

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**

**NEW COURSES INTRODUCED IN B.DES PROGRAMME DURING THE ACADEMIC YEAR 2021-2022**



**SATHYABAMA**  
INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)  
Accredited with "A" grade by NAAC  
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119  
www.sathyabama.ac.in



**SCHOOL OF BUILDING & ENVIRONMENT**

**Department of Architecture**

Board of Studies meeting held on 27-04-2019

Venue: VC Office – Conference Hall

**Members present:**

External Members	Signature	Internal Members	Signature
AR. MAHESH RADHAKRISHNAN MOAD ,Chennai		<b>DR.DEVYANI GANGOPADHYAY</b> Dean & Head Department of Architecture School of Building & Environment	
AR. HARIESH K. SANKARAN BEANBEE , Chennai		<b>DR. SURESH KUPPUSAMY</b> Senior Professor & Design Chair School of Building & Environment	

**Special invitees present:**

S.No	Name and Designation	Signature
1.	<b>AREBIN HARRISON</b> Associate Professor	
2.	<b>AR.SHANKAR</b> Associate Professor	
3.	<b>AR.SUKIRTHA SURESH</b> Associate Professor	
4.	<b>AR.ARULMALAR</b> Associate Professor	
5.	<b>ARSURYA RAJKUMAR</b> Associate Professor	
6.	<b>AR. SANGHAVI.V.V</b> Associate Professor	

## Minutes of the BOS meeting conducted on 27<sup>th</sup> April 2019

### PREMEABLE

The meeting started with the welcome address by the Head of the Department Dr Devayani Gangopadhyay. She gave an outline of the B.Des (Interior Design) programme planned for 4 years with 8 semesters and accommodating a professional training for a period of 6 months in the 6<sup>th</sup> Semester. She gave a basic introduction to the list of subjects in all the semesters while highlighting that the subjects are grouped into Theory, Theory cum studio and Studio based subjects with credits based on hours and ranging from 2 credits for theory subjects for 2 hours of lecture, 3 credits for 2 hours of lecture and 2 hours of practicals for Theory cum Studio subjects.

Thereby while discussing on general aspects of the course, Ar Hareish k. Sankaran stressed the importance of working drawings for interior design. He also asked where we would like to see our students after 4 years of study of B.Des Interior Design .Dr Devayani Gangopadhyay replied that our students may be working in Interior design firms .Ar Ebin Horrison added that he wanted them to be entrepreneurs.

Ar Mahesh Radhakrishnan was quick to point out that if so, then the entire curriculum should be focussed on the management aspects and business strategies of executing a work contract for an interior design project. Ar Ebin Horrison replied that the course is oriented towards design theories and design thinking.

Ar Mahesh Radhakrishnan remarked that Interior design is a new concept and an evolving field with respect to India. He noted that the field is much more developed in countries like Japan and China where design is a response to the climatic context while also reflecting the local culture and the ambience. He justified that India is a nascent country with significant ethos in terms of interior design where interiors become important only in places of extreme weather conditions like Kashmir. He added there is also no strong interior history. Or rather the scenario here is corporate interiors that started 20 years back are also disappointingly a market driven industry.

Ar Mahesh Radhakrishnan commented that school children would not have been exposed to design thinking. Therefore he suggested that the first semester of the course



should be for orientation towards developing problem solving skills, critical thinking and analysis.

He expressed his concern that students after any course may not be job-ready which may lead to frustration. He asserted that as a matter of fact, what is taught may not match with how we live. Consequently he feels there is a need to develop problem solving skills for the students coming from different backgrounds. He explained that to a great extent there will be diversity in the skill set of students and specified that this diversity should help the program. He emphasized that the program should be highly specialized in small scale projects.

Ar Hareish recommended that courses with hands on experience can be in the first semester. He also observed that theory subjects should be in the form of modules with outcomes of each lecture laid out for the students to verify what they have grasped and comprehended. He pointed out that design modules with high focus linking the theory, theory cum studio and Studio based subjects will be good for the otherwise distracted minds.

Ar Mahesh Radhakrishnan explained that that as there is a gap in design and how we live, design communication should start with something objective as an abstract start point wherein every student would be able to relate to. He cited that for example the reverse of anthropology could be tested against whether it would work or not work. He emphasized that any aspect of thinking should be open but the final product should work.

Ar Hareish expressed the need for Photography and Journalism to be in the first semester to provide a venue for observing and noticing design. He implied that both can be separate subjects. He deemed it necessary for students to be shown good design when the senses respond to the continuous process of seeing. He discerns that 'How you see what you see' is important and only then the students could represent well what they see through drawing, sketching and model making in various media.

