



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav Institute of Architecture

B.DES FOUNDATION YEAR

(GRAPHICS & ANIMATION / INTERIOR DESIGN / PRODUCT DESIGN)

SEMESTER – I YEAR – I

BDNF 101 - BASIC DESIGN- I (VISUAL ART)

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF101	BASIC DESIGN –I (VISUAL ART)	-	-	9	9	-	-	-	270	180	450

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: Introduction of creative stimulus through understanding of principles of Arts, Aesthetics & design.

CO2: Inculcating visual & graphic skills, creative & imagination skills & exposure to architectural design vocabulary and relating them to Architectural design situation.

CO3: Developing freehand drawing & rendering skills in different medium & using it as tool of expressing ideas. Understanding the process involved in design including analysis, synthesis and evaluation.

Syllabus

UNIT - I

BASIC ELEMENTS OF DESIGN AND VISUAL ART, ART APPRECIATION:

Introduction to the elements of design form – point, line, volume, shape, texture & color, shades, compositions, patterns.

15HRS

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BDNF101	BASIC DESIGN –I (VISUAL ART)	-	-	9	9	-	-	-	270	180	450

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

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UNIT - II

PRINCIPLES OF DESIGN -Balance , symmetry , repetitions , scale , proportions , unity , rhythm , datum, alignment , contrast and space , movement , emphasis . Compositions with design principles: unity, balance, symmetry, proportion, scale, hierarchy, rhythm, contrast, harmony, focuses, etc. 2-D and 3-D compositions, their rearrangements, visual perceptions. Perception of forms through movement in spaces. **15HRS**

UNIT - III

COLOR THEORY AND SPACES -Introduction to spaces, interiors, exteriors, compositions with mass and void, openings within the planes, positive negative spaces. **30HRS**

UNIT – IV

TEXTURES 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. **35HRS**

UNIT - V

THEORIES RELATED TO COMPOSITION:

Rules of thought, analysis and design process - exercises for a specific area, analysis, synthesis and design evolution, understanding the user and the function, spatial organization. **40HRS**

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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**B.DES FOUNDATION YEAR
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BDNF102-HISTORY OF DESIGN –I

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 102	HISTORY OF DESIGN –I	2	-	-	2	60	20	20	-	-	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):

CEO1: To provide the knowledge on History of Design and how it changes over the period.

Course Outcomes (COs):

CO1: To create awareness of History as an aid to design process.

CO2: To help the student understand the lifestyle and designs from Prehistoric Period to the Middle Ages.

CO3: Major roles it plays in innovations of products during that time.

Syllabus

UNIT - I

EARLY CLASSICAL PERIOD

Study of Man and its culture from the ancient periods, Pre historic ages, cave paintings development of civilization such as Egyptian, Greek, Roman, Gothic, Early Christian and Renaissance periods. **5 HRS**

UNIT - II

MIDDLE AGES

Pre renaissance spans, religious themes and cathedral architecture and interiors , tudor homes, Interiors in Romanesque, Gothic, and renaissance periods , Industrial Revolution . **5 HRS**

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BDNF 102	HISTORY OF DESIGN –I	2	-	-	2	60	20	20	-	-	100

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

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UNIT - III

COLONIAL TO THE BEGINNING OF THE 20TH CENTURY

Colonial, Victorian designs, Arts & Crafts movement, Art Nouveau, Eclectism, Frank Lloyd Wright.

6 HRS

UNIT – IV

POST WAR MODERNISM BAUHAS

Postwar Modernism design movements. International modernism, regionalism and concerns with vernacular etc. cultural identity and its expression.

9 HRS

UNIT - V

Comparative study of interiors all over the world with time frame. Theory & criticism based on the total knowledge of History.

5 HRS

Suggested Book References –

1. Frederick Litchfield – Illustrated history of Furniture's.
2. History of Architecture, Sir Banister Fletcher, CBS Publishers & distributors, New Delhi.
3. Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.

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BDNF103 REPRESENTATION TECHNIQUES-I

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 103	REPRESENTATION TECHNIQUES-I	-	-	3	3	-	-	-	90	60	150

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: To make students improve their sketching skills & drawing abilities.

Course Outcomes (COs):

CO1: Recall the fundamentals of free-hand sketching.

CO2: To help students to learn & understand the techniques of various methods of drawing.

CO3: To make them understand the use of colors & their effects in drawing.

Syllabus

UNIT - I

Warm Up exercises and rapid sketching representing the observed, representing concepts - Sketching for ideation; Lines; Geometric shapes. **9 HRS**

UNIT - II

Drawing Techniques; Grid based drawing, analytical representation; Inside-out sketching; natural objects like landscapes and portraits. Construction drawing. **15 HRS**

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BDNF 103	REPRESENTATION TECHNIQUES-1	-	-	3	3	-	-	-	90	60	150

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

Studies in light and shadow of 3-dimensional form representations; representing reality Mimetic Imagery and Abstraction. **9 HRS**

UNIT - IV

Representing Imagination Memory and Imagination; Object representation; Nature and life Representing nature; Figure drawing. **15 HRS**

UNIT - V

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

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 color, pen and ink, pastel and coloured markers, John Wiley & Sons, 1999

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HUC S101 – COMMUNICATION SKILLS

Sr. No.	Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
			L	T	S		THEORY			PRACTICAL		
							End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
4	HUC S101	COMMUNICATION SKILLS	2	-	-	2	72	20	24	-	20	120

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.

