



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav Institute of Architecture

### B. Des in Product Design

### BDES 101 - BASIC DESIGN STUDIO

Sr. No.	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS	
			L	T	S		THEORY			PRACTICAL			
							End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)		
1	BDES 101	STUDIO	BASIC DESIGN STUDIO	0	0	8	8	0	0	0	200	200	400

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

**CEO1-** The objective of this course is to make students understand the various aspects such as spatial quality, design vocabulary, design principles and design process.

#### Course Outcomes (COs):

**CO1-** Emphasis should be given on various aspects such as Design elements. Definition and understanding of the design process.

**CO2-** Understanding the process involved in design including analysis, synthesis and evaluation.

**CO3-** Observation and analysis of different human activities and requirements of spatial design.

## Syllabus

### Unit I

INTRODUCTION TO THE ELEMENTS - of design Form – point, line, volume, shape, texture & color, shades, compositions, patterns.

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#### Unit -II

PRINCIPLES OF DESIGN -Balance , symmetry , repetitions , scale , proportions , unity , rhythm , datum, alignment , contrast and space , movement , emphasis .

**24HRS**

#### Unit-III

SPACES -Introduction to spaces, interiors, exteriors, compositions with mass and void, openings within the planes, positive negative spaces.

**24HRS**

#### Unit-IV

HUMAN MEASUREMENTS & PROPORTION- Study of basic human measurements , in terms of scale and proportions , different functional anthropometrics , observation and analysis of different human activities and requirements of spatial design.

**24HRS**

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1	BDES 101	STUDIO	BASIC DESIGN STUDIO	0	0	8	8	0	0	0	200	200	400

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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#### Unit-V

**ANALYSIS AND DESIGN PROCESS** - Exercises for a specific area , analysis, synthesis and design evolution , understanding the user and the function, spatial organization , Human proportions, scale , arrangements of zones and design control. Circulation, transition of spaces. Such as a small space arrangement for a single user for any specific activity.

**24HRS**

#### Suggested Books References:

1. Francis. D. K. Ching, Interior design Illustrated, Van Nostrand Reinhold
2. John. F. Pile, Interior Design, Harry Abrams Inc.
3. Sam. F. Miller, Design process – a primer for Architectural and Interior Design, Van Nostrand Reinhold.
4. Gary Gordon, Interior lighting for designers, John Wiley & Sons Inc.

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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

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### B. Des in Product Design

#### BDES 102- ELEMENTS OF DESIGN

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
2	BDES 102	STUDIO	ELEMENTS OF DESIGN	0	0	4	4	0	0	0	100	100	200

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

**CEO1-** Ability of create simplified representations. Basic understanding of composition. The objective of this course is to introduce various theories of perception, Perception of forms through movement in space, Relationship among forms, Form/Space relationship.

#### Course Outcomes (COs):

**CO1-** Ability to generate patterns and textures for the compositions.

**CO2-** Analysis of visual impression of forms through line, plane and solids, and their integration, evolution of forms.

**CO3-** Understanding concepts of positive and negative space. Material and process based textures

### Syllabus

#### UNIT - I

Pattern recognition and creation Basic elements of visual design and its grammar. Pattern recognition, abstraction and construction.

**12HRS**

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2	BDES 102	STUDIO	ELEMENTS OF DESIGN	0	0	4	4	0	0	0	100	100	200

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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#### UNIT - II

Dot, Line and Curve Characteristics of point/dot. Connotations, examples of use in arts, visual communication and industrial design. Characteristics of a line. Line quality. Curves, qualities and characteristics of curves. Visual and emotional interpretations. **12HRS**

#### UNIT - III

2 Dimensional Elements Characteristics of a shape, concepts of positive and negative space, types of shapes. Developing patterns by repetition of points, dots, rectilinear elements, curvilinear elements, shapes. Regular and Irregular patterns. Fractals. **12HRS**

#### UNIT - IV

Gradation and texturing Understanding of flat surface. Material and process based textures, construction based textures, pigmented textures. Gradation on flat Surface, Introduction of highlights and shadows. Primer for elements of form course **12HRS**

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2	BDES 102	STUDIO	ELEMENTS OF DESIGN	0	0	4	4	0	0	0	100	100	200

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT - V

Coloring Primer Introduction to colours, pigment and light, additive and subtractive models. Shades of greys. Understanding warm and cold greys. **12HRS**

