



B.Sc. INTERIOR DESIGN

FIRST SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BSID101	English-I	40	60	100
BSID102	Design Basics	40	60	100
BSID103	Applied Arts on Textiles-I	40	60	100
BSID104	Environmental Studies	40	60	100
PRACTICAL				
BSID105	Design Concept Practical	60	40	100
BSID106	Applied Arts on textilespractical	60	40	100
Total		280	320	600

SECOND SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BSID201	English-II	40	60	100
BSID202	Colour and Lighting	40	60	100
BSID203	Applied Arts on Textiles-II	40	60	100
BSID204	Value Education	40	60	100
PRACTICAL				
BSID205	Design concept Practical	60	40	100
BSID206	Applied Arts on textilesPractical	60	40	100
Total		340	360	700

THIRD SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BSID301	Basic Computer Application and Auto CAD-I	40	60	100
BSID302	Interior Design Studio and Building systemTechnology-I	40	60	100
BSID303	Draftsmanship-I	40	60	100
BSID304	Basics of Interior Design-I	40	60	100
PRACTICAL				
BSID305	Auto CAD Practical	60	40	100
BSID306	Interior Design Studio Practical	60	40	100
Total		280	320	600

FOURTH SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BSID401	Basic computer Application and Auto CAD-II	40	60	100
BSID402	Interior Design studio and Building systemTechnology-II	40	60	100
BSID403	Draftsmanship-II	40	60	100
BSID404	Basics of Interior Design-II	40	60	100
PRACTICAL				
BSID405	Auto CAD Practical.	60	40	100
BSID406	Interior Design Studio Practical	60	40	100
Total		280	320	600

FIFTH SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BSID501	Furniture in Interiors	40	60	100
BSID502	Floriculture and Landscaping	40	60	100
BSID503	Planning the life space	40	60	100
BSID504	Residential space designing	40	60	100
BSID505	(to choose 1 out of 3) A. Consumer and Merchandising B. Kitchen Design C. House Keeping and Front Office Management	40	60	100
PRACTICAL				
BSID506	Furniture and Furnishings Practical	60	40	100
BSID507	Floriculture and Landscaping Practical	60	40	100
Total		320	380	700

SIXTH SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BSID601	Soft Furnishings	40	60	100
BSID602	Applied Arts	40	60	100
BSID603	(to choose 1 out of 3) A. Professional Practice B. Environmental control in Interiors C. Fine – Arts Drawing and Painting	40	60	100
BSID604	(to choose 1 out of 3) A. Ergonomics B. Green Building Technology C. Entrepreneurial Development	40	60	100
BSID605	Commercial space designing	40	60	100
PRACTICAL				
BSID606	Furniture and Furnishing Practical	60	40	100
BSID607	Floriculture and Landscaping Practical	60	40	100
Total		320	380	700

SEMESTER I PAPER – 1 DESIGN BASICS

OBJECTIVES:

To enable the students to

1. Understand the elements and principles of design.
2. Learn the importance of art elements in the creation of new design.
3. Learn the application of principles of design in creating beautiful interiors.

UNIT-I

Interior Design – Meaning and concepts. Development - a historic review. Place of interior design in the modern era- changing trends and salient features. Objectives of aesthetic planning - Beauty, expressiveness, functionalism and economy. Good taste – meaning, role and importance. Need for developing skill in aesthetics.

UNIT-II

Design –Definition, meaning, purpose. Types - Structural and decorative design and characteristics. Classification of decorative design - Naturalistic, conventional, geometric, abstract, historic and biomorphic.

UNIT-III

Elements of design - Line and direction, form and shape, size, colour, light, pattern, texture and space. Application of elements to form designs in interior and exterior.

UNIT-IV

Principles of design –Balance, rhythm, emphasis, harmony, proportion – meaning, and its application in the interior and exterior houses and other commercial buildings.

UNIT-V

Motif- meaning. Development of design from motifs and application of motifs in interior decoration.

Man as a consumer of design, qualities and role of a good interior designer. Career options for interior designers.

REFERENCES:

1. Faulkner, S. and Faulkner,R,(1987), Inside Today's Home, Rinehart Publishing company, Newyork.
2. Caroline cliften et. al., The Complete Home Decorator, Portland House New York.
3. Seetharaman, P and Pannu, P. Interior Design and Decoration, CBS Publishers and Distributors, New Delhi
4. Pratap R.M (1988), Interior Design Principles and Practice, Standard Publishers Distribution, Delhi.
5. Goldstein, Art in Everyday life, Oxford and IBH Publishing House.

ALLIED - 1

PAPER - 1

APPLIED ARTS ON TEXTILES-I

OBJECTIVES:

To enable the students to

1. Understand art and apply its principles in the creation and selection of textiles.
2. Develop design in textiles and apply the same on materials.

UNIT-I

Fundamentals of textiles – fiber – meaning and classification. Yarn – meaning, classification and construction.

UNIT-II

Fabric construction – Weaving - Parts of a loom. Basic weaving operation – weaving process, Types of weave – Basic weave – plain – basket and ribbed, Twill - herringbone and satin - sateen. Fancy weave – Jacquard, Dobby and Leno.

UNIT-III

Dyeing and printing – dyeing – fiber, yarn and fabric. Printing – hand and machine.

UNIT-IV

Finishes – basic – mercerizing, sanforizing, calendaring and sizing. Special finishes – water repellent, fire proof, moth proof and stain proof.

UNIT-V

Application of art principles and elements of design in the selection of fabric. Application of colour harmonies and colour systems in different fabrics

REFERENCES:

1. Chambers B.G. “Colour and Design, Fashion in Men’s and Women’s Clothing and Furnishings”.Prentice Hall, Inc, New york ,1951.
2. Gisela Heix, Fabric Painting, B.T.Batsford Ltd.,London ,1972.
3. Shailaja D.Naik, Folk Embroidery and Handloom weaving, A.P.H.Publishing Corporation, Newyork, 1997.
4. Mehta R.S., Masterpieces of Indian Textiles, D.B.Taraporewala Sons and Co.Pvt.Ltd. Bombay, 1970.
5. Jasleen Dhamija ,The Indian folk , Arts and crafts, National Book Trust India , New Delhi, 1992.
6. Mary Mathews, Bhattarams reprographes, Pvt.Ltd., Chennai 1974.

SEMESTER II
PAPER - 2
COLOUR AND LIGHTING

OBJECTIVES:

To enable the students to

1. Learn the concepts of colour and lighting.
2. Learn skills in using colour and light in functional context.
3. Impart knowledge in recent trends in colour and lighting.