Ar Hareish once more reiterated that once the workshops come to the first and second semesters, the students would be equipped with the skills to express themselves in design and would be more confident in the third semester.

He thereafter mandated the need to create identity and branding in interiors. He eventually listed out the 10 verticals of interior design as My space with residence design, Spaces for education like day care centers, play schools, elementary schools, primary schools and higher secondary schools, Spaces of work like offices, Spaces for business and transit with retail, way finding, graphic design, fashion and system design, Spaces for health care with hospitals, clinics, pharmacy, tertiary lab, Spaces for entertainment like sports and





gaming, Spaces for art and set design, Spaces for leisure with resort stay, hotels, Spaces for Food with dining and restaurants.

Ar Hareish deliberated on the semester selected for professional training. He put forward the question as to why it should be in the sixth semester and why not during the seventh semester. He Set forth the idea that it should be in the 7<sup>th</sup> semester for the students to contribute better. He further specified to add the subject of Society, Culture and Environment in the first semester.

Ar Mahesh Radhakrishnan scrutinized the selection process and eligibility criteria of students and noted that many of them may not have had previous drawing exposure and may probably be not from mathematics or science stream. Thenceforth he perceives that students in the 1<sup>st</sup> semester could be introduced to any design from the basics of what they know. He illustrated this with an example of product design of a bottle where they can learn to sketch and use materials to model the same, thereby increasing the complexities from one design to another while raising questions for them to answer.

He also remarked that the subject of cultural anthropology could be made more relevant by consulting with anthropologists while citing an example that modular kitchens were actually invented by women due to space constraints. He thus asserted the need to understand rational evolution through objective lens and how it's related to society. He also expressed the need to make the students be conscious and be aware of the market.

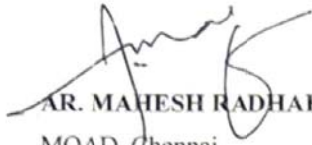
Ar Mahesh Radhakrishnan introduced the subject Fundamentals of Visual Art in the 1<sup>st</sup> semester for students to learn the ways of seeing and perception. The subject of Journalism which Ar Hareish had brought forward to the 2<sup>nd</sup> semester was renamed as Communicating skills and Journalism. Arts and Crafts Studio, Model making studio I & II are included in the 1<sup>st</sup> and 2<sup>nd</sup> semesters . Interior Design Studio I was integrated with Theory of Interiors while Fundamentals of Visual Art-II in the 2nd semester was integrated with photography. Interior Graphics I & II were integrated and added in the 2<sup>nd</sup> semester. Building crafts of 4<sup>th</sup> semester was renamed as Building Crafts II and Building Crafts –I was added in the 3<sup>rd</sup> semester. Carpentry was shifted to the 3<sup>rd</sup> semester while making way for model making studio in the 2<sup>nd</sup> semester. The professional Training was shifted to the 7<sup>th</sup> semester and as Journalism and photography subjects were shifted, estimation and costing of the 5<sup>th</sup> semester was added in the 6<sup>th</sup> semester. Finally Design Thesis was renamed as Design Project.

Finally it was concluded and stressed by Ar Mahesh Radhakrishnan that they should learn by doing and that they should be capable of designing of small spaces like small schools



but with intricate detail and working drawings and produce quality outcomes, products and projects that they take pride in.

Minutes approved by:



**AR. MAHESH RADHAKRISHNAN**

MOAD ,Chennai

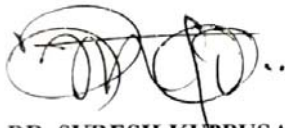
External Expert Member



**AR. HARIESH K. SANKARAN**

BEANBEE , Chennai

External Expert Member



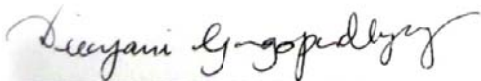
**DR. SURESH KUPPUSAMY**

Senior Professor & Design Chair

School of Building & Environment

Sathyabama Institute o Science & Technology

Internal Member



**DR. DEVYANI GANGOPADHYAY**

Dean & Head, Department of Architecture,

School of Building & Environment

Sathyabama Institute o Science & Technology

Internal Member



### **Minutes of the BOS meeting conducted on 2<sup>nd</sup> July2020**

The previous Board of Studies held on 27.04.19 had approved the proposed curriculum and the detailed syllabus of I, II, III and IV semesters.

The Board of Studies held on 02.07.20 approved the curriculum and the syllabus of V, VI, VII and VIII Semester of B.Des with the incorporation of suggestions made as presented in the minutes of meeting given below.

