

Two Year M. Voc. in Interior Design

Third Semester

Branding & Identity

Course Code:

**Course Name: Branding and
Identity Credits: 4**

Hours:

Course brief:

The brand image and identity are fundamentals of all businesses, whether a large corporate organization, non-profit or start-up. Whatever the business product or service it may be, it must stand up to scrutiny and be distinctive, if it is to establish a loyal customer or client base. Brand image and identity help the consumer to identify and to be identified. When a brand successfully connects to the customer, it becomes irreplaceable and subsequently part of our culture, social history and language.

Learning Objectives:

This units aims to give opportunities for students to develop their knowledge and application of branding and identity through understanding the relationship between social, cultural and historical contexts. Students will explore why branding is important, how successful companies have established their identity and how this relates to their core values.

Units	Course Contents	No. of Hours
Unit - I	Introduction to Branding <ul style="list-style-type: none">• What is branding?• Role and Importance of branding	
Unit - II	Understanding the process involved <ul style="list-style-type: none">• Brand identity, Brand strategy• Positioning, Market research• Taglines• Style guides• Brand licensing• Patent/trademark process• Designing identity• Logo type• Working within a client brief	

Unit - III	Case study <ul style="list-style-type: none">Analyzing case studies to understand the contextualization of brand and identity will enable students to produce industry ready artwork and branding style guidelines for the application of design.	
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Learning Outcomes:

By the end of this unit students will be able to:

1. Discuss the role of branding and identity through analysis of historical and contemporary contextual research.
2. Evaluate a given brand to determine core values, mission and audiences.
3. Develop a style guide/branding guideline for a given brand.
4. Present a range of promotional material, using branding guidelines, in support of a given brand.

Product Merchandising

Course Code:

Course Name: Product Merchandising

Credits: 4

Hours:

Course Brief:

The brief of the course is to prepare students to develop product range as per the different budgets of the customers, current market trends. The aim is to have good product knowledge, creative, should give attention to details, best of presentation skills, evolve designs which are practical and best to cater customer's/ buyer's requirement.

Learning Objectives:

- To be able to interact with customers, marketing department and product development head to gather market insights on cost of raw materials and pricing of finished product.
- To be able to give instructions to designers in terms of product type, size, dimensions, shapes, materials, inspirational images as per research information gathered
- To be able to follow production process and ship the products of the customer's on time

Unit	Course Contents	No. of Hours
Unit - I	Introduction to merchandising and its process <ul style="list-style-type: none">• Roles and responsibilities• Departments involved• Planning around brand guidelines• prepare the product development plan	
Unit - II	Study trends and customers buying pattern: <ul style="list-style-type: none">• Trends study• Sales cycle and forward planning• Anticipating customer's experience	
Unit - III	Presentation: <ul style="list-style-type: none">• Presentation and communication skills• Physical Display	
Unit - IV	Costing: <ul style="list-style-type: none">• Product pricing formula (Overhead expenses+ packaging+ making/labor cost+ Shipping cost)• Cost Allocations• Profit analysis• Export policies	

Learning Outcomes:

The student will be:

- Able to demonstrate the application of oral, written, and visual communication skills to present specifications/information and support decision making.
- Able to demonstrate the applied skills of industry specific technology knowledge and skills.
- Able to utilize applied management topics to manage, control, and improve industry environments.
- Able to demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace.

References:

- <https://books.google.co.in/books?id=v2A9AwAAQBAJ&pg=PR13&dq=merchandising&hl=en&sa=X&ved=0ahUKEwjlgKLP4YzmAhWYb30KHZ4RBQ84FBD0AQgnMAA#v=onepage&q=merchandising&f=false>

Entrepreneurship III (Accelerator Program)

Course Code:

Course Name: Entrepreneurship – III

Credits: 4

Hours:

Unit	Course Contents	No. of Hours
Unit - I	Fundraising Fundamentals <ul style="list-style-type: none"> • Sources of funds available for business • Bootstrapping Techniques • Debt Money vs Equity Money • Modern Methods of Fundraising – Crowdfunding, SAFE Notes, Angel Investment, Venture Capital etc 	
Unit - II	Building a Pitch Deck <ul style="list-style-type: none"> • Understanding the flow of pitch deck • Detailed slide by slide analysis • Creating a story around startup • Best pitching practices 	
Unit - III	Advanced Financial Modelling for Startups <ul style="list-style-type: none"> • Creating Sales Forecast • Understanding Unit Economics • Calculating Funding Requirements and Valuation Techniques 	
Unit - IV	Analysing Competition <ul style="list-style-type: none"> • Understanding Direct and Indirect Competition • Competitive Benchmarking • Competitive Landscaping • Creating Unfair Advantage and Defensibility of Business 	
Unit - V	Introduction to Project Management <ul style="list-style-type: none"> • Phases of Project Management • Types of Project Management Techniques • Project Management Frameworks • Skillsets of an Ideal Project Manager • Best Practices 	

Business Function in Industry

Course Code:

Course Name: Business Function in Industry

Credits: 4

Hours:

Course Brief:

The aim of the course is to make student understand how business operates in Interior sector, what are various functions and structure followed in Interior industry.