UNIT-I

Concept of colour - significance of colour in the interiors and exteriors- Dimensions of colour –Hue, value, intensity, Effects of Hue, Value and Intensity. Colour Therapy.

UNIT-II

Colour systems - Prang, Munsell and Ostwald. Planning colour harmonies-related and contrasting. Non-mechanical – readymade and nature based. Factors considered in selecting colour harmonies.

UNIT-III

Application of colour harmonies in the interiors and exteriors, Effect of light on colour, Illusion of colour, psychology of colour, effect of colour on each other.

UNIT-IV

Importance of lighting, Sources – Natural and Artificial lighting, Types – based on material, reflection, architectural elements and uses. Specific factors in lighting – measurements of lighting, location and direction, size and shape, and colour. Economy in lighting, Psychological aspects of light, Glare - its types, causes and prevention.

UNIT-V

Lighting accessories – Selection of lamps and lighting fixtures, lighting for various areas and specific activities, modern features in lighting design. Principles of lighting.

REFERENCES:

1. Faulkner, R. and Faulkner,S.(1987), Inside Today's Home, Rine Hart Publishing Company, Newyork.
2. Judy,M.,(1994), How to See, How to Paint it, Harpen Colling Publishers,London.
3. Jan Orcharchd (1993), Lighting for a Beautiful Home, Dunestyle Publishing Ltd.,U.S.A.
4. Seetharam, P and Pannu, P.Interior Design and Decoration, CBS Publishers and distributors, New Delhi.
5. Stewart and Sally .W., (1997), The Complete Home Decorator, Annes publishers Ltd.,New york.

CORE PRACTICAL I

DESIGN CONCEPTS

OBJECTIVES:

To enable the students to

1. Draw different types of design, develop design by using motifs.
2. Acquire skill in arranging different areas of a house by using principles of design.

CONTENTS:

1. Draw structural and decorative design and comment on its features.
2. Apply design concepts in developing greeting card, saree border, floor decorations – flower carpet and rangoli.
3. Evaluate the given art objects.
4. Develop a motif suitable for foot mat, window grill, table mat and furnishing materials.
5. Apply principles of design in display of handicrafts and textiles.
6. Apply the art principles in arrangement of: Living room, drawing room, pooja room, bedroom, adolescent boys or girl's room, children's room and birthday party.
7. Submission of Record.

ALLIED - 1
PAPER - 2
APPLIED ARTS ON TEXTILES-II

OBJECTIVES:

To enable the students to understand the types of printing methods and embroidery.

UNIT – I

Basic stitches – Temporary stitches – types –functional and decorative. Permanent stitches-types and uses.

UNIT – II

Study of figure irregularities and what can be done through design and optical illusion to minimize the effect.

UNIT – III

Surface enrichment of fabrics – Embroidery- hand and machine Embroidery, Applique, cut work, Drawn thread work, sequins, Mirror work, Crocheting and Tatting.

UNIT – IV

Various embroidery of India – Folk embroidery – Phulkari, Kasuti, Kantha, Heer, Quilting, Shawls, Chamba rumal.

UNIT –V

Knitting – Types of knitting – machine and hand knitting – common stitches used in hand knitting.

REFERENCES:

1. Chambers B.G. “Colour and Design, Fashion in Men’s and Women’s Clothing and Furnishings”.Prentice Hall, Inc, New york ,1951.
2. Gisela Heix, Fabric Painting, B.T.Batsford Ltd.,London ,1972.
3. Shailaja D.Naik, Folk Embroidery and Handloom weaving, A.P.H.Publishing Corporation, Newyork, 1997.
4. Mehta R.S., Masterpieces of Indian Textiles, D.B.Taraporewala Sons and Co.Pvt.Ltd. Bombay, 1970.
5. Corbman.P.B(1983), Textile-Fibre to Fabric, McGraw Hill International editions, New York. 1992.
6. Mary Mathews, Bhattarams reprographics, Pvt.Ltd., Chennai 1974.

ALLIED PRACTICAL I
APPLIED ARTS ON TEXTILES

- I. Printing:
 - a. Stenciling
 - b. Batik
 - c. Screen Printing
 - d. Tie and Dye
 - e. Block Printing
- II. Knitting
- III. Tatting
- IV. Crocheting
- V. Fabric painting using different strokes and techniques
- VI. Submission of Record

References:

1. Chambers B.G. "Colour and Design, Fashion in Men's Women's Clothing and furnishings" Prentice Hall. Inc. Newyork, 1951.
2. Erwin, Kinchen and Peter, "Clothing for Moderns" 6th edn, Mcmillan Publishing compare, In. Newyork, 1976.
3. Gisela Hein, "Fabric printing", B.T. Batsford Ltd, London, 1972.
4. Hamyln, "Mc.Calls Sewing in Colour", The Hamyln Publishing Corporation limited, 1975.
5. Jasleen Dhamija, "The Indian Folk, Arts and Crafts", National Book Trust India, New Delhi, 1992.

**SEMESTER III
PAPER - 3**

BASIC COMPUTER APPLICATION AND AUTO CAD-I

OBJECTIVES:

To enable the students to learn to draw simple floor plan using AutoCAD commands.

UNIT-I

Introduction to Auto CAD - Auto CAD system requirements, AutoCAD GUI-Title bar, Menu bar, Standard tool bar, Object properties tool bar, Draw tool bar, Modify tool bar, UCS, Layout tab, Command Entry, Status bar, Task bar, General commands - New, open, save, save as, close, exit.

UNIT-II

Point fixing methods-line using absolute co-ordinate system, relative rectangular co-ordinate system and relative polar co-ordinate system, circle, arc, ellipse, rectangle, polygon.

UNIT-III

Modification tools-Erase, copy, move, scale, rotate, trim, extend, array, offset, mirror, break, stretch.

UNIT-IV

Drafting settings, function keys, text, text style, text edit, multi text, colour, line type, line weight.

UNIT-V

Advanced tools - zoom, pan, view, solid, donut, fillet, chamfer, layering concept.

REFERENCES:

1. Teach Yourself Auto CAD, GIBBS, BPE Publication New Delhi.
2. Inside Auto CAD.
3. Omura, G. 2005, Mastering Auto CAD 2005 and Auto CAD LT 2005, BPB Publications, New Delhi.
4. Saxena, S. (2003), A first Course in Computers, Vikas Publishing house, New Delhi.