**A Board of Studies meeting was held as Virtual mode in ZOOM platform on 2<sup>nd</sup> July2020 with the following agenda:**

1. Welcome address, opening remarks on the proposal of REGULATION 2019 and the methodology adopted.
2. Detailed discussions on the proposed syllabus and proposed Regulation 2020.
3. Any other matter with the permission of Chair.

### **Minutes of the Meeting Conducted on 2/7/2020**

#### **B.Des (Interior Design)**

- Dean Dr. Devyani Gangopadhyay welcomed the Committee members and presented the welcome address and briefed the agenda of the meeting. She presented the summary of the Board of Studies meeting held on 20.04.20.
- Ar.Mahesh stressed the importance on what are we making the students ready for, after graduation?. He also pointed out look into the interior designers at the global level.
- Ar.Mahesh suggested to incorporate ways to build attitude towards design amongst the students.
- Ar.Mahesh gave a direction to focus on hands on experience in specific materials in each semester as workshops.
- Ar.Hareish suggested to include 'accessories and possessions; to be added in the course 'society, culture and environment;.
- Ar.Mahesh pointed out that the arts and crafts studio to focus on one or two materials.
- Ar.Mahesh pointed out to address the heterogeneous nature of the students. He also stressed on the need to explore the manufacture, strength as well as the applications of plywood with a focus on field visits.
- Ar.Mahesh said the students need to be clear with the focus of the curriculum.
- Both the panel members suggested to look into the syllabus critically with a focus on 'interior design'.
- The members suggested to reframe the contents included in SDEA1301 Unit 1.



- The members pointed out that the contents in the 'Building services' should be more oriented towards interior designing rather than the architectural aspect.
- Ar.Mahesh posited the need to reframe the content of Materials and construction studio. Besides, he also added that the 'computer applications' need to focus on finishes.
- The experts pointed out that the content in 'Design Management and Interiors' may be merged with 'Estimation and Specifications' which can be extended for two semesters.
- The members pointed out that the contents on Professional Ethics and Practices needed to be simplified for undergraduate level.
- Ar.Mahesh pointed out that the syllabus of professional practice can look into the practical functioning of offices .
- Ar.Hariesh stated the a course needs to be introduced or included as a part of any other course where the knowledge about 'Identity and Branding' be included.
- Ar.Mahesh suggested to spread the electives throughout the curriculum.
- The members suggested that in Interior Design Studio, complexity needs to be added slowly but continuously.
- Ar.Hariesh pointed out that 'Portfolio development' can be included as a part of the curriculum.
- Ar.Hariesh pointed to make the pre thesis open ended.
- The members suggested that estimation and preparation of Bill of quantities may be addressed before the students go for Professional Training.
- The members suggested reframing the contents of the 'capstone project'.
- Ar.Hariesh pointed that hybrid projects like development of 'apps' can be focused on.
- Both the panel members suggested establishing the links among all the courses.

*Sreyamilly*

<b>SDE1501</b>	<b>CONTEMPORARY INTERIORS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>100</b>

**COURSE OBJECTIVES:**

- To provide the student of Interior Design knowledge on the works of leading designers and their influence on design through ages.

**UNIT 1 EARLY PIONEERS**

**6 Hrs.**

Art nouveau, the post-Industrial era works of Charles René Mackintosh, Antonio Gaudi, Gerrit Rietveld and their expressionist interior design. Indian colonialism in Interiors, Colonialism & its impact on Indian Interiors, Early British Neo classical style and examples.

**UNIT 2 POST WAR MODERNISTS AND INTERNATIONAL STYLE**

**4 Hrs.**

Walter Gropius/ Bauhaus, De Stijl, Mies Van Der Rohe, Art Deco, Postwar Modernism. Interiors of Le Corbusier, Frank Lloyd Wright, Louis Khan, Kenzo Tange and Oscar Niemeyer. The works of Alvar Alto, Phillip Johnson, Charles and Ray Eames, Eero Saarinen, Eero Aarnio, Arne Jacobsen.

**UNIT 3 POST MODERNISM**

**8 Hrs.**

Emergence of Post modernism in Interior Design; Hi-Tech, Eclecticism, Revivalism, Ornamentalism, Contextualism; Interiors of Zaha Hadid, Santiago Calatrava, Frank Gehry and Peter Eisenmann. Alessandro Mendini and Ettore Sottsass.

**UNIT 4 CONTEMPORARY SITUATION**

**8 Hrs.**

Modern society – needs, realities, value system etc. Response to today’s urban situation. Sustainable logics related to interiors- Eco Aesthetic, Eco Cultural, Eco Technical, Eco Centric, Eco Social, Eco medical

**UNIT 5 CONSTRUCTIVE ASSIGNMENTS**

**4 Hrs.**

Demonstrate comprehensive understanding through accompanying assignments, group discussions, and site visits.

