SEMESTER –I, YEAR – I

BASIC DESIGN STUDIO

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS	EXAM DURATION HRS
								THEORY					TOTAL	STUDIO		TOTAL		
								MST	MST	AVG MST	SS	ESUE		IA	EV			
1	BDES 101	STUDIO	BASIC DESIGN STUDIO	-	-	8	8	0	0	0	0	0	0	150	150	300	300	

INTRODUCTION

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

GUIDELINES

Emphasis should be given on various aspects such as Design elements, principals affecting interior space. Understanding the process involved in design including analysis, synthesis and evaluation.

CONTENTS

1. ELEMENTS OF DESIGN
Introduction to the elements of design Form – point, line, volume, shape, texture &color , shades , compositions, patterns.

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

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

4. HUMAN MEASURMENTS& PROPORTIONS
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.

5. COMPOSITION
Study of figures- human animals, birds, creative composition with natural and manmade forms (line, texture)

REFERENCE BOOKS
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.
Gary Gordon, Interior lighting for designers, John Wiley & Sons Inc.

BASICS OF DIGITAL ART

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS	EXAM DURATION HRS
								THEORY					TOTAL	STUDIO		TOTAL		
								MST	MST	AVG MST	SS	ESUE		IA	EV			
2	BDES 102	THEORY CUM STUDIO	MATERIALS AND CONSTRUCTION - I	1	1	4	6	20	20	20	20	50	90	60	50	110	200	3

INTRODUCTION

To familiarize the students of Animation and Graphic Design with the tools of Image editing and various techniques used to make graphic.

GUIDELINES

Elementary knowledge of the basic components of the Digital Art .

CONTENTS

1. **INTRODUCTION TO ADOBE PHOTOSHOP CC**

   Image Editing Techniques, Workspace-navigation, the tools, palettes, arranging document windows, All about pixels, resolution, and color Depth, Understanding and using color modes- RGB, CMYK and Grayscale, Using Bridge

2. **FUNDAMENTAL CONCEPTS BASIC TECHNIQUES, RE-TOUCHING TECHNIQUES & SELECTION TECHNIQUES**

   Using brushes, choosing colors, Sampling colors from an image, Using Pantone colors. Multiple undo and taking snapshots Using the History palette, Cropping and rotating images, Changing image size and resolution, Retouching Fixing images using the Clone Stamp Tool and the Healing tools, The history brush, The Red –Eye and Color Replacement tools.

3. **COMPOSITION AND DESIGN TECHNIQUES COLOR CORRECTION**

   Working with layers, Transformation-Scaling and rotating, Using colour fill layers · Using gradients and patterns, Combing images with layer masks, Applying a Mask to an Adjustments layer, Color correction, Using the levels command histogram, Curves and exposure, Using the Color balance command to modify Color casts, Adjusting vibrancy, Hue and Saturation: general and specific color range adjustment, Colorizing, Working with type layers · Formatting type, Converting type to pixels Effects

4. **WORKING WITH TYPE EFFECTS AND FILTERS**

   Working with layers Styles- Drop shadows, glows, bevels etc. Using filters-corective and creative filtering technique, Using the filter gallery.

5. **PRODUCTION**

   Importing and Exporting images the main stream file types and their uses, Web graphics- Using the save for Web command- Optimization and file formats, Printing- Recognizing nonprintable colors, converting images to CMYK, saving for print- 3d(Menu), Color Correction(Adjustments), Smart Objects, Content Aware, Puppet Wrap Define (Brush, Pattern, Custom Shape)

   Reference Books
   1. Mark Galer and Philip Andrews- **Photoshop CC Essential Skills: A Guide to Creative Image Editing,**
   2. Vickie Ellen Wolper Photograph Restoration and Enhancement: Using Adobe Photoshop CC 2017
   3. Andrew Faulkner- Adobe Photoshop CC Classroom in a Book 2018
   4. Jennifier Smith- Photoshop CC Digital Classroom Book 2018

REPRESENTATION TECHNIQUES – I

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS	EXAM DURATION HRS
								THEORY					TOTAL	STUDIO		TOTAL		
								MST	MST	AVG MST	SS	ESUE		IA	EV			
3	BDES 103	THEORY CUM STUDIO	REPRESENTATION TECHNIQUE - I	1	1	2	4	20	20	20	20	50	90	60	50	110	200	3

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

GUIDELINES
• To help students to learn & understand the techniques of various methods of drawing.
• To make them understand the use of colors& their effects in drawing.

