

## **M.VOC. INTERIOR DESIGN PROGRAM OF STUDIES**

The course is unique in the way it looks at the pursuer to understand Interior Design profession with entrepreneurial thought process. Entrepreneurial skills in context to critical thinking towards environment and Human resources are acquired along with looking at Functionality and Mobility of the spaces created

The learner understands providing Innovative design solutions which are user experience centric, enhancing and bettering the life. It combines technological knowledge, human factors, understanding about the environment and visual communication. The course encourages learners to participate in an Interior Design Entrepreneurial setup; apply knowledge and practical understanding of Materials, Resources, Agencies, Industry development through Interior Design. Business incubator in the campus provides enterprise management training and networking support for the start-ups initiated by the learner.

The curriculum encompasses various skill based and industry based learning experiences ranging from internship, skill development workshops, industrial projects, visits to industries along with participation at various design exhibition & events.

This program focuses more on practical aspects of learning and proper implementation of acquired set of skills. Entrepreneurial skills are inculcated in students and students will be supervised by college and government if they initiate their own enterprise or business.

### **Skills Outcome**

- Ability to understand Design Industry in context with basic Client requirements, Design execution Issues and providing Solution
- Display product design skills, knowledge and methods to achieve high performance at par with global standards
- Identify, research, analyze, conclude, innovate and apply design solutions
- Ability to adapt and progress to transforming technologies and work methods
- Understand the context; to consider professional ethics in relation to personal, professional and statutory responsibilities.
- Accord value to sensitive and creative thinking in the creative enterprise
- Exhibit self-empowerment through understanding of art and design process in local, regional and global context

### **Job Opportunities**

- To work as a consultant to Architects/ End Users
- To work as a Furniture Designer/ Light Designer/ Home Furnishing Designer/ Lifestyle Accessory Designer
- To be able to take up Turnkey Interior Design Projects
- Ability to Design Interiors of Residential & Commercial Spaces
- Independent Interior Designer/ Interior design Professional
- Become an Exhibition and Set Design Consultant

## Fundamentals of Art & Design

**Course No: 1.1**

**Course Code: IDE/ID/101**

**Course Name: Fundamentals of Art & Design**

**Credits: 6**

**Hours: 90**

**Course Brief:** Organization in the process of considering and solving problems from above scenarios student will get exposure with design the process and will be able to develop cognitive creative thinking.

**Objective:**

- To make them start thinking on things they do in day to day life by acknowledging them
- Make new connections with tangible and intangibles aspects of design.
- Go through the process of different types of thinking and systems.
- Understand different systems and give appropriate solutions

Units	Contents	No. of Hours
Unit - I	<b>Sketching</b> <ul style="list-style-type: none"><li>• Sketching of Objects</li><li>• Sketching of People</li><li>• Sketching of Spaces</li></ul>	15
Unit - II	<b>Art Appreciation</b> <ul style="list-style-type: none"><li>• Elements of Design</li><li>• Principles of Design</li><li>• Critiquing Art</li><li>• Critical Analysis of Design Projects (domain wise)</li></ul>	15
Unit - III	<b>Design Thinking</b> <ul style="list-style-type: none"><li>• IDEO</li><li>• Stanford D.School</li><li>• Frog Design</li><li>• Jeanne Liedtka-four-staged DT framework</li></ul>	20
Unit - IV	<b>Design Thinking Tools</b> <ul style="list-style-type: none"><li>• Visualization</li><li>• Journey Mapping</li><li>• Value Chain Analysis</li><li>• Mind Mapping</li><li>• Rapid Concept Development</li><li>• Assumption Testing</li><li>• Rapid Prototyping</li><li>• Customer Co-Creation</li><li>• Learning Launches</li><li>• Storytelling</li></ul>	20

Unit - V	<b>Design process</b> <ul style="list-style-type: none"> <li>•</li> </ul>	20
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**Learning outcomes:**

LO1 - Ability to make creative connections to solve Design Problems (explore types of thinking process)

LO2 - Elements of design and principal of design and their connection with design thinking communication.