**Max. 30 Hours**

**COURSE OUTCOME:**

- CO1** Understand the design styles from the industrial age to the present information age.
- CO2** Identify the Modern Movements in Interior design from the beginnings of 20th century.
- CO3** Comprehend the changes that took place in design styles over the years and the causes for them.
- CO4** Analyse the works of various design masters and deconstruct their stylistic influences.
- CO5** Recognize the various theories, philosophies and design processes characterizing the works of contemporary masters
- CO6** Compare the various sustainable logics in relation to contemporary interior design.

**TEXT / REFERENCE BOOKS**

1. Rybczynski, W., (1987). Home: A Short History of an Idea, Penguin Books
2. Jencks, C., Gura, J. (2017). Postmodern Design Complete. United Kingdom: Thames & Hudson.
3. Kristal, M. (2010). Re:crafted: Interpretations of Craft in Contemporary Architecture and Interiors. United States: Monacelli Press.
4. Wilhide, E and Cope stick, I. (2000) contemporary decorating, Conron octopus Ltd., London.
5. Vranckx, B. (2007). Modern Interiors DesignSource. United Kingdom: HarperCollins.





SDE1502	ESTIMATION AND COSTING IN INTERIORS	L	T	P	Credits	Total Marks
		2	0	0	2	100

**COURSE OBJECTIVES:**

- To have a detailed understanding of the business principles, practices & procedures for Interior Designers.
- To know of the various facets of design formation and management, professional ethics and organizations, certification and licensing issues, design liability, project management, and portfolio development.

**UNIT 1 INTRODUCTION**

**8 Hrs.**

Estimation – definition, purpose, types of estimate, and procedure for Estimating the cost of work in order to implement an interior design project or to make products related to interior design like furniture, artefacts etc. Specification – Definition, purpose, procedure for writing specification for the purpose of calling tenders, types of specification. Specification for different item related to interior design project – woodwork for furniture window frames & pelmets, partitions etc. also of materials like steel aluminium glass of various kind. Wall panelling & false ceiling of materials like aluminium, steel, wood, electrical, plumbing, airconditioning&firefighting equipment.

**UNIT 2 RATE ANALYSIS & ESTIMATION FORMAT**

**6 Hrs.**

Rate Analysis – definition, method of preparation, quantity & labour estimate for woodwork, steelwork, Aluminium work, glass & its rate for different, thickness & sections, finishing (enamel paint, duco paints, melamine, DU coats, Hand polishing, veneering and laminating) for walls & ceilings. Electrical & plumbing products, wiring, ducting etc., and laying of tiles & wall panelling in the estimate format of the project.

**UNIT 3 DETAILED ESTIMATE**

**6 Hrs.**

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, methods of measurement of works.

**UNIT 4 COSTING OF FIXTURES & FITTINGS**

**8 Hrs.**

Cost of the following items: electrical fitting like, luminaries, fan, cables, switches etc., tiles in skirting & dado, cement plaster, joinery in wood, steel & aluminium, painting to walls – cement paint, oil paints , distemper acrylic emulsion, enamel paint painting to joinery, varnishing, French polishing plumbing equipment like piping, shower panels ,cubicles, tubs, Jacuzzis , taps, motors, fountains, false ceiling of aluminium panels, steel & wooden frame work, thermocol etc. wall panelling of ceramic tiles & other tiles of materials suitable for the same, partitions made of materials like aluminium wood, steel etc.

**UNIT 5 CONSTRUCTIVE ASSIGNMENTS**

**4 Hrs.**

Demonstrate comprehensive understanding through accompanying assignments, group discussions, and site visits.

**Max. 30 Hours**

**COURSE OUTCOME:**

- CO1** Prepare the Estimate in order to foresee the cost of the work to implement an interior design project.
- CO2** Understand the tools and techniques used to monitor / control project cost.
- CO3** Analyse concepts, selection and application of construction processes, materials and finishes including introduction to codes, working drawings and model building.
- CO4** Understand the rate analysis of different work items and the factors affecting rate of an item
- CO5** Prepare detailed specification writing for materials and works used in the built environment.
- CO6** Write specification for works designed for special situation, like non-conventional use of materials

**TEXT / REFERENCE BOOKS**

1. Allison, D. (2014). Estimating and Costing for Interior Designers: A Step-by-Step Workbook. Philippines: Bloomsbury Academic.
2. Rangwala S.C., Rangwala K.S., (1990). Elements of Estimating and costing, Charoter publishing House, Anand, India
3. Kesavan, R. (2004). Process, Planning And Cost Estimation. India: New Age International (P) Limited.
4. Dodsworth, S., Anderson, S. (2015). The Fundamentals of Interior Design. United Kingdom: Bloomsbury Publishing.
5. Riggs R., (1995). Materials and Components of Interior Architecture - 4th Edition, Prentice Hall Professional Technical

<b>SDE1503</b>	<b>VISUAL IDENTITY &amp; BRANDING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>100</b>

**COURSE OBJECTIVES:**

- To have a detailed understanding of building successful brands.