ALLIED - 2

PAPER - 3

INTERIOR DESIGN STUDIO AND BUILDING SYSTEM TECHNOLOGY - I

OBJECTIVES:

To enable the students to

1. Know the various materials used in construction.
2. Understand the methods of interior construction techniques.

UNIT-I

Building materials and finishes - Types and uses of stone, brick, timber, cement, mortar, concrete, plastics, glass, wood based materials, metals - ferrous and nonferrous, wall, floor and ceiling finishes.

UNIT-II

An introduction to various construction techniques in interiors. Foundation –Deep and Shallow, Brick bonds -stretcher, header, English and Flemish. Arches, Lintels, flooring, roofing, ceiling.

UNIT-III

Details of doors, windows, cupboards, claddings, partitions and joineries.

UNIT-IV

Vertical Transportation- Staircase, Lifts, Escalators, Ramps and Vertical conveyors.

UNIT-V

Rain water harvesting – meaning, purpose, Benefits of using rainwater, components of rain water harvesting system, Methods-surface runoff and roof top rain water harvesting.

REFERENCES:

1. Rangawala, S.C Engineering Materials, Charter publishing house, Anand 1963.
2. Rangawala, S.C, Building construction, Charter publishing house, Anand 1963
3. Rangawala .S.C., Water supply and sanitary Engineering, Publishing house, Roorkee.
4. Pratap R.M (1988) Interior Design Principles and Practice, Standard Publishers Distribution, Delhi.

SKILL BASED SUBJECT PAPER

PAPER - 1

DRAFTSMANSHIP – I

OBJECTIVES:

To enable the students to

1. Understand the importance of draftsmanship
2. Develop skill in using different drafting tools.
3. Learn to use various lines, to develop a drawing.
4. Understand the importance of free hand sketching.

UNIT-I

Introduction to draftsmanship - Drawing office organization, layout of drawing studio. Need for training the draftsman, Duties of draftsman, Determining needs and wishes of the client. Relationship between two dimensional and three dimensional diagrams.

UNIT-II

Drafting tools and Techniques –Importance of tools, Drawing tools and their uses, Instrument box; Techniques adopted in handling tools, Types of scales, Tools for curves and irregular forms .

Drafting medium - Tracing paper, tracing cloth, sketch paper, vellum, polyester film.

UNIT-III

Layout of drawing sheets and title block.

Lines – types of lines, thickness of lines, hatching of section.

Lettering – requirements of good lettering, size of letters and numerals, space between letters, recommended height of letters, lettering technique.

UNIT-IV

Dimensioning – general principles, precaution in dimensioning, method of placing dimensions, unit of dimensioning, method of executing dimension, arrow heads.

UNIT-V

Geometrical constructions. Technical sketching – introduction – importance of freehand sketching, principles of free hand sketching

REFERENCES:

1. Pratap. R.M (1988), Interior Design, Principles and Practice, Standard Publishers, distribution, Delhi.
2. Natrarajan.K.V (1994), A Text book of Engineering Drawing, self – publication, Chennai.
3. Birdie. G.S and Birdie.J.S (2003), Civil Draughtsmanship, Theory and Practice. Dhanpat Rai Publishing company (P) Ltd., New Delhi.
4. Venugopal.K. (2004) Engineering 1 Graphics, 5th edition, New Age International Publishers, New Delhi.

NON-MAJOR ELECTIVE
PAPER - 1
BASICS OF INTERIOR DESIGN - I

Objectives:

To enable the students to

1. Learn the basic concepts of interior design.
2. Develop the skill of applying the principles of design in decorating the interiors.

UNIT – I

Design – Meaning and Definition, Types – Structural and Decorative design, their characteristics, classification of decorative design.

UNIT – II

Elements of Design – Meaning, various elements – line, form and shape, size, color, texture, pattern, space, light.

UNIT – III

Principles of Design – Harmony, Balance, Rhythm, Emphasis, proportion. Application of design principles in interiors.

UNIT- IV

Colour in the home –concept, qualities – Hue, value, intensity. Classification of colors, Prang color system, color harmonies – Related and contrasting color harmonies, psychology of color. Application of colour in interiors.

UNIT – V

Lighting in interiors – importance, classification based on sources, uses, illumination, factors to be considered in lighting for different areas of house.

REFERENCES :-

1. Varghese and Ogale, 1994, Home Management, Wiley Eastern, New Delhi.
2. Faulkner, S.-and Faulkner,R,(1987), Inside Today's Home, Rinehart Publishing Company, New York.
3. Caroline Clifton et. al., The complete Home Decorator, Portland House New York.
4. Seetharaman, P and Pannu, P. Interior Design and Decoration, CBS Publishers and Distributors, New Delhi.
5. Pratap R.M (1988), Interior Design Principles and Practice, Standard Publishers Distribution, Delhi.
6. Goldstein, Art in Everyday life, Oxford and IBH Publishing House.

SEMESTER IV
PAPER - 4
BASIC COMPUTER APPLICATION AND AUTOCAD - II

OBJECTIVES:

To enable the students to

1. Learn to draw floor plan with settings.
2. Know about dimensions to a given scale.
3. Make a simple plan, elevations and cross section.

UNIT-I

Inquiry tools – ID, DIST, AREA, LIST, Hatching, poly line, ploy line edit, spline, spline edit, multiline, multi line edit.

UNIT-II

Dimensions – Linear, align, angular, radius, diameter, baseline, continue, leader. Dimension edit, Dimension styles-lines and arrows tab, fit tab, primary units, alternate units, Tolerances.

UNIT-III

Introduction to 3D Modeling – point fixing method – absolute co-ordinate systems, relative cylindrical and relative spherical co-ordinate systems. Types of model –wire frame model, surface model and solid models.

UNIT IV

Standard primitive tools - Box, cone, wedge, torus, cylinder, sphere. Boolean operation –union, subtract, Intersect, Interference, Extrude, Revolve.

UNIT- V

Lighting –Types of light –point light, spot light, Distant light, Camera –free and target camera. Materials, rendering. Data exchange - import and export of models.

REFERENCES:

1. Teach yourself Auto CAD, GIBBS, BPE publication New Delhi.
2. Inside Auto CAD.
3. Omura, G. 2005, Mastering Auto CAD 2005 and Auto CAD LT 2005, BPB Publications, New Delhi.
4. Saxena, S. (2003), A first course in computers, Vikas Publishing house, New Delhi.

CORE PRACTICAL II
AUTOCAD PRACTICALS

CONTENTS:

1. Creating line using point fixing methods.
2. Drawing circle, arc, ellipse, rectangle, polygon using different methods.
3. Creating a plan and use of modification tools such as erase, copy, move, scale, rotate, trim, extend, array, offset, mirror, break and stretch.
4. Creating text using text style, text edit, line type, and weight.
5. Use of zoom, pan, view command in a drawing.
6. Drawing a floor plan with settings, layers and dimensions, and to scales'
7. Drawing elevation, cross sectional view for the floor plan.
8. Submission of Record.