#### Suggested Books References:

1. Francis. D. K. Ching, Interior design Illustrated, Van Nostrand Reinhold
2. John. F. Pile, Interior Design, Harry Abrams Inc.
3. Sam. F. Miller, Design process – a primer for Architectural and Interior Design, Van Nostrand Reinhold.
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### B. Des in Product Design

#### BDES 103 - MATERIAL STUDIES AND CONSTRUCTION IN DESIGN

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				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
3	BDES 103	THEORY+STUDIO	MATERIAL STUDIES AND CONSTRUCTION IN DESIGN	1	1	2	4	40	30	30	50	50	200

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

**CEO 1-** To familiarize the students of design with the basic components of a built form and its various materials and technologies.

**Course Outcomes (COs):** At the end of the course, students will be able to

**CO 1-** Elementary knowledge of the basic components of the built form.

**CO 2-** Learn different methods and techniques to represent an idea & thoughts

**CO 3-** The student will be able to represent a design idea 3 dimensionally

#### Syllabus

##### UNIT - I

Materials Classification of materials, Elements; Origin of Elements in Periodic Table; Metals and Alloys; Ceramics; Polymers; Semiconductors; Composites; Bio Materials; Salts; Fibber's; Liquids and Colloids; History of significant materials, History of discovery of elements, history of biomaterials; **12HRS**

##### UNIT - II

Metals and Alloys Applications and properties of Steel, Brass, Bronze, Copper, Aluminium, Nickel, Tin, Lead, Zink and their Alloys, Phases and phase diagrams; **12HRS**

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3	BDES 103	THEORY+STUDIO	MATERIAL STUDIES AND CONSTRUCTION IN DESIGN	1	1	2	4	40	30	30	50	50	200

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT - III

Properties Mechanical, electrical, chemical, magnetic, thermal, optical and radiological properties of materials; **12HRS**

#### UNIT - IV

Processes Material processing: Fabrication, additive and subtractive processes and their history; Tools: General mechanics of subtractive processes; **12HRS**

#### UNIT - V

Model Making Primer Importance of model making in product design, making scale up and scale down models of objects; working with paper, expanded polystyrene, Styrofoam, Acrylic sheets, sunboard, and fiber board **12HRS**

#### Suggested Book References –

1. William D. Callister Jr., Materials Science and Engineering, Wiley, 2015
2. S. K. Hajra Choudhary and A. K. Hajra Choudhary, Elements of Workshop Technology Vol. I, MPP, 2000
3. C. Baillie and L. Vanasupa, Navigating the Materials World, Academic Press, San Diego, CA, 2003

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#### **BDES 104 REPRESENTATION TECHNIQUES-1**

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
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								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
4	BDES 104	STUDIO	REPRESENTATION TECHNIQUES-1 DESIGN SKETCHING	0	0	4	4	0	0	0	100	100	200

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### **Course Educational Objectives (CEOs):**

**CEO 1-** To make students improve their sketching skills & drawing abilities.

#### **Course Outcomes (COs):**

**CO 1-** To help students to learn & understand the techniques of various methods of drawing.

**CO 2-** To develop an understanding of painting – Composition (the use of the elements and the principles of painting – composition).

**CO 3-** To develop the motor skills for sketching and drawing To be moved to basic design.

#### **Syllabus**

##### **UNIT - I**

Warm Up Exercises and Rapid Sketching Representing the observed, representing concepts - Sketching for ideation; Lines; Geometric Shapes; **12HRS**

##### **UNIT - II**

Drawing Techniques One point, two point, and three-point Perspective; Grid based drawing, analytical representation; Inside-out sketching; Construction Drawing; **12HRS**

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**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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#### UNIT - III

Studies in light and shadow of 3-dimensional form representations; Representing reality Mimetic Imagery and Abstraction; Representing Imagination Memory and Imagination; Object representation; Nature and life Representing nature; Figure drawing **12HRS**

#### UNIT - IV

Free hand drawing from natural or manmade environment develops the skill of coordination of mind and hand during the process of representation **12HRS**

#### UNIT - V

To develop the motor skills for sketching and drawing using different mediums.  
**Shading-Pencil, Steadier, Charcoals**  
 1. Tonal gradations with grade pencils  
 2. Tone with textures manmade and natural **12HRS**