**UNIT 1 BRANDING**

**6 Hrs.**

What is Branding? Overview of a Framework for Building Iconic Brands (Corporate Mission, Brand Vision, Brand Positioning, Brand Belief, Brand Personality, Brand Values, Brand Iconography, Brand Experience and Innovation Principles); Interior Design and its role in fostering a powerful brand; Challenges of creating global Brands; Brand Dynamics, Effective strategies for increasing brand value.

**UNIT 2 POSITIONING**

**6 Hrs.**

Brand Identity- Understanding the Competitive + Cultural Context in Which a Brand Operates (Situational Assessment), Defining + Exploring Consumer Needs, Aspirations + Perceptions, Behaviours (Consumer Discovery), Uncovering Enlightening Thoughts about the Category + the Consumer (Fresh Insights) and Brand Selling Ideas. Brand Ideals- Vision, Meaning, Authenticity, Coherence, Flexibility, Commitment, Value, Differentiation, Sustainability, Differentiating types of brand architecture, brand names, and taglines.

**UNIT 3 VISUAL IDENTITY**

**8 Hrs.**

Visual world of a Brand- Graphics, Typography, Colour Palette, Imagery. Sound, Animation, Presentation. Types of Images- Logo, Packaging, Retail Experience, Advertising (Print, Tv, Digital) and Website. Personality of a brand. Types of Brandmarks, Sequence of Cognition, Identity Design process & Branding tools and techniques; Common industry practices. Standards and guidelines, Design of Interiors to reflect Brand Image- Logo, Surfaces, Colour, Material, Furniture & Layout, Lighting, Case Studies

**UNIT 4 STRATEGIES**

**6 Hrs.**

Consumer Target + Mindset, Competitive Positionings, Primary Research, Positioning Territories, Insights + Perceptual Mapping, Segmentation & Iceberg Model, Brand Innovations, Role of Interior Design in Customer's Perception, Case Studies

**UNIT 5 CONSTRUCTIVE ASSIGNMENTS**

**4 Hrs.**

Demonstrate comprehensive understanding through accompanying assignments, group discussions, and site visits.

**Max. 30 Hours**

**COURSE OUTCOME:**

- CO1** Communicate the difference between a brand and an identity
- CO2** Assess the tools and techniques used in the brand identity process to develop brand positioning
- CO3** Demonstrate understanding of colour and typographic theory
- CO4** Create effective logos and corporate identities
- CO5** Showcase best practices in creation of an original visual brand identities
- CO6** Categorize the various elements of brand identity through interior space.

**TEXT / REFERENCE BOOKS**

- Airey, D. (2019). Identity Designed: The Definitive Guide to Visual Branding. United States: Rockport Publishers.
- Slade, C. (2016). Creating a Brand Identity: A Guide for Designers. United Kingdom: Laurence King Publishing. Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands- DEBBIE MILLMAN
- Klanten, R. (2013). Brand Spaces: Branded Architecture and the Future of Retail Design. Germany: Prestel Pub.



<b>SDE 9501</b>	<b>INTERIOR DESIGN STUDIO V</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>16</b>	<b>10</b>	<b>400</b>

**COURSE OBJECTIVES:**

- To introduce the basics of designing for office interiors and to develop skills required for the same.

**MODULE 1**

**80 Hrs.**

Developing visually literate students who are proficient at analytical thinking, conceptualization and the problem-inquiry, solution cycle. Examining the connection between abstract design principles and the physical and visual environments. Consulting office for professional practitioner- Planning for small office – office of architects, interior designers, lawyer, and auditor – individual layouts, Modular units. play with levels. Lighting & colour scheme – natural & artificial light.

**MODULE 2**

**160 Hrs.**

Interior designing for multi-functional, multi-level planning, design and detailing of various work spaces, interactions zones. Design of corporate Environments such as BPO, corporate office.