Learning Objectives:

- To make them understand about the organizational structure, team management
- To make them understand about principles and frameworks that form the foundation of the Interior industry.
- To make them understand about national and international trade.

Unit	Course Contents	No. of Hours
Unit - I	Understanding the Organizational structure <ul style="list-style-type: none">• Organizational theory• Classical organizational structure• Team management	
Unit-II	Human resource management <ul style="list-style-type: none">• Employee satisfaction• Recruitment• Managing performance• Training & development	
Unit - III	International business <ul style="list-style-type: none">• International trade• Activities-international customs• Leading from a global environment• Barriers of international trade	
Unit-IV	Production & operations <ul style="list-style-type: none">• Type of manufacturing• Quality manufacturing• Calculating productivity	
Unit - V	Governance <ul style="list-style-type: none">• Type of firms• Registration process• Different schemes for the industry promotions	

Unit-VI	Research & development <ul style="list-style-type: none">• Process for innovating market research• Product development	
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Learning Outcomes:

The Students will be able to

- Understand the organizational structure for the Interior industry so that they learn, how team management works.
- Acquaint themselves with Interior management education to empower themselves to be well equipped professionals.
- Interpret and analyze strategic planning at the HR level where in they understand managing performance of the employee & its satisfaction.
- Get a concrete understanding of international trade in context to interior industry.
- The different types of manufacturing and to know measures for quality production so as to calculate productivity.
- Have an understanding of the different types of firms and the registration process required.
- Do the research & development over any product.

References:

- <https://www.businessmanagementideas.com/business/functions-business/business-functions-7-main-types-of-business-function/3744>

Design Project - II

Course Code:

Course Name: Design Project - II

Credits: 6

Hours:

Course Brief:

The brief of this module is to extend skills in research, design and production by giving learners the opportunity to design and produce a creative and professional Interior design

Learning Objectives:

The objective of this module is to give learners the opportunity to consolidate their technical and creative skills, knowledge and understanding and applying them to the design, manufacturing and presentation of interior design. Learners should demonstrate clear design 'vision' and an innovative and creative application of skills in their work and to produce an innovative collection supported by thorough market and visual research.

Unit	Course Contents	No. of Hours
Unit - I	Introduction to Industry Project <ul style="list-style-type: none">• Client Brief• Location limitation• Area & Scope of work• Agencies involved & their Scope of work	
Unit-II	Conceptualization <ul style="list-style-type: none">• Research, Surveys and case studies• Brainstorming & Mind Mapping• Selection of concept for design development• Mood boards• Material Board with Samples & Their Pricing	
Unit - III	Design Process <ul style="list-style-type: none">• Theme/ Style Board (for each Unit in the area)• Conceptual Sketches/ drawings• 2D & 3D Drawings using respective Software• Material Specification Sheet for each Unit (Furniture, Floor, Ceiling, Doors & Windows, Furnishings, Electricals, Partition & Paneling)• Surface Finishing Specification Sheet for each Unit (Furniture, Floor, Ceiling, Doors & Windows, Furnishings, Electricals, Partition & Paneling)• Working Drawings & Presentation drawings	

Unit - IV	Professional Practice in Interior Design <ul style="list-style-type: none"> • Client Meetings and Planning Sessions • Conduct as a Designer • Market Terminologies of Materials and Drawings • Coordination with different Agencies • Project Finishing Contract, Design Service Payments & their Modes 	
Unit - V	Budget Control <ul style="list-style-type: none"> • Working around a provided Budget • Estimation of the Final Project 	
Unit - VI	Documentation & Presentation	

Learning Outcomes:

- Application of the design process on an Industry project
- Working within set design brief constraints (Basic Client requirement & Budget Control)
- Understand practical implications to design decision during Project development
- Plan & Outline Estimations of an Interior Design Project
- Understand Professional Practice in Interior Design

References:

Time Saver Standards for Interior Design	Joseph De Chiara	Latest	McGraw Hill, New York
Worldwide Interiors – International Federation of Interior Architects & Designers,	Rikuyo-Sha	1987	Japan,
Designs for 20th century Interiors	Fiona Leolie	2000	VH Publications, London
Interior Design; The New Freedom	Barbara LeCiamonstein	1982	Rizzoli International Publications, New York,
Interior Colour by Design	Jonathan Poore	1994	Rockport Publishers

Industry Internship

Course Code:

Course Name: Industry Internship

Credits: 8

Hours:

Course Brief:

This course offers students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as a means of allowing them to experience how their studies are applied in the "real world", and as work experience that can be highly attractive to potential employers on a candidate's CV.

Learning Objective:

An internship provides a variety of benefits for young students who want to broaden their chances for landing a job and jump-starting their careers. Internships gives a taste of what a profession is like, help to build resume and let you meet people who can help students in their career and to facilitate student learning opportunities outside the classroom. Internship experiences provide the opportunity to apply classroom theory to "real world" situations thus enhancing the students' academic and career goals.

Learning Outcomes:

The Students will be able to

- Understand the roles of design process at each stage
- Assess interests and abilities in their field of study.
- Observe problem solving techniques used by practicing professionals at every stage of design
- Enable to understand the work sequence
- Explore Team working skills