LO3 - Design methodology and different types of Design process and their analysis

LO4 - Design movements and their Process

**References:**

- Research Methodology: Methods & Techniques – C.R Kothari, New Age International 2004
- Dr. Mahesh Kulkarni, Nirali Prakashan. Foundation of research
- <https://www.researchgate.net>
- <https://www.slideshare.net/anilkumarkhadka/research-methodology-notes>
- <https://www.scribd.com/doc/185378498/Research-Methodology-Full-Notes>
  - <https://www.pdfdrive.net>

# Entrepreneurship - I

**Course No: 1.2**

**Course Code: IDE/ID/102**

**Course Name: Entrepreneurship - I**

**Credits: 5**

**Hours: 75**

**Course Brief:** Situation to be analysed and then identify the stakeholders and finalize a problem around any one specific stakeholder. Once the problem is identified, the students will come up with a solution and then they will further validate it.

Based on the business model build in the LMC Framework in the last assignment, students will take a deep dive and built a detailed investor pitch deck that will cover all the critical aspects of their business the investors need to know.

The student will look at various types of potential customers and based on the trail, demographics, psychographic analysis, he / she will create a persona of an ideal customer most suited for his / her business

Based on the sector the business is based in, the student will do a secondary research and will find the overall market size of business. Also the student will then further calculate the SAM based on the “customer persona” created in previous assignment and on the basis of growth plan will find the SOM

**Learning Objective:** The students will be able to create a complete business model using LMC Framework and will be able to visualize all the relevent stakeholders, imporant componets that are critical to their business.

Along with it, the LMC will help them to undestand the financial aspects related to their business at a broad level.

Students will be asked to create an investor pitch deck so that they can learn the process of pitching to an investor and learn the fundamental of fundraising

The student will be able to create the customer persona of an ideal customer for his business

Analyse the potential size of the business and using this analysis identify TAM, SAM and SOM.

This will enable students to figure out relevent potential of the business and the percentage of share he / she will be able to occupy in the market.

This will also help them to create a growth plan / operational for their business using which can can achieve SOM (Share Of Market)

Units	Course Contents	No. of hours
Unit I	<b>Introduction to Entrepreneurship</b> <ul style="list-style-type: none"><li>• Who is an Entrepreneur?</li><li>• Types of Businesses</li><li>• How to Start a Business</li><li>• Difference between Business and Startup</li><li>• Myth about Entrepreneurship</li></ul>	10
Unit II	<b>Techniques of Idea Generation and Business Analysis</b> <ul style="list-style-type: none"><li>• Generating New Ideas</li><li>• SWOT Analysis</li><li>• Design Thinking Process</li><li>• Analyzing Feasibility and Viability of Business</li><li>• Stakeholder Mapping and Empathy Mapping</li><li>• Creating and Conducting Surveys</li></ul>	15

<b>Unit III</b>	<b>Identifying Customers for Business</b> <ul style="list-style-type: none"> <li>• Difference between Customer and User</li> <li>• Creating a Customer Persona</li> <li>• Customer Lifecycle Journey</li> <li>• Unique Value Proposition and Unfair Advantage</li> </ul>	15
<b>Unit IV</b>	<b>Market Research</b> <ul style="list-style-type: none"> <li>• Conducting Market Research and Secondary Research for your Business</li> <li>• Analyzing the Market Size</li> <li>• TAM SAM SOM</li> <li>• Finding the Product Market Fit</li> </ul>	15
<b>Unit V</b>	<b>Basic of Financial Modelling</b> <ul style="list-style-type: none"> <li>• Understanding Business Finance</li> <li>• Building the Financial Model for Traditional Business</li> <li>• Building the Financial Model for New Age Startup</li> </ul>	10

**Learning Outcomes:**

LO1 - Learn to identify problems, think about innovative solutions around and how to build business models around them.

LO2 - Learn to identify the right user (customer) for the solution. Also, how to create customer persona

LO3 - Learn how to analyse the market in order to calculate business growth potential.

LO4 - Learn how to identify the competitors and create strategies to win over the competition