**Max. 240 Hours**

**TEXT / REFERENCE BOOKS**

1. Meyer B., Klanten R., Lovell S., (2007). Furnish: Furniture and Interior Design for the 21st Century. Germany: Prestel Pub.
2. Bennett, W., Diamonstein, B., Diamonstein. (1982). Interior Design, the New Freedom. United States: Rizzoli.
3. Forino, I., Postiglione, G., Basso Peressut, L., Scullica, F. (2008). Places & Themes of Interiors.: Contemporary Research Worldwide. Italy: Franco Angeli Edizioni.
4. Grieco, L. (2018). The Other Office 3: Creative Workspace Design. Netherlands: Frame Publishers.
5. Zhang, C. (2018). Rethinking Workspace Design: A Workplace Design for Employees to Feel Engaged and Happy. United States: Boston Architectural College.



<b>SDE 9502</b>	<b>COMPUTER APPLICATIONS II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>	<b>100</b>

**COURSE OBJECTIVES:**

- To enhance the visualizing skills of the students by exposing them to the latest modelling software.

**UNIT 1 VISUALIZATION TECHNIQUES 20 Hrs.**

Photorealistic Visualization Rendering objects by observation, Rapid sketching techniques; Visual compositions of objects

**UNIT 2 MATERIALS AND LIGHTING 20 Hrs.**

Using material editor, material browser, mapping textures, Lighting, cameras and render effects, environment mapping, fogs and atmospheres. Interaction with Light Highlights, shadow and reflection study of objects; Direct and indirect illumination;

**UNIT 3 ADVANCED 3D SOFTWARE 20 Hrs.**

An overview of GUI, types of modeling, transforming objects, Compound objects, modifiers & modifier stack. Lathing, displacement, lofting, Boolean operations using standard and compound primitives, modeling with lofts, low polygon modeling and nurbs modeling.

**UNIT 4 ADVANCED ILLUSTRATION AND PHOTO MONTAGE 30 Hrs.**

Image Processing Migration of forms and Image manipulation, Manipulation of lighting, exposure and colour of rendered images, Creating cutouts of humans, buildings and objects to add to context of renders, Creating photo montages using cutout images using layers and special effects to enhance the rendered image.


**Max. 90 Hours**

**COURSE OUTCOME:**

- CO1** Develop the ability to quickly visualize ideas
- CO2** Ability to do visual design explorations
- CO3** Ability to create compelling visuals of ideas before they come to reality for every stakeholder's proper understanding
- CO4** Create various effects in atmosphere using lighting effects and material mapping
- CO5** Experiment with forms, rendering and presentation techniques
- CO6** Construct photo montages alongside 3d render to effectively communicate their design ideas

**TEXT / REFERENCE BOOKS**

1. McKim R., (1980). Experiences in Visual Thinking, Brooks/Cole Publishing Company.
2. Missal S., (2003) Exploring Drawing for Animation (Design Exploration Series), Thomson Delmar Learning.
3. Ching, F. D. K., Juroszek, S. P. (2019). Design Drawing. United States: Wiley.
4. Porter T., (1991). Design Drawing techniques for architects, graphic designers and artists, Oxford Architectural Press.
5. Dalley T., (1980). The complete guide to illustration & design, Phaidon, Oxford.





<b>SDE1601</b>	<b>PROFESSIONAL PRACTICE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>100</b>

**COURSE OBJECTIVES:**

- To have a detailed understanding of the business principles, practices & procedures for Interior Designers.
- To know of the various facets of design formation and management, professional ethics and organizations, certification and licensing issues, design liability, project management, and portfolio development.

**UNIT 1      ROLE OF INTERIOR DESIGNER IN SOCIETY**

**6 Hrs.**

Interior Design Profession as compared to other professions. Difference between profession and business. IIID and other organizations related to interior design profession. Interior Designers approach to works, ways of getting works: types of works, works partly executed by other Interior Designers.: various precautions to be taken before taking up the work, conditions of engagement between interior Designer and client: commencement of work.

**UNIT 2      PROFESSIONAL CONDUCT**

**6 Hrs.**

Code of professional conduct: scale of charges: units and mode of measurements, clerk of work and his duties, inspection of work, certificate of payment to contractor, bill of quantities, schedule of rates, tenders, public, limited and negotiated tender documents and allied formalities. Preliminary knowledge of Consumer protection Act and other related acts on Interior Designers.

**UNIT 3      ISSUES OF PROFESSIONAL PRACTICE**

**6 Hrs.**

Issues of professional practice: Professional behaviour, Ethics, Types of clients, Contracts, Tenders, Arbitration etc. as defined in terms of Interior Design field and current day context. Career opportunities, styles of interior design practice, relationship between client and professional, type of fees, process of fees negotiations, billing methods, tax liabilities, contracts – types of contracts – item rate, labour, lump sum, cost plus percentage etc.

