	3	2	1	2	2	2	3	2	3	3	3	3	2
BDES-CD-604.5	3	2	3	2	1	2	3	3	2	2	3	2	3	3	2
BDES-CD-604.6	3	2	3	2	1	2	3	3	2	2	3	3	3	3	2

MRPERS

Course Code	Course Name	Regional	National	Global
BID-DS-101	Design Elements & Principles of Our Environment			√
BID-DS-102	Basic Drafting Skills			√
BID-DS-103	Drawing Techniques			√
BID-DS-104	History of Furniture & Decoration-I			√
BID-DS-105	Hard Material and Finishes			√
BID-DS-106	Colour in Décor			√
BID-DS-107	Communication – I			√
BID-DS-201	Furniture and Layout			√
BID-DS-202	Perspective Sketching			√
BID-DS-203	History of Furniture & Decoration -II			√
BID-DS-204	Window Treatments and Accessories			√
BID-DS-205	Soft Material and Finishes			√
CH-202B	Environment Studies			√
BID-DS-206	Communication – II			√
BID-DS-301	Studio I (Residential Design)			√
BID-DS-303	Kitchen Remodelling			√
BID-DS-302	Building Materials & Construction- I			√
BID-DS-304	AutoCAD for Decorators I			√
BID-DS-305	Design Thinking			√
BID-DS-306	Lighting			√
BDES-AN-306A	Digital Art			√
BDES-ID-307	Introduction to Photography			√
BID-DS-401	Visual Display Retail			√
BID-DS-402	Building Materials & Construction-II			√
BID-DS-403	Bath Remodelling			√
BID-DS-404	Field Placement & Live Project Experience			√
BID-DS-405	AutoCAD for Decorators II			√
BID-DS-406	Studio Technique II			√
BID-DS-407	Marketing Techniques &			√

	project management			
BID-DS-408	Living Green			√
BDES-CD-406A	Branding and Promotion			√
BDES-AN-406A	Motion Graphics-I			√
BID-DS-501	Studio-III - Commercial Design			√
BID-DS-502	Furniture Design			√
BID-DS-503	Building Materials & Construction - III			
BID-DS-504	3D Studio Max-I			√
BID-DS-505	Interior Service Systems			
BID-DS-506	Estimating & Costing			√
BDES-AN-507	Digital Art-II			√
BDES-ID-606	Live Project Presentation			√
BID-DS-601	Interior Design Thesis Project			√
BID-DS-602	Adobe Photoshop & 3 D Studio Max-II			√
BID-DS-603	Professional Practice & Business Ethics			√
BDES-AN-606	Fundamental of audio and video Lab			√
BDES-CD-604	Corporate Identity			√

	Environment and Sustainability	Professional Ethics	Human Values	Gender Equality
Environmental Studies CH 202B	√			
Living Green BID-DS-408	√			
Professional Practice & Business Ethics BID-DS-603		√		

Course Code	Course Name	Employability	Entrepreneurship	Skill development
BID-DS-102	Basic Drafting Skills			√
BID-DS-103	Drawing Techniques			√
BID-DS-107	Communication – I			√
BID-DS-201	Furniture and Layout	√		
BID-DS-204	Window Treatments and Accessories	√		
BID-DS-205	Soft Material and Finishes	√		
BID-DS-206	Communication – II			√
BID-DS-301	Studio I (Residential Design)	√	√	
BID-DS-303	Kitchen Remodelling	√	√	
BID-DS-304	AutoCAD for Decorators I	√		√
BID-DS-306	Lighting	√		
BDES-AN-306A	Digital Art	√		√
BDES-ID-307	Introduction to Photography	√	√	√
BID-DS-401	Visual Display Retail	√		
BID-DS-403	Bath Remodelling	√	√	
BID-DS-404	Field Placement & Live Project Experience	√	√	
BID-DS-405	AutoCAD for Decorators II	√		√
BID-DS-406	Studio Technique II	√		
BID-DS-407	Marketing Techniques & project management	√	√	
BID-DS-408	Living Green	√	√	
BDES-CD-406A	Branding and Promotion	√	√	√
BDES-AN-406A	Motion Graphics-I	√		√
BID-DS-501	Studio-III - Commercial Design	√	√	
BID-DS-502	Furniture Design	√	√	
BID-DS-504	3D Studio Max-I	√		√
BID-DS-505	Interior Service Systems	√		
BID-DS-506	Estimating & Costing	√	√	
BDES-AN-507	Digital Art-II			√
BDES-ID-606	Live Project Presentation	√	√	
BID-DS-601	Interior Design Thesis Project	√	√	
BID-DS-602	Adobe Photoshop & 3 D Studio Max-II	√		√
BID-DS-603	Professional Practice & Business Ethics		√	
BDES-AN-606	Fundamental of audio and video Lab	√		√

BDES-CD-604	Corporate Identity	v	v	
-------------	--------------------	---	---	--

MRPERS