**References:**

## Overview of Industry (Interior)

**Course No: 1.3**

**Course Code: IDE/ID/103**

**Course Name: Overview of Industry (Interior)**

**Credits: 2**

**Hours: 30**

**Course Brief:**

**Learning Objective:**

<b>Units</b>	<b>Course Contents</b>	<b>No. of hours</b>
<b>Unit I</b>	<b>Key sectors of Industry</b> <ul style="list-style-type: none"><li>• The production of raw materials</li><li>• The production of products by designers, Manufacturers &amp; traders</li><li>• Contractors and others</li><li>• Retail sales &amp; Vendors</li><li>• Forms of advertising and promotion/marketing &amp; merchandising</li></ul>	3
<b>Unit II</b>	<b>Evolution of Design Industry</b> <ul style="list-style-type: none"><li>• History of the Industry</li><li>• Evolution of Design Industry</li><li>• Global Context</li><li>• Future of Design- Design to merchandising</li><li>• Technology influence on retail &amp; design industry</li></ul>	6
<b>Unit III</b>	<b>Design Market &amp; Economic outlook</b> <ul style="list-style-type: none"><li>• Market characteristics, size and growth,</li><li>• Competitive landscape</li><li>• Market Capitalization</li><li>• Contribution to Economy</li><li>• Domestic &amp; Export share</li><li>• Design Companies &amp; their Market Value</li><li>• Market Trends and strategies</li></ul>	6
<b>Unit IV</b>	<b>Design Industry analysis &amp; Employment Opportunities</b> <ul style="list-style-type: none"><li>• Self-Starters</li><li>• Designers</li><li>• Marketing and advertising professionals</li><li>• Administrative staff</li><li>• Support staff</li></ul>	6
<b>Unit V</b>	<b>Trends &amp; Design Implications</b> <ul style="list-style-type: none"><li>• Review of social, demographic &amp; technological trends</li><li>• Implication in Design &amp; latest developments</li><li>• Trends in manufacturing/production</li><li>• New business models</li><li>• Trends in marketing &amp; merchandising</li></ul>	6

<b>Unit VI</b>	<b>Design Ecosystem</b> <ul style="list-style-type: none"><li>• Design Organizations /Associations / Trade Shows / Exhibitions</li><li>• Renowned brands &amp; Designers in the Industry</li></ul>	3
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**Learning Outcomes:**

**References:**

## Materials Tools & Techniques - I

**Course No: 1.4**

**Course Code: IDE/ID/104**

**Course Name: Materials Tools & Techniques - I**

**Credits: 8**

**Hours: 120**

**Course Brief:** Articulate Techniques and Processes involved in working with different materials

**Objective:**

**Material Study & Construction Process:** - The objective of the course is to provide the students with the knowledge and the skills to understand construction materials and construction techniques.

**Digital Tools (AutoCAD):** - To implement the software's tool into the design studio project.

**Services:** - To understand the Building services involved while construction work is in process & will have a thorough knowledge after studying, all the aspects of services & also by going for a market survey, will also know how the services are to be placed properly and taken care of.

**Visualization & Illustrations:** - The objective of the course is to provide the learning towards the visualization, illustrations and rendering skills for the purpose to ideations, explorations, design development and presentations. These skills are key in the process of being able to confidently put the ideas in a physical form before prototyping.

Units	Contents	No. of Hours
Unit - I	<p><b>Material Study &amp; Construction Process</b></p> <ul style="list-style-type: none"> <li>• Identify various Materials – Wood (Natural &amp; Artificial) Their by Products, Metals, Clay, Brick, Cement, Mortar, Stones</li> <li>• Identify Construction Processes involved with working with the above mentioned Materials – Reinforced Cement Concrete Process, Furniture Construction Techniques, Brick Bonds, Staircase</li> <li>• Arches, Lintels, Beams, Columns, Doors &amp; Windows, False Ceiling construction</li> <li>• Surface Finishes – Floor Finishes, Walls &amp; Partitions finishes, Ceiling Finishes, Furniture Finishes, Doors and Windows finishes, Floor Finishes</li> </ul>	30
Unit - II	<p><b>Digital Tools (AutoCAD)</b></p> <ul style="list-style-type: none"> <li>• Bedroom drafting</li> <li>• Flat interior design</li> <li>• Office interior</li> <li>• 3d drawing of flat interior</li> </ul>	30
Unit - III	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• Water supply plan of a residence</li> <li>• Ventilation system &amp; Air conditioning of a building &amp; survey of materials</li> <li>• Building protection like Heat insulation &amp; Fire Protection</li> </ul>	30



Unit - IV	<b>Visualization &amp; Illustrations</b> <ul style="list-style-type: none"> <li>● Visualization techniques – (orthographic sections, memory drawing etc.)</li> <li>● Sketches and Illustrations to scale</li> <li>● Rendering techniques in different mediums</li> <li>● Colour system - Munsell, Oswal, Prang</li> <li>● Presentation techniques</li> </ul>	30
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### Learning Outcome:

#### Unit – I (Material Study & Construction Process)

LO1- To Explore the use of materials and structure in specific art and design contexts.

LO2- Evaluate material properties through research and testing.

LO3- Select materials for a given design project, based on research and testing.