**UNIT 4      CORRESPONDENCE IN DESIGN**

**8 Hrs.**

Types of offices for interior design practice: staff structure, filing of records, correspondence and drawings, maintenance of accounts, presentations in meetings, recording minutes of meeting. Knowledge of role of consultants and coordination between different consultants on a big project. Interior Designer's duties : drawings to be prepared : Interior Designer's relation with other parties connected with works such as client, contractor, sub-contractors, consultants and authorities.

**UNIT 5      CONSTRUCTIVE ASSIGNMENTS**

**4 Hrs.**

Demonstrate comprehensive understanding through accompanying assignments, group discussions, and site visits.

**Max. 30 Hours**

**COURSE OUTCOME:**

- CO1** Understand of how modern businesses start and run
- CO2** Supervise and manage live design projects
- CO3** Understand the basic skillset and duties of a design business owner.
- CO4** Record the rules and regulations of professional practice in interior design
- CO5** Compare various types of interior design offices and the needs they cater to
- CO6** Evaluate the importance of correspondence in design with various stakeholders.

**TEXT / REFERENCE BOOKS**

1. Piotrowski, C. M. (2013). Professional Practice for Interior Designers. Germany: Wiley.
2. How to Run a Successful Design Business: The New Professional Practice. (2012). United Kingdom: Ashgate Publishing Limited.
3. Ravindra, S., Krishnamurthy, K. (2014). PROFESSIONAL PRACTICE. India: PHI Learning.
4. Coleman, C. (2001). Interior Design Handbook of Professional Practice. United States: McGraw-Hill Education.



SDE1602	INTERIOR DESIGN MANAGEMENT	L	T	P	Credits	Total Marks
		2	0	0	2	100

**COURSE OBJECTIVES:**

- To provide an insight into management of building involving finance and human resource
- To learn about concepts and application of management in interior design
- To gain knowledge about the methodology of executing a Project

**UNIT 1 INTRODUCTION**

**6 Hrs.**

Project planning and project scheduling and project controlling, Role of Decision in project management, Method of planning and programming, Human aspects of project management, work breakdown structure, Life cycle of a project, disadvantages of traditional management system, defining precedence relationships among activities, estimating activities duration, estimating resource requirement for work activities

**UNIT 2 ELEMENTS OF NETWORK**

**6 Hrs.**

Event, activity, dummy, network rules, graphical guidelines for network, numbering of events; Knowledge Management, Feedbacks, Information loops, Updates; Record Keeping Activity Documentation and Reporting Scope of Work Induction, Work distribution, Task Assignments Time management, Scheduling; Construction schedule (related to interior design field) labour schedule, material schedule, financial schedule, equipment schedule, organization schedule.

**UNIT 3 PROJECT TIME REDUCTION AND OPTIMIZATION**

**8 Hrs.**

Project cost, Indirect project cost, direct project cost, slope of the direct cost curve, total project cost and optimum duration, contracting the network for cost optimization, steps in cost-time optimization, Pre-tender planning, planning during tendering. Post tender advantage, bar chart - advantages and limitations, mile stone chart, CPM network analysis & PERT time estimates, time computation & network analysis

**UNIT 4 PROJECT UPDATING AND ALLOCATION**

**6 Hrs.**

When to update? Data required for updating, steps in the process of updating Resource usage profile: Histogram, Resource smoothing and Resource levelling, Computer applications in project management.

**UNIT 5 CONSTRUCTIVE ASSIGNMENTS**

**4 Hrs.**

Demonstrate comprehensive understanding through accompanying assignments, group discussions, and site visits.

**Max. 30 Hours**

**COURSE OUTCOME:**

- CO1** Understand the currently prevalent techniques in the planning, programming and management of a project.
- CO2** Communicate novel Ideas Briefs, Detailed Briefs and Concept Notes to general stake holders
- CO3** Apply various documentation methods for the smooth organization of a project.
- CO4** Understand system changes to improve cost-effectiveness of a project
- CO5** Discuss and apply usage of various project management tools
- CO6** Ability to Approximate Scale of Work, Cost Estimation, and other skills required in establishing an independent design office

**TEXT / REFERENCE BOOKS**

1. Punmia et al., (2002). Project Planning and Control with PERT & CPM. India: Laxmi Publications Pvt Limited.,
2. Wiest J., Sevy F, (1982). A Management Guide to PERT, CPM, prentice Hall of India Pub, Ltd., New Delhi
3. Burgess R.A., G.White, (1975). Building production and project Management, The construction press, London.
4. Best K., (2010). The Fundamentals of Design Management, AVA Publishing.
5. Mozota B., (2004). Design Management: Using Design to Build Brand Value and Corporate Innovation, Allworth Press.