ALLIED - 2

PAPER - 4

INTERIOR DESIGN STUDIO AND BUILDING SYSTEM TECHNOLOGY-II

OBJECTIVES:

To enable the students to

1. Understand the importance of environment control in interiors.
2. Acquire knowledge on heating and cooling system.

UNIT-I

Acoustics- Definition, requirements of good acoustics, properties of sound - sound waves, wave length, frequency, velocity, resonance, sound levels, loudness, noise, sound reflection, echoes, reverberation; Acoustical defects, Sound absorption - sound absorbent materials, qualities of acoustic materials, guidelines for good acoustical design.

UNIT-II

Illumination – principles of illumination, types of lighting fixtures, lighting in residential and commercial buildings.

UNIT-III

Air conditioning - Need for air conditioning, principles of air conditioning system, Types of air conditioning. Application in apartments and guest rooms, libraries, museums and hospitals.

UNIT-IV

Electrical services – Electrical system, symbols used in electrical plan, three phase and single phase system, simple electrical layouts.

UNIT-V

Ventilation-definition, importance, types of ventilation-natural and mechanical, guidelines for natural ventilation.
Building By-laws – building lines, built-up area, open space requirements around buildings, and provision to size, height and ventilation.

REFERENCES:

1. Rangawala, S.C Building construction, Chartor Publishing House, Anand 1963.
2. Pratap R.M (1988), Interior Design Principles and Practice, Standard Publisher's Distribution, Delhi.
3. Park. K (1995) ,Text book of Preventive and Social Medicine,Banaridas Bhanot Publishers, Jabalpur.
4. Faulkner,S. and Faulkner,R.(1987),Inside Today 's Home ,Rinehart publishing company, Newyork.
5. WWW.Wikipedia.orga.Air Conditioning

ALLIED PRACTICAL II

INTERIOR DESIGN STUDIO PRACTICAL

OBJECTIVE:

To enable the students to

1. Acquaint with symbols and to impart necessary drafting skills to express design ideas.
2. Develop the creative potential of the students through design exercise

CONTENTS

1. Architectural lettering.
2. Orthographic drawings – Floor plan, elevation and cross-section of a building.
3. Isometric drawings — table, chair, staircase, rooms.
4. Perspective drawings – Vanishing point method – one point perspective and two point perspective.
5. Kitchen drawings – Types and three dimensional view (isometric view).
6. Rendering and presentation - Blue prints and ammonia prints.
7. Submission of record.

SKILL BASED SUBJECT
PAPER - 2
DRAFTSMANSHIP – II

OBJECTIVES:

To enable the students to

1. Learn the different views of an object.
2. Develop skill to make various projections.

UNIT-I

Symbols – Meaning, importance; Architectural symbols, structural symbols, door symbols, window symbols.

UNIT-II

Plumbing -Water supply – In residential building, multi-storied buildings. Sanitation – traps, waste water disposal-inspection chamber, septic tank and ventilation systems, sanitary fixtures and fittings, plumbing systems. Plumbing practice – plumbing symbols and drainage plan. House wiring - electrical symbols, residence wiring diagram, planning of electrical installation of a building

UNIT-III

Orthographic projection – theory of orthographic projection, multi view orthographic projection, method of drawing section.

UNIT-IV

Isometric view – need for study, pictorial drawings, isometric projection - definition, principles, characteristics, isometric view and isometric projection.

UNIT V

Perspective view - theory of perspective projection, technical terms in relation with perspective, classification of perspective, methods – one point perspective and two point perspective.

Rendering Techniques - Tools used in rendering- pencil, eraser, short-bristled stipple brush, mechanical lines. Different textures, materials used in buildings, floor finishes, shadows.

REFERENCES:

1. Pratap. R.M. (1988), Interior Design, Principles and Practice, Standard Publishers distribution, Delhi.
2. Natrarajan. K.V. (1994), A Text book of Engineering Drawing self – publication, Chennai.
3. Birdie. G.S and Birdie. J.S. (2003), Civil Draughtsmanship, Theory and Practice. Dhanpat Rai Publishing Company (P) Ltd., New Delhi.
4. Venugopal. K. (2004), Engineering Graphics, 5th edition, New Age International Publishers, New Delhi.

Magazines:

Architectural Digest
Inside Outside
Society interiors
House Layouts

NON-MAJOR ELECTIVE
PAPER - 2
BASICS OF INTERIOR DESIGN - II

UNIT-I

Furniture - Meaning, need, and purpose. Factors influencing – climate, family needs and preferences, availability, comfort, principles of design and financial limits.

UNIT-II

Furniture materials - Selection and Buymanship, Arrangement of furniture for various rooms- living room, dining room, bedroom, kitchen.

UNIT-III

Soft furnishings- Meaning and importance, Types of furnishings- carpets, rugs, cushion cover, slip cover. Window treatments- curtains, draperies, blinds and shades.

UNIT-IV

Accessories- meaning, definition, need, types of accessories- functional, decorative, both functional and decorative.

UNIT-V

Flower arrangement – importance, basic styles and shapes, types- line, mass, line and mass, miniature, floating, foliage and dry arrangement.

REFERENCES:

1. MULLICK.P, 2000, Text Book of Home Science, Kalyani publishers, New Delhi.
2. FAULKNER.R and FAULKNER.S, 1987, Inside Today's Home, Rinehart Winston, New York.
3. BRIDGES.D,1990, A Flower Arranger's World, Random Century Group, London

SEMESTER V
PAPER - 5
FURNITURE IN INTERIORS

OBJECTIVES:

To enable the students to

1. Learn about the types and importance of furniture.
2. Know about the selection, care and arrangement of furniture.

UNIT-I

Styles of furniture – traditional, contemporary and modern . Furniture for different purpose – meaning need, factors influencing – climatic condition, family needs and preferences, availability, and financial limit.

UNIT-II

Familiar furniture materials – Wood – teak, rose wood, walnut, cedar, mahogany, pine, birch, sal and Ply wood, Bamboo, Cane, Metals, Plastics, Leathers.

UNIT-III

Selection and arrangement – Furniture for various rooms –Living room, dining room, bedroom, kitchen, study room, office. Principles of design in furniture arrangement.

UNIT-IV

Construction features of furniture – shaping, carving, turning, fluting, reeding, joining and finishes. Upholstering – techniques and designs.

