Two Year M. Voc. in Interior Design & Entrepreneurship

Entrepreneurship - II

Course No:
Course Code: IDE/ID/202
Course Name: Entrepreneurship - II
Credits: 4
Hours: 60

Course Brief:

Learning Objective:

Units	Course Contents	No. of hours
Unit I	**Building a Business Model using Lean Model Canvas** • Introduction to Business Model • Introduction to Lean Model Canvas • Fitting the building blocks together • Basis of other frameworks for business model – Business Model Canvas, Value Preposition Canvas	10
Unit II	**Fundamentals of Team Building** • Leadership Style and Best Practices • Evaluating your team • Types of teams – Cross Functional, Virtual, Self-Directed • Mission, Goals and Performance Matrix • Setting up Milestones and Goal Planning	10
Unit III	**Branding Strategy and Social Media Basics** • What is Branding and Branding Basics • Defining Brands Core Values • Brand Positioning and Brand Market Fit • Building basic social media presence • Understanding Platforms – Facebook, LinkedIn & Instagram	20
Unit IV	**Product Development via MVP Technique** • Fundaments of Product Development • Understanding MVP • Validating your business using MVP	10
Unit V	**Go-To-Market Strategy** • Building a Go-To-Market Strategy and Framework • Value Matrix • Understanding Channels – Digital, Physical, Distribution Networks, Partners etc • Sales Funnel and Sales Strategy	10

Learning Outcomes:

Design Research & Trend Analysis

Course No: 2.3
Course Code: IDE/ID/203
Course Name: Design Research & Trend Analysis
Credits: 4
Hours: 90

Course Brief:
This course provides the student with the tools to research and spot trends, using a range of resources and visual imagery.

Learning Objective:
- Critically analyze, synthesize and reflect on complex theories and recent developments, both local and international, at a micro and macro level, to extend and challenge knowledge and practice in Interior entrepreneurship.
- Investigate emergent global entrepreneurial issues and strategically respond to their impact in the Interior industry.
- Identify, evaluate and communicate the potential impact of cultural, social, economic and technological components in the trend forecasting process.

Units	Course Contents	No. of hours
Unit I	**Material Trends** • Market Research – Material Innovation, Their usage • Technological Advances – key people who introduced new Technologies in Interior Products and Services • Industry Research – Application of new Materials • Documentation – Research Compilation of Material Innovation, Their usage and Application within the Industry Projects	15
Unit II	**Forecasting Methods** • Forecast Area – Selection of Area to Forecast • Qualitative/ Quantitative Methods, Drift Method, Time Series Method, Casual/ Econometric Forecasting Methods, Artificial Intelligence Method • Forecasting Accuracy • Continuum of Environmental Threats • Visualization techniques	15
Unit III	**Trend Analysis** • Forecast Area – Timeline of evolution, Statistics • Trend Implication for Design Decisions • Consumer influence on Market	15

Unit IV	**Documentation & Evaluation**	15
	● Forecast Area – Suggested innovation, Significance and Limitations ● Documentation & Presentation	

Learning Outcomes:

LO1 - To assess and review the requirements and operational methods of the role of a trend forecaster relevant to Interior Design entrepreneur

LO2 - To substantiate and apply appropriate research methodologies to identify and analyze alternative research sources for identifying global trend directions

LO3 - To research and critically analyze the challenges and opportunities of translating trend scenarios into the development of Interior Design

References:
- The Trend Forecaster's Handbook – Martin Raymond – Laurence King Publishing, 27-Oct-2010
- Trend Book: Forecasting the future of Design – 2018 Bundle

Material Tools and Techniques II

Course Code:
Course Name:
Credits: 8
Hours: 180

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

Objective:

The objective of the course is to enhance the student's learning of working with various materials used in Interior Space Design, Their Construction Processes and Surface Finishes. The understanding for the course is advanced and offers a broader perspective of Application the materials in various ways.

Units	Course Contents	No. of hours
Unit-I	**Material Study & Construction Process** • Identify various Materials – Wood (Natural & Artificial) Their by Products, Metals, Clay, Brick, Cement, Mortar, Stones • Identify Construction Processes involved with working with the above mentioned Materials – Reinforced Cement Concrete Process, Furniture Construction Techniques, Brick Bonds, Doors & Windows construction, Flooring Techniques • Surface Finishes – Walls & Partitions finishes, Ceiling Finishes, Furniture Finishes, Doors and Windows finishes, Floor Finishes	30
Unit - II	**Hardware Study** • Identify Hardware market within the Industry related to Furniture Fittings, Doors & Windows Fittings, Modular Fittings • Preparation of own Library of the Samples, material Specification& prevailingMarketPricesoftheabove mentioned Hardware • Presentation of the Documentation of hardware	15
Unit - III	**Processed and Synthetic: Metal/ Glass/ Fiber** • Understand the various stages of metal/glass/fiber works • Understanding various tools, machinery, instruments, units, measurement methods etc. used • Learning hands on the various techniques (forming, casting, cutting etc.) • Appropriate methods of embellishments with technical data • Finishing techniques	35
Unit -V	**Material Inventions and Innovations** Advanced material technology in Interior design and its various applications (case studies)	20

Unit -VI	**Building Services** • Plans – Plumbing & Sanitation, HVAC, Electrical Fit Outs & Distribution Board, Drainage Pipe Planning • Materials&Equipment–ComparisonofvariousSuppliers/ Brands providing the Materials & Equipment • Execution Process of the Services – Coordination with Agencies/ Suppliers	20

Learning Outcome:
- Acquired knowledge of all the Hand Tools and Machineries used with Wood, Metal, Clay, Stone and other materials working processes
- Form Designing using various Construction techniques involved with working with Materials
- Market understanding to Identify Artisans/ Vendors to formulate the Design Form
- Material specification outline along with their Market Prices
- Documentation of student's own Library of Material Samples, Their Prices offered by various Brands/ vendors and their Specification Sheet

Design Project - I

Course No: 2.5
Course Code: IDE/ID/205
Course Name: Design Project - I
Credits: 8
Hours: 240

Course Brief:

Objective:
This Course will enable the student to delve Design Studio Project, following all the process and design methods to deliver the Project based on specific requirements. Projects will be based on industry set brief. The student will be working very closely with an internal guide from the institute and external guide from the industry to design and develop a Project

Units	Content	No. of Hours
Unit - I	**Introduction to Industry Project** • Client Brief • Location limitation • Area & Scope of work • Agencies involved & their Scope of work	20
Unit - II	**Conceptualization** • Research, Surveys and case studies • Brainstorming & Mind Mapping • Selection of concept for design development • Mood boards • Material Board with Samples & Their Pricing	30
Unit - III	**Design Process** • 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	30

Unit - IV	**Professional Practice in Interior Design** • 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	30
Unit - V	**Budget Control** • Working around a provided Budget • Estimation of the Final Project	20
Unit - VI	**Documentation & Presentation**	20

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

Industry Internship

Course Code: M.Voc./ID/303
Course Name: Industry Internship
Credits: 6
Hours: 180

Course Brief:

Objective:

The objective of Internships is to get real scale work experience in the specialized/ chosen field of vocation. This will also enable the student to get clarity in selecting their role in the field basis the strengths and skills. The student starts to familiarize with actual projects, gets brand understanding, real design issues, production related challenges, feasibility etc.

Learning outcomes:

- Enable to practically understand the roles of each stage in design process
- Enable to understand the work sequence
- Observe problem solving techniques used by practicing professionals at every stage of design
- Team working skills