CONTENTS

1. FREE HAND SKETCHING
Basic techniques of sketching, proportions, shades and tones , variations of hand pressure , outdoor sketching , trees , human poses, water bodies, furniture , still life.

2. INTRODUCTION TO TOOLS AND DRAWING TECHNIQUES
Handling of tools , point , lines , types of lines , their indication and thickness, dimensioning ,basic shapes , free hand lines. Lettering.

3. GEOMETRICAL CONSTRUCTION
Orthographic projections - Projection of lines, planes and solids, section of primary solids such as sphere , cones, pyramids, Cylinder, , cuboids , prism, etc.

4. ISOMETRIC VIEWS
Isometric projection of different types of solids such as cube, sphere,   cuboids, pyramids, cone and hexagonal prism, Curved surfaces , inclined surfaces.

5. MEASURED DRAWING
Measure drawings of furniture , classrooms , basics of representation in plan , elevation and section , with line types, dimension , labeling , etc.

RREFERENCE BOOKS

1. Drawing – A creative Process, Francis D.K. Ching, John Wiley Sons, New York
2. How to paint & draw, BodoW.Jaxtheimer, Thames & Hudson, London
3. Geometrical drawing for art students, 2nd revised edition - I.H.Morris, Orient Longman, Calcutta, 1995.
4. Architectural drafting and design, 4th edition – Ernest R. Weidhaas, Allyn and Bacon, Boston, 1981.
5. Engineering Drawing N.D.Bhatt
6. Rendering with Pen and Ink

THEORY OF DESIGN AND VISUAL ARTS

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS	EXAM DURATION HRS
								THEORY					TOTAL	STUDIO		TOTAL		
								MST	MST	AVG MST	SS	ESUE		IA	EV			
4	BDES 104	STUDIO	THEORY OF DESIGN AND VISUAL ARTS	-	-	`	0	0	0	0	0	0	0	100	0	100	100	

INTRODUCTION

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 .

GUIDELINES

Developing FreehandDrawing Skills using Different Techniques, tools, and media, to enhance observation and visual perception Observation & recording through drawing – Pencil, pen, brush, Charcoal.

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

CONTENT:

1.   INTRODUCTION TO THE DESIGN PROCESS

Form and space relationship , visualization of impressions, through simple elements like point , line , solids etc.

2.   SHAPES AND PATTERNS

Compositions with design principles: unity, balance, symmetry, proportion, scale, hierarchy, rhythm, contrast, harmony, focuses, etc. 2-D and 3-Dcompositions , their rearrangements , visual perceptions . Perception of forms through movement in spaces.

3.   COLOR THEORY

Color theory, color wheel, primary, secondary, tertiary colors, color schemes, their visual effects, psychology and applications.

4.   Textures

Texture , its applications, visual impacts

REFERENCE BOOKS
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.

WORKSHOP

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS	EXAM DURATION HRS
								THEORY					TOTAL	STUDIO		TOTAL		
								MST	MST	AVG MST	SS	ESUE		IA	EV			
5	BDES 105	LAB	WORKSHOP	-	-	2	2	0	0	0	0	0	0	50	0	50	50	

INTRODUCTION

To introduce the students to basics of Model making with various materials.

GUIDELINES

Acquisition of hands on experience in model - building.

CONTENT:

1. 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. Origami.

2. BLOCK MODELING
Basic geometric shapes , forms , Preparation of base for models using wood or boards other materials
Cutting and joining techniques of soft materials like thermocol , soap , wax , clay , soft wood etc.

3. FINISHES IN MODELLING

Models for small spaces , with complete detailing , level planning with materials like mount board, forex , plywood
Models , detailing in interior models , detailing of finishes on walls, floors , furniture models .
landscape detailing such as models for trees and shrubs , metal wire trees etc.

REFERENCE BOOKS

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

COMMUNICATION SKILLS

SR. NO.	COURSE CODE	COURSE TYPOLOGY	NAME OF THE COURSE	L	T	S	CREDIT	EVALUATION									TOTAL MARKS	EXAM DURATION HRS
								THEORY					TOTAL	STUDIO		TOTAL		
								MST	MST	AVG MST	SS	ESUE		IA	EV			
6	HUCS101	THEORY CUM STUDIO	COMMUNICATION SKILLS	1	-	2	2	20	20	20	20	60	100	20	0	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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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.

Chairperson
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Shri Vaishnav Vidyapeeth Vishwavidyalaya
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Shri Vaishnav Vidyapeeth Vishwavidyalaya
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