UNIT IV

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4	HUC S101	COMMUNICATION SKILLS	2	-	-	2	72	20	24	-	20	120

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

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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*(4th 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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B.DES FOUNDATION YEAR
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BDNF104 –DIGITAL ART- I

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 104	DIGITAL ART-I	-	-	3	3	-	-	-	90	60	150

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: To provide the student of design a foundation in the techniques of using computer as a tool.

Course Outcomes (COs):

CO1: Demonstrated proficiency with basic photo correction concepts including importing, resolution, image size, cropping, tonal and color correction, use of filters.

CO2: Demonstrated ability to make selections with a variety of tools including the lasso, magnetic lasso, magic wand, marquee tools and quick mask mode.

CO3: Organization of selected images into a final artistic creation in conjunction with a reflective critique process in which the student is able to synthesize his/her conceptual idea, decision-making and final output.

UNIT – I

- BASIC COMPUTERS:** - Computer applications to business
- Terminology used, Creating icon, short keys. Introduction to MS Office software, word documents, spreadsheet, Power point. **6 HRS**

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BDNF 104	DIGITAL ART-I	-	-	3	3	-	-	-	90	60	150

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

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UNIT – II

FUNDAMENTALS OF COMPUTERS APPLICATIONS:

1. MS-Word- Basics, File operations, working with document, Text formatting, advance formatting, tables, inserting objects & amp; page design, mail merge, Printing, views, creating styles.
2. MS Power point- Slide shows, Animation, Transition. **6 HRS**

UNIT – III

Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document. **6 HRS**

UNIT – IV

Introduction to 2d software coral draw. **6 HRS**

UNIT – V

Corel Draw – 2D - Drawing tools, drawing objects , shapes , editing , setting limits , scales Lettering ,Dimensioning , its editing Transparent overlays , Hatching and rendering , symbol library , Layers Concept of viewport , concept of object linking and editing session. **6 HRS**

REFERENCE BOOKS

1. Computer General Awareness by Alok Kumar (Paperback - 2008)
2. Computer Fundamentals by P. K. Sinha (Paperback - 30 November 2004)
3. V. Rajaraman, principles of Computer Programming – Prentice Hall of India
4. Byron S.Gottfried, Theory and Problems of Programming with C.Schaum’s outline series, McGraw Hill Publishing Co.

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BDNF106 – WORKSHOP

Course Code	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 (60%)	Teachers Assessment (40%)	
BDNF 106	WORKSHOP	-	-	3	3	-	-	-	90	60	150

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: Introduction to the basics of Model making with various materials.

Course Outcomes (COs):

CO1: Acquisition of hands on experience in model - building.

CO2: To understand and apply a variety of three-dimensional model construction process and techniques.

CO3: Demonstrate a refined approach to research and development by applying intellectual skills and effective critical evaluation.

Syllabus

UNIT – I

Introduction to different types of material.

3 HRS

UNIT – II

Paper folding and cutting techniques ,Origami.

3 HRS

UNIT – III

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

9 HRS

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BDNF 106	WORKSHOP	-	-	3	3	-	-	-	90	60	150

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. **9 HRS**

UNIT – V

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

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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ELECTIVE-I

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
	ELECTIVE-I										
BDNF 107(1)	PAINTING	-		3	3	-	-	-	90	60	150
BDNF 107(2)	MODEL MAKING										
BDNF 107(3)	PAPER CRAFT										

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: To make students specialized in particular domain. Develop the technical skills and the ability to organize the visual elements necessary to communicate concepts and experiences across various media and realize significance of actually building models on the basis of designed sketches/plans for better visualization of actual construction in 3D aspects.

Course Outcomes (COs):

CO1: To develop a sense of personal identity and self-esteem through practical achievement in the expressive, communicative and functional modes of painting.

CO2: To develop in the student an understanding of painting in a variety of contexts - historical, cultural, economic, social and personal.

CO3: To develop an understanding about the use of three-dimensional processes of additive, subtractive and constructional form-making in expressive and functional modes.

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	ELECTIVE-I										
BDNF 107(1)	PAINTING	-		3	3	-	-	-	90	60	150
BDNF 107(2)	MODEL MAKING										
BDNF 107(3)	PAPER CRAFT										

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.

Syllabus

107 (1) PAINTING - Develop a strong foundation in painting. In this course, students have the opportunity to explore basic painting techniques while developing visual awareness and artistic self-expression. Principles in two-dimensional art, choice and use of materials sound techniques in painting, mixing, and color combination will be studied through a variety of subject matter. Color perception, artistic skill, style, and originality will be enhanced through the creative process in a supportive and stimulating atmosphere.

- Warm Up exercises to develop painting by using these techniques.

107 (2) MODEL MAKING-Developing understanding of various material & efficiency in technique .To understand principles of designing with, an understanding of strengths & limitations of the material. Demonstrating techniques of making models of different products in materials like mount board, sandwich board, choky mount board, etc.

107 (3) - PAPER CRAFT- Students will understand different types of paper as a material and its properties; they will also understand the products that can be made out of paper; It will also help to make students understand fundamentals of structures. Understand the discipline of the workspace; Different products from paper will be explored by using different, method, new ways of model making also will be explored.

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