LO4- Present a material strategy, in response to a brief, for a given art and design project.

#### Unit – II (Digital Tools (AutoCAD))

LO1- Be able to use the tools of Auto Cad and present them in your Drawings.

LO2- Be able to Design the functional requirements of your Project.

LO3- Be able to develop your plan with rendering in respect to Interior Design.

LO4- Understand how to Create elevation of plans.

#### Unit – III (Services)

LO1- Be able to understand the necessity of Water Supply & drainage, for Residential, office, & Industrial Building, also the Acoustical treatment for buildings.

LO2- Understanding the need for providing Ventilation, Air conditioning and thermal insulation where ever required in any building.

LO3- Understanding the requirement of Dampness protection, Termite protection & Fire protection to be used in buildings & the proper use of material.

#### Unit – IV (Visualization & Illustrations)

LO1- To be able to sketch, render and illustrate the details of the design ideas and space moods using different manual medium. (material textures, proportions, finishes, fabric drapes, plants etc.)

LO2- To be able to make presentation illustrations of their proposals to the clients for approvals.

### Reference:

- Ceramic Art: A Report on Pottery, Porcelain, Tiles, Terra-Cotta and Brick, with a Table of Marks and Monograms, a Notice of the Distribution of ... of Events, Etc, Etc (Classic Reprint) – William Blake
- Pottery - The Finger-Built Methods by Henry Wren
- Woodworking - A Reliable Guide for the Amateur on Woodwork Construction and Finishes by P. Thompson
- Woodworking: Woodworking Guide for Beginner's With Step-by-Step Instructions ..by Ted Woodrow and Woodworking
- The Joint Book: The Complete Guide to Wood Joinery – by Terrie Noll
- Materials for Design by Chris Lefteri
- Building Material and Construction – S.S Bhavikatti – Vikas Publishing House

## Design Methods & Process

**Course No: 1.5**

**Course Code: IDE/ID/103**

**Course Name: Design Methods & Process**

**Credits: 8**

**Hours: 120**

**Course Brief:** To Demonstrate Design Skills over a Residential Design Project

### Objective:

This course will enable the student to understand Interior Spaces and how various elements communicate with the provided space to have both comfortable circulation and interrelation of all the elements together. In the units provided in this course, the student will learn Drafting Interior Spaces on Scale using Hand Drafting Tools along with projecting views on 2D software

Units	Contents	No. of Hours
Unit I	<b>Interior Space Model</b> <ul style="list-style-type: none"><li>• Based on the Anthropometrics &amp; Ergonomics produce an Interior Space to be able to understand circulation spaces, Bubble Diagram, Area Calculation (FAR), Interrelation of available building elements – Floor, Ceilings, Plinth, Sill, Lintel, Doors, Windows, Columns, Beams – with each other</li><li>• Visit an Industry Interior Design Project to be able to understand Interior Space Circulation and Working spaces</li></ul>	40
Unit II	<b>Design Project: -</b> <ul style="list-style-type: none"><li>• Client Brief – to Design an Interior Space, Hand Draft using Hand Tools</li><li>• Plans, Sectional Elevations – Furniture, Ceiling, Floor, Electrical, Services, Surface Finishes</li><li>• Views – Isometric, Orthographic on 2D AutoCAD of the Interior Designer Space</li><li>• Concept Development of the Idea henceforth Generated to Designing the Interior Space</li></ul>	40
Unit III	<b>Project documentation</b> <ul style="list-style-type: none"><li>• Presentation to a set of Jury of the Site Visits, Hand drafting Drawings along with the 2D Drawings with a Document prepared based on the client brief and the solution provided henceforth</li></ul>	40

### Learning outcomes:

LO1 - Understanding Interior Design by developing an Interior Space Model along with Drafting the space using hand drafting tools

LO2 - Development of views, Plans, Sectional elevations on 2D AutoCAD

LO3 - Understand and Analyze Building elements and their significance

LO4 - Demonstration of Working and Presentation Drawings

**Reference:**

- Mind Mapping – Tony Buzon]]
- Edward De Bono – Lateral Thinking
- Lighting for Interior Design – Malcolm Innes 2012
- The Anatomy of Colors: The Story of heritage Paints and Pigments – Patrick batty 2017
- Human Dimension & Interior Space – Julius Panero 1979
- Nomadic furniture – Victor Papanek
- Change by Design – Tim Brown
- Universal Principles of Design - (Author), Kritina Holden (Author), Jill Butler (Author)