UNIT-V

Care and maintenance – wooden furniture, wicker and cane, metal furniture, plastic and upholstered furniture. Wood finishes and furniture polishes.

REFERENCES:

1. Stepat, D.D, (1971), Introduction to Home Furnishings, The Mac Millan Co, NewYork.
2. Wilhide, E and Cope stick, I. (2000) Contemporary Decorating, Conron Octopus Ltd., London.
3. Levine M (1998), Living rooms, Rockport Publishers, USA.
4. Faulkner. R and Faulkner. S, (1987), Inside Today’s Home, Rinehart Winston, New York.
5. Mullick.P, (2000), Textbook of Home Science, Kalyani Publishers, New Delhi.

PAPER - 6

FLORICULTURE AND LANDSCAPING

OBJECTIVES:

To enable the students to

1. Understand the importance of plants in landscape gardening.
2. Gain knowledge on propagation methods
3. Obtain practical knowledge in home gardens and indoor plants.

UNIT-I

Floriculture – Meaning, concept and importance. Ornamental plants – classification – annuals, biennials and perennials. Flowering and foliage shrubs, trees, climbers and creepers, cacti and succulents, ferns, palms, hardy bulbs and tender bulbs.

UNI- II

Propagation methods – Sexual and asexual methods of propagation- division, cutting, layering, grafting, budding and tissue culture.

UNIT-III

Ornamental plant protection methods – cultural, chemical and mechanical. Pest and disease control. Care and maintenance of ornamental plants.

UNIT-IV

Landscaping – Meaning and importance, Types of garden, garden components, garden design – formal and informal, principles of landscape gardening. Lawn – importance, preparation, methods of cultivation, use, maintenance, types of lawn. Indoor plants – potting and repotting techniques.

UNIT-V

Modern trends in gardening – Terrace Garden, Rock Garden, Terrarium, and Bonsai culture. Developing ornamental plants in Home garden for flats – roof garden, hanging garden. Flower arrangement – styles, types, shapes in flower arrangement. Steps in making flower arrangement.

References:

1. Ross, R. (1999), Colorful Gardening – Climbers, Ryland Peters and Small, London.
2. Ross, R. (1999), Colorful Gardening – Bulbs, Ryland Peters and Small, London.
3. Scott – James, A. (1995), Perfect Plant Perfect Garden, Corner Octopus Limited, London.
4. Too good, A. (1995), Designing with House Plants, Grange Books Publication, London.
5. Carter, G. (1977), Gardening with Containers, Ryland Peter and Small, London.

PAPER – 7

PLANNING THE LIFE SPACE

OBJECTIVES:

To enable the students to

1. Develop skill in drawing house plan for different income groups.
2. Acquire knowledge in recent building Materials.

UNIT I

Space for living – Concept of space, factors influencing living space, Location and Orientation, Planning objectives- utility, economy, beauty and character. Need for space, space occupancy. Merits and demerits of owned and rented house.

UNIT II

Significance of housing – functions of house, selection of site, Types of house plans- site plan, floor plan, elevation, cross-section, perspective view. Satisfaction in – individual houses, multi –storied flats, row houses, one room apartments.

UNIT III

Division of space – private, public, work and traffic – definition, utility, determinants. Utility space – laundry facilities.

UNIT IV

Principles of House plan – Aspect, orientation, prospect, privacy, grouping, roominess, flexibility, circulation, furniture requirements, sanitation, practical considerations.

UNIT V

Methods of construction - Types of construction – meaning, basic knowledge in types of construction – load bearing and non-load bearing or framed structure. Cast in Site and Prefabrication – advantages and limitations.

REFERENCES:

1. Prabhakar, L.V. (1998), Vasthu – The User's Manual, The Avenue Press, Chennai.
2. Despande, R.S. (1974), Build Your Own Home, United Book Corporation, Poona.
3. Riggs, R. (1992), Materials and Components of Interior Design, Prentice Hall of India Pvt.Ltd, New Delhi.
4. Rao, C.H.G. (1995), Plants for Small Houses, Jai Ganesh offset Printers, chennai.
5. Faulkner, R, and Faulkner s. (1987), In²side Today's Home, Rinehart Publishing Company, Newyork.

ELECTIVE

PAPER - 1

A. CONSUMER AND MERCHANDISING

OBJECTIVES:

To help the students to

1. Learn about the need and use of commercial art.
2. Encourage the student to apply theoretical knowledge in arranging the interior and window of a store.
3. Know the current trends in commercial art.

UNIT-I

Concept of commercial art and merchandising – Meaning, classification, development of commercial art. Recent trends –art, architecture and display. Significance of display – interior and exterior.

UNIT-II

Consumer and Merchandising – Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Unit-III

Merchandising and distribution – Importance, selection of channels, channels of distribution of goods, techniques of merchandising – selling methods.

UNIT-IV

Salesmanship – concept, definition, types and qualities of salesman – techniques of salesmanship.

UNIT-V

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques. Advertisement media – selection, classification and types, poster – importance, characteristics, steps and techniques in poster making.

REFERENCES:

1. Pattanchetti, C.C., Reddy. P.N., (1995), Marketing, Rainbow Publisher, Coimbatore.
2. Nair, R. (1994), Marketing, Sultan Chand and Sons Educational Publishers, New Delhi.
3. Nisra, M.N. (1994), Sales Promotion and Advertising Management, Himalaya Publishing House, Bombay.

B. KITCHEN DESIGN

OBJECTIVES:

To enable the students to

1. Gain knowledge in different materials used for various surfaces in kitchen.
2. Develop skill in planning different layouts.

UNIT-I

Kitchen planning – Functions performed in a kitchen, types of kitchen, principles of planning kitchen – orientation and location, ventilation, storage needs, work triangle, colour, light and safety.

UNIT-II

Kitchen geometry – work heights and space dimension of different work areas and storage areas, anthropometric measurements of an individual worker and its application to kitchen layout designing.

UNIT-III

Materials and finishes – Various materials and finishes used in kitchen – floor, walls, ceiling, sink, platforms, storage - their advantages and disadvantages.

UNIT-IV

Essential services needed in a kitchen. Water supply – hot and cold, tapping, water purifiers. Electricity services – electric current, exhaust fans, electrical equipment and their locations. Drainage services – Waste water drainage system, Solid waste disposal.

UNIT-V

Kitchen storage – principles of kitchen storage, storage areas in kitchen and its dimensions, hand operated tools and their location. Care and maintenance of storage.