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\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Suggested Books Reference

1. Betty Edwards, New Drawing on the Right Side of the Brain, 2002
2. Dalley Terence ed., The complete guide to illustration & design, Phaidon, Oxford, 1980
3. T. C. Wang, Pencil Sketching, John Wiley & Sons, 1997
4. Wily Pogany, The Art of Drawing, Madison Books, 1996
5. R. Kasprin, Design Media – Techniques for water colour, pen and ink, pastel and coloured markers, John Wiley & Sons, 1999

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#### BDES 105 – WORKSHOP

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4	BDES 105	LAB	WORKSHOP	0	0	2	2	0	0	0	50	50	100

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

**CEO 1-** Introduction to the basics of Model making with various materials.

#### Course Outcomes (COs):

**CO 1-** Exploring different materials

**CO 2-** Experience on cutting and folding techniques

**CO 3-** Acquisition of hands on experience in model - building.

#### Syllabus

##### UNIT – I

Introduction to different types of material **6HRS**

##### UNIT – II

Paper folding and cutting techniques, Origami. **6HRS**

##### UNIT – III

Introduction to model making -Understanding the need for 3DForms, Scale and Proportions. Tools and Techniques. Card sheets models with the help of development of surfaces, mass and void formation. **6HRS**

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4	BDES 105	LAB	WORKSHOP	0	0	2	2	0	0	0	50	50	100

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT – IV

BLOCK MODELING -Basic geometric shapes , forms , Preparation of base for models using wood or boards other materials **6HRS**

#### UNIT – V

FINISHES IN MODELLING - Cutting and joining techniques of soft materials like thermocol , soap , wax , clay , soft wood etc. **6HRS**

#### Suggested Reference Books

1. BENN, The book of the House, Ernest Benn Limited, London
2. Janssen, Constructional Drawings & Architectural models, Karl Kramer Verlag Stuttgart, 1973.
3. Harry W.Smith, The art of making furniture in miniature, 1982 , New York,

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#### HUC S101 – COMMUNICATION SKILLS

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6	HUC S101	THEORY+STUDIO	COMMUNICATION SKILLS	2	0	0	2	50	20	30	0	0	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher's Assessment shall be based upon following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs): The students will be able to:**

- Develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- Acquire English language skills to further their studies at advanced levels.
- Become more confident and active participants in all aspects of their undergraduate programs.

**Course Outcomes (COs): The students should be able to:**

- Have confidence in their ability to read, comprehend, organize, and retain written information.
- Write grammatically correct sentences for various forms of written communication to express themselves.

#### COURSE CONTENTS:

##### UNIT I

Communication: Nature, Meaning, Definition, Verbal and Non Verbal Communication, Barriers to Communication.

##### UNIT II

Basic Language Skills: Grammar and usage, Parts of Speech, Tenses, Subject and Verb Agreement, Prepositions, Articles.

##### UNIT III

Basic Language Skills: Types of Sentences, Direct - Indirect, Active & Passive voice, Phrases & Clauses.

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Vishwavidyalaya, Indore

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Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Controller of Examination  
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Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav Institute of Architecture

### B. Des in Product Design

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
6	HUC S101	THEORY+STUDIO	COMMUNICATION SKILLS	2	0	0	2	50	20	30	0	0	100

Business Correspondence: Business Letter, Parts & Layouts of Business Resume and Job application, E-mail writing, E-mail etiquettes.

#### UNIT V

Report Writing: Importance of Report, Types of Report, Structure of a Report.

#### Practical:

- Self Introduction
- Reading Skills and Listening Skills
- Oral Presentation
- Linguistics and Phonetics
- JAM (Just a Minute)
- Group Discussion
- Role Plays

#### Suggested Readings

- Ashraf Rizvi.(2005). *Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Adair, John (2003). *Effective Communication*. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet(1991). *A Practical English Grammar*( 4<sup>th</sup> ed). Newyork: Ox- ford IBH Pub.
- Kratz, Abby Robinson (1995). *Effective Listening Skills*. Toronto: ON: Irwin Professional Publishing.
- Prasad, H. M.(2001) *How to Prepare for Group Discussion and Interview*. New Delhi: Tata McGraw-Hill.
- Pease, Allan. (1998). *Body Language*. Delhi: Sudha Publications.

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INDORE (M.P.)

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