SDE2601	ADVANCED COMPUTERS AND FABRICATION DESIGN	L	T	P	Credits	Total Marks
		2	0	4	4	100

**COURSE OBJECTIVES:**

- To reinforce the concepts of 3D modelling.
- To enable them to experiment with forms, mapping, rendering and presentation techniques.
- To prepare the student for mass production of furniture for various classes of people with the parameters of economy and culture

**UNIT 1 MATERIAL AND PROCESSES IN DESIGN 15 Hrs.**

Material Deposition Processes Laser Deposition, Micro-Plasma Powder Deposition, Chemical vapour Deposition, Micro Welding, Powder Casting Metal 3D Printing, Powder Deposition 3D printing;

**UNIT 2 SUBTRACTIVE MANUFACTURING 20 Hrs.**

Subtractive Processes Electrochemical machining, Electro-Discharge machining, Ultrasonic Machining, Laser Beam Machining, Water jet machining, Abrasive Jet Machining, Plasma Arc machining; Cutting and Removal Water Jet Cutting, Plasma Cutting, Laser Cutting, Electro-Discharge Wire Cutting; Abrasive Jet Cutting

**UNIT 3 ADDITIVE MANUFACTURING 20 Hrs.**

Additive Extrusion Processes Extruded Filament 3D printing, Clay 3D printing, Stereo lithography; Special Purpose Manufacturing processes- Rot molding, Layer Compression, Sheet contouring, Friction Welding

**UNIT 4 SURFACE TREATMENT PROCESSES 20 Hrs.**

Surface Treatment Processes Laser Etching, Acid/Base Etching, Electro Chemical Etching, Sand Blast Etching, Ultraviolet Etching, Photochemical Machining Electro Chemical Polishing

**UNIT 5 CONSTRUCTIVE ASSIGNMENTS 15Hrs.**

Demonstrate comprehensive understanding through accompanying assignments, group discussions, and site visits.

**Max. 90 Hours**

**COURSE OUTCOME:**

- CO1** Understand the various subtractive manufacturing processes frequently used in Interior and furniture design.
- CO2** Compare the various new technologies being incorporated into manufacturing processes
- CO3** Comprehend the various subtractive manufacturing processes frequently used in Interior and furniture design.
- CO4** Discuss the various additive manufacturing processes frequently used in Interior and furniture design.
- CO5** Analyse the various surface treatment processes in the manufacturing of interior design elements.
- CO6** Develop systematic design approach and space planning through manufactured furniture as elements of design.

**TEXT / REFERENCE BOOKS**

1. Jain V., (2007). Advanced Machining Processes. Allied Publishers, New Delhi.
2. P. C. Pandey, H.S. Shan, (2007). Modern Machining Processes, Tata McGraw-Hill, New Delhi.
3. G.F. Benedict, (1987). Nontraditional Manufacturing Processes, Marcel Dekker Inc., New York.
4. McGeough, (1998). Advanced Methods of Machining, Chapman and Hall, London.
5. Garmo P., J.T. Black, Kohser R., (2001) Material and Processes in Manufacturing, Prentice Hall India.



<b>SDE 9601</b>	<b>INTERIOR DESIGN STUDIO VI</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>16</b>	<b>10</b>	<b>400</b>

**COURSE OBJECTIVES:**

- To study and develop innovative schemes for complex interior spaces like hospitals and auditorium. Extensive knowledge of working drawings is also intended.

**MODULE 1**

**100 Hrs.**

Spatial and environmental standards for various types of auditorium spaces- performing arts, cinema, and convention centre. Detail schematics of wall panelling, false ceiling and carpeting to satisfy acoustic requirements. Lighting study to develop ideas for foyer, auditorium and stage requirements.

**MODULE 2**

**140 Hrs.**

Hospital Interior Design- Efficient utilization of space based on study ;Emergency, different wards, pathological rooms, radio logical rooms, operation theatres, etc. keeping in mind Technical requirements, Rigid functional relationships between different medical departments, aspects of psychology of both patients and staff. Managing service requirements- lighting, acoustics, plumbing and drainage, operational flow, etc.

**Max. 240 Hours**

**TEXT / REFERENCE BOOKS**

1. Leslie, F. (2000). Designs for 20th-century interiors. London: Harry N. Abrams.
2. Diamonstein., Bennett, W., Diamonstein, B. (1982). Interior Design, the New Freedom. United States: Rizzoli.