REFERENCES:

1. Alexander, N.J (1972), Designing Interior Environment, Havanouich Inc.,
2. Faulkner, R., and Faulkner. S, (1987), Inside Today's Home, Rinehart Publishing Company, New york.
3. Riggs, R. (1992) Materials and Components of Interior Design, Prentice – Hall of India Pvt Ltd., New Delhi.
4. Allen dizik (1988), A Concise Encyclopedia of Interior Design, 2nd edition, van nos –trend reinbold, Newyork. 2
5. Varghese.M.A. etal., (1994), Ergonomics in Kitchen Design, Bombay.

C. HOUSE KEEPING AND FRONT OFFICE MANAGEMENT

OBJECTIVES:

To enable the students to

1. Know the organizational structure of a Housekeeping department.
2. Improve skills in organization of work and prepare for housekeeping jobs.

UNIT-I

Introduction to Housekeeping Department- Objectives, Organizational Structure of Housekeeping department (small, medium, large), Duties of Housekeeping personnel, Housekeeping as a Profession.

UNIT-II

Housekeeping in different Institutions- commercial sector and welfare sectors departments that housekeeping Co-ordinates with—reception, catering, interior decoration and other related departments.

UNIT-III

Functions of Housekeeping department- Desk control, records and registers, key types and control of keys, service pantry-location and essential features, lost and found, fire, emergency and first aid.

UNIT-IV

General maintenance - Cleanliness of all the rooms, furniture, furnishings and accessories. Bed and bedding size, care and cleaning of beds, bed linen, blankets, bedspreads and mattress, and pillow cover.

UNIT-V

Introduction to front office, layout of front office and different front office equipment, importance of front office in hospitality industry, duties and responsibility, ideal qualities of a front office staff and job description of a front office assistance.

REFERENCES:

1. Branson,J.C.&Lennox, M (1992), Hotel, Hostel and Hospital Housekeeping, Arnold Heinaman, U.S.A.
2. Lillicrap,D.R and Cousins,J.A (1994), Food and Beverage Service, London
3. Faulkner,R. and Faulkner,S. (1997), Inside Today's Home, Rinehart Publishing company,New York.
4. Binnie, R and Boxal, D.J, (1972), Housecraft Principles and Practice, Pitman Publishing, London.
5. Andrews.S, (1985), Hotel Housekeeping - Training Manual, Tata McGraw Hill Publishing company Ltd, New Delhi.

SKILL BASED SUBJECT
PAPER – 3
RESIDENTIAL SPACE DESIGNING

OBJECTIVES:

To enable the students to

1. Understand the concept of space.
2. Comprehend the principles of house planning
3. Learn to draw house plan.

UNIT-I

Space for Living – concept of life space – meaning of Macro, Micro and Meso environment, proteomics and personal space, Territoriality, claustrophobia and Agoraphobia, crowding, planning objectives and life space – site analysis and orientation.

UNIT-II

Concept of Housing - Functions of a house, factors determining housing. Housing problems in India – causes and remedial measures. Desirability of owning and renting.

UNIT-III

Types of plans used by an architect. Allocation of space for various activities – social space, work space, private space and traffic space. Drafting house plan for various income groups. Reading and judging house plan.

UNIT-IV

Need for standardization in housing, Types of standards, role of BIS. Legal restrictions in housing – plot, easement, zoning law, Building law.

UNIT-V

Finance and Institutional support for housing – NEERI, NBO, CBRI, SERC, LIC, Banks, HDFC and HUDCO.

REFERENCES:

1. Chaudhari, S.N. 2006, Interior Design. Aavishkar Publishers, Jaipur.
2. Kasu, A.A. 2005, Interior Design, Ashish Book Centre Delhi.
3. Sharma, G. and Khana, G. Advanced Interior Designing Incorporating Vaastu and Feng – Shui, Indica Publishers, Delhi.
4. Faulkner, S and Faulkner, R (1987), Inside Today's Home, Rinehart Publishing Company, New york.
5. Khanna, G. Art of Interior Design, Indica Publishers, Delhi.

SEMESTER VI
PAPER - 8
SOFT FURNISHINGS

OBJECTIVES:

To enable the students to

1. Learn about types of windows and window treatments.
2. Develop skills in construction of curtains.

UNIT-I

Soft furnishings – Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.

UNIT-II

Window Treatments – Types of windows, curtains, draperies, hanging curtains - types of pleats, pelmets and valances, accessories, blinds and shades.

UNIT-III

Types of furnishings - Cushion, cushion covers, slip covers, bed linens, Table linens, kitchen linen, and bath linen .

UNIT-IV

Floor coverings - Carpets –Meaning, Importance, Types – woven and non-woven, selection and laying – factors to be considered, Rugs –Meaning, Types –room size, area, scattered, accent. Difference between carpets and rugs.

UNIT-V

Care and maintenance of soft furnishings – stain removal, mending and darning, laundering, storage of furnishings.

REFERENCES:

1. Philips B, (2000), Hamlyn Book of Decorating, Octopus Publishing Ltd, London.
2. Clifton.c. etal (1991), The Complete Home Decorator Conran Octopus Ltd, London.
3. Luke. H., (1996), Soft Furnishings, New Holland Publishers Ltd, Singapore.
4. Stepat, D.D, (1971), Introduction to Home Furnishings, The Mac Millan Co, NewYork.
5. Wilhide, E and Copestick, I. (2000) Contemporary Decorating, Conron Octopus Ltd., London.
6. Levine M (1998), Living Rooms, Rockport Publishers, USA.

CORE PRACTICAL III
FURNITURE AND FURNISHINGS

CONTENTS:

1. Develop different types of furniture designs with regard to activity
2. Evaluate the furniture in terms of materials, construction details, design, use, care and maintenance, age group, hours of use, durability and budget.
3. Types of stitches, seams and pleats
4. Construct curtains using different types of pleats.
5. Developing furniture templates for different furniture.
6. Planning furniture layouts for different rooms and activities using templates - Living room, bed room and dining room.
7. Preparation of records – collection of furniture designs for different activities, different materials, market survey of furniture, making cutouts of furniture.
8. Submission of Record.

PAPER - 9
APPLIED ARTS

OBJECTIVES:

To enable the students to

1. Understand the techniques of art.
2. Apply the principles in creating art objects for home decoration.

UNIT-I

Meaning and significance of art in the home. Factors affecting art forms – Geography, community, materials, individuality and appearance. Developing skills for appreciation of art, Evaluation of art objects – Basic guidelines in evaluating art objects.

UNIT-II

Shaping and Enrichment of different materials. Wood – methods of shaping and decorating – printing, varnish, shellac, lacquer. Wood work – cutting, turning, carving, Inlay.

Metals and Alloys – Enrichment of metals, aluminium, bronze, brass, silver, copper and gold.

Ceramics – Definition, ornamentation on ceramics – earthenware, stoneware, chinaware, porcelain and terracotta

Glass – Enrichment – etching, engraving, cutting, enameling, painting. Use of glass in home.

UNIT-III

Mosaic – creating art pieces with mosaics, Papier mache – origin and process, Basket weaving – meaning, types of basketry.

Craft – Macrame, Decoupage, Fabric painting, Glass painting, Oil painting and Collage.

UNIT-IV

Accessories – Meaning, importance, Types – functional and decorative, Selection and placement of accessories. Hanging pictures and picture mounting.

UNIT-V

Table setting - Principles of table setting, Table decoration and table appointments, Styles in food service – Indian and western.

REFERENCES:

1. Evans, A (1973), Man the Designer, The Macmillan Company, New York.
2. Faulkner, R. (1986) Art Today, Zory Field and Hill, New York.
3. Holmes, O (1982) – A Grammar of Arts, the Macmillan Company.
4. French, B (1969) – Principles of Collage, Mills and Bean, London.
5. Reader's Digest (1991), Crafts and Hobbies.

CORE PRACTICAL IV
FLORICULTURE AND LANDSCAPING

OBJECTIVES:

To enable the students to

1. Gain knowledge on raising flower gardens.
2. Understand the methods of cultivation aspects of flowers.
3. Acquire skill in flowers arrangement.

CONTENTS:

1. Identification of important flowering plants, shrubs and other ornamental plants.
2. Preparation of cutting, layering, budding and grafting
3. Making different styles of flower arrangement
4. Drawing different landscape plans.
5. Preparation of record.

RELATED EXPERIENCES:

1. Visit to Landscape gardens.
2. Maintaining a model landscape area and estimating the cost.

ELECTIVE

PAPER - 2

A. PROFESSIONAL PRACTICE

OBJECTIVES:

To enable the students to

1. Plan residential interiors and commercial interiors.
2. Gain knowledge in estimating and costing.
3. Understand the preparation of quotation and tenders.

UNIT-I

Residential Interiors – Space planning for residential interiors – living room, dining room, kitchen, bedroom, children’s room, bathroom

UNIT-II

Commercial interiors – Space planning for office interiors – cabinets, conference rooms open office systems.

UNIT-III

Estimating – Definition of estimates, types, unit and mode of measurement, quantity surveying – systems adopted, analysis of rates – purpose of rate analysis, schedule of items, schedule of rates, schedule of quantities.

UNIT-IV

Specifications – definition, objectives, importance, types, requirements, points to be included in the specifications.

UNIT-V

Tenders and quotations – Tenders – meaning, tender document, tender notice, types, preparation of tenders, quotations, contracts – meaning, essential requirements of a contract and types.

REFERENCES:

1. Deshpande, R.S. (1995) ; Modern Ideal Homes for India, Deshpande Publication, Poona
2. Tessie, A., (1986), The House, its Plan and Use, J.B. Lippincott, New York.
3. Day P.G. (1982), A guide to Professional Architectural and Industrial Scale Model Building, Eagle wood cliffs, N.J. Prentice Hall.
4. Indian Standards Institutions (1983), National Building Code of India ISI 10131, 1 New Delhi, Marak Bhavan.
5. Arulmanickam A.P. and T.K. Palaniappan (1993), Estimating and Costing, Pratheeba Publishers, Coimbatore.

B. ENVIRONMENT CONTROL IN INTERIORS

OBJECTIVES:

To enable the students to

1. Understand the importance of environment control in the interiors.
2. Acquire knowledge on the different types of heating and cooling systems.

UNIT-I

Environment control – meaning of environment, importance of environment control, advantages, elements to be controlled in the interiors – Temperature, air quality, sound, sanitation, light.

UNIT-II

Ventilation – Definition, Functional requirements of a ventilation system, importance, Types of ventilation – Natural and mechanical Guidelines for natural ventilation.

UNIT-III

Thermal insulation – General principles, Need for room heating, types of heating system – central, radiant, forced air; solar system – Active solar system and passive solar system. Heat insulating materials.

UNIT-IV

Air conditioning – Meaning, Principles, need for air-conditioning, air conditioning applications, Humidity control, types of air conditioning - central air conditioning, and packaged. Essentials of an air-conditioned system.

UNIT-V

Acoustics and sound insulation – Definition, objectives, requirements of good acoustics, properties of sound, common acoustical defects; Sound absorption – sound absorbent materials, qualities of acoustic material, general principles in acoustical design.

REFERENCES:

1. Pratap R.M (1988) Interior Design Principles and Practice, Standard Publishers Distribution, Delhi.
2. Faulkner, S., and Faulkner. R, (1987), Inside Today's Home, Rinehart Publishing Company, New york.
3. www.wikipedia.org Air conditioning.
4. Park, K (1995), Text Book of Preventive and Social Medicine, Banaridas Bhanot Publishers, Jabalpur.
5. Punnia, B.C (1995), A. Text book of Building Construction, Lakshmi Publication Pvt. Ltd., New Delhi.

C. FINE ARTS – DRAWING AND PAINTING

OBJECTIVES

To enable the students to

1. Explore variety of drawing media and techniques.
2. Develop skill in drawing using different tools.

Unit-I

Drawing Equipment – Supports – Canvas, Boards, Panels and papers – water colour and oil painting – Brushes-water colour and oil paint – Developing design on various supports with different brushes.

UNIT-II

Drawing Media – Pencils – Charcoal – Pastels – Conte Crayons – Pen and Ink – Markers and fibre tip pens – Accessories – drawing with different media.

UNIT-III

Painting Media – Water colour, gouache, Tempera, Acrylics and Oil-paints, binders, diluents, mediums palettes and accessories – Developing wall hangers.

UNIT-IV

Techniques of drawing – Line – Points – Tone – Wash – Texture – Developing greeting cards using different techniques.

UNIT-V

Colour and composition – Colour-language, tonal value, mixing, colour expression and colour contrast – Composition-creating focal points – Evaluating three famous artists work.

REFERENCE:

1. Gair, A, 1999 Artists' Manual, Hopper Collins Publishers, London.
2. Holt, F.T. and Smith, S. 1997. The Artists Manual – Equipments, Materials, Techniques, Grange Books, London.
3. Malhotra and Malhotra, 2001, Drawing Techniques, Blue Bird Books, Delhi.
4. Monahan, P., Seligman, P. and Clouse, W. 2003, Arts School – A Complete Painters Course, Chancellor Press, London.
5. Stanyer,P. 2003. The Complete Book₃of Drawing Techniques, Areturus Publishing Limited for Book Mark Limited, Leicester.

ELECTIVE
PAPER - 3
A. ERGONOMICS

OBJECTIVES:

To enable the students to

1. Gain knowledge on importance of ergonomics in work effectiveness.
2. Design work areas using ergonomic principles.

UNIT-I

Concept of ergonomics – Meaning, importance, factors involved – worker, work place, tools and equipment, environment, climate.

UNIT-II

Work environment – Location, space, indoor and outdoor climate, furniture, lighting and ventilation, flooring, noise, storage facilities, kitchen layouts.

UNIT-III

Anthropometry – Anthropometric dimension of workers at work and at rest, normal and maximum vertical and horizontal reaches, work heights when seated and standing, worker in relationship with workspace and activities.

UNIT-IV

Improving work efficiency- Concept of efficiency, principles and techniques of work simplification, effective use of body mechanics, posture involved in different activities, Mundel's classes of change.

UNIT-V

Design of work place – Activity analysis – Designing work areas based on ergonomic principles.

REFERENCES:

1. Barner, R.M., (1980), Motion and Time Study, Design and Measurement of work, John Wiley, New York.
2. Borgert, E. (1982) Housecraft – Principles and Practices, Issac Pitman, London.
3. Chaffin, D.B. and Andersson, G.B.J. (1984) Occupational Biomechanics, John Wiley, New York.
4. Cromwell, L. Weibell, F.J. and Pfeirffer, E.A. (1991) Biomedical Instrumentation and
5. Measurements, Prentice Hall, New Delhi.

B. GREEN BUILDING TECHNOLOGY

OBJECTIVES:

To enable the students to

1. Understand the importance of green building technology.
2. Acquired knowledge in recent green building materials and to trap rain water

UNIT-I

Green building technology – Meaning, concept, need, importance, benefits of green buildings, impact of green building on human health and natural environment.

UNIT-II

Materials and finishes used in green building – Bamboo, straw, wood, dimension stone, Recycled stone, non-toxic metals, Earth blocks-compressed, rammed, baked; vermiculites, flax linen, sisal, wood fibres, cork, coconut ,polyurethane block.

UNIT-III

Green building practices and technologies. Roof, walls, floors – electrical, plumbing, windows, and doors, heating, ventilation and air conditioning (HVAC), insulation, Interior finishes, landscaping.

UNIT-IV

Renewable energy resources – meaning and importance, solar energy – advantages, principles and functions of solar devices – solar room heater, solar lights, solar water heater, solar air conditioners.

UNIT-V

Water conservation technology - Rain water harvesting-importance, requirements of rain water harvesting structure, types of rain water harvesting systems, advantages

REFERENCES:

3. Rai G.D (1996), Solar Energy Utilization, Khanna Publishers, Delhi.
4. Riggs, J.R. (1992) Materials and Components of Interior Design, Regents Hall, New Jersey.
5. Faulkner, R., and Faulkner. S, (1987) Inside Today's Home, Rinehart publishing House, Newyork.
6. Roa, M.P. (1998), Interior Design, Principles and Practice, Standard Publishers, Delhi.
7. Despande, R.S, (1974) Build Your Own Home, United Book Corporation, Pona.

C. ENTREPRENEURIAL DEVELOPMENT

OBJECTIVES:

To enable the students to

1. Develop entrepreneurial skills.
2. Analyze the environment related to small scale industry and business.
3. Understand the process and procedures of setting up small enterprises.
4. Develop Management skills for entrepreneurship development.

UNIT-I

Entrepreneurship - Entrepreneur, Enterprise and Entrepreneurship - meaning, need, transition from income generation to self employment and Entrepreneurship, qualities of a good entrepreneur, problems of entrepreneurs.

UNIT-II

Factors influencing entrepreneurial development - Economic, Legal, Socioeconomic, Psychological and Environmental factors.

UNIT-III

Agencies supporting entrepreneurial Development Programme - SIDCO, DIC, TIIIC, EDII, SIPCOT, KVIC. Institutional Finance to Entrepreneurs – IDBI, ICICI, RBI, LIC,

UNIT-IV

Project identification and classification - Meaning of Projects, Project identification, Project Classification, internal and external constraints, Project objectives.

UNIT-V

Project formulation – Concept, need, elements. Project selection, appraisal format, check list for feasibility report, planning commission guidelines.

RELATED EXPERIENCE:

1. Visit to SIDCO, DIC and TIIIC.
2. Case study of an enterprise and two entrepreneurs.
3. Preparation of a project proposal for funding.

REFERENCES:

1. Gupta C.B, and Srinivasan N.P, Entrepreneurship Development in India, Sultan Chand & Sons, New Delhi, 2004.
2. Chunawalla S.A, Sales Management, Himalayan Publishing House, New Delhi, 1991.
3. Vasant Desai, Project Management and Entrepreneurship, Himalaya Publishing House, New Delhi, (2000).
4. David H.Moll, Entrepreneurship, Prentice Hall of India, New Delhi, 1999. Frank Jerkins, Advertising, Prentice Hall of India, New India, 2000.

SKILL BASED SUBJECT
PAPER - 4
COMMERCIAL SPACE DESIGNING

Objectives:

To keep the students to

1. Learn about the importance and application of Principles of art for commercial purposes.
2. Apply the techniques of art in interior and window display
3. Know the current trends in commercial architecture.

UNIT-I

Concept of commercial art – Meaning and Definition, Development of commercial art.

UNIT-II

Art in Commercial space - Designing and planning space for various commercial purposes – restaurants and Hotels. Public utility services – Airport, Educational Institutions, hospitals Shopping complex, Exhibition and trade Fairs.

UNIT-III

Commercial display and Techniques – Interior Display – general Arrangement, principles and factors, types and merchandise display, types of lighting arrangements in commercial buildings.

UNIT-IV

Window display – meaning and concept, Basic principles and techniques, types of window display, window arrangement.

UNIT-V

New trends in commercial Architecture- design in commercial building. Basic concepts of commercial buildings.

Features of Departmental stores and shopping complex

REFERENCES:

1. 1.Gupta, C.B., Dr. Nair, Rajan 2003, Marketing Management, Sultan Chand & Som, New Delhi.
2. Joseph, D.C., Julies, P. and Martiv, Z. 1992, Time Saver Standards for Interior Design and Space Planning, New York.
3. Nair, R. 2002, Marketing, Sultan Chand and Sons Publisher, New Delhi.
4. Pattanchetti, C.C. Reddy, P.N. 1995, Marketing, Rainbow publishers, Coimbatore.
