

**(Abstract)**

Faculty of Technology- Scheme and Syllabus of B.Sc. Interior Designing & Furnishing - Programme in tune with KUFYUGP Regulations 2024 with effect from 2024 Admission onwards- Approved- Subject to ratification by the Academic Council- Implemented- Orders Issued.

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**FYUGP Spl.cell**

FYUGPSC/FYSC-III/9089/2024 (I)

Dated: 08.08.2024

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Read:-1. U.O. No. FYUGPSC/FYSC-I/5074/2024, dated: 18/04/2024.

2. Dean Faculty of Technology scrutinized the FYUGP syllabus of B.Sc. Interior Designing & Furnishing on 26/06/2024.

3. The FYUGP Syllabus in B.Sc. Interior Designing & Furnishing submitted by Chairperson, Board of Studies in Fashion Technology (Cd) on 09.07.2024.

4. The Orders of the Vice Chancellor dated 11.07.2024.

5. The Minutes of the Standing Committee of the Academic Council meeting held on 12.07.2024.

**ORDER**

1. The Regulations of the Kannur University Four Year UG Programmes (KU-FYUGP Regulations 2024) for affiliated Colleges, has been implemented with effect from 2024 admission onwards, vide paper read as(1) above.

2.Subsequently, the Dean, Faculty of Technology vide paper read as (2) above, scrutinized the FYUGP Syllabus of the B.Sc. Interior Designing & Furnishing programme.

3. Thereafter,the Chairperson, the Board of Studies in Fashion Technology (Cd) vide paper read as (3) above, submitted the Scheme and Syllabus of the B.Sc. Interior Designing & Furnishing programme in tune with KU-FYUGP Regulations 2024 with effect from 2024 Admission onwards.

4. Considering the exigency, the Vice Chancellor ordered to place the Syllabus before the meeting of the Standing Committee of the Academic Council for consideration, as per read (4) above .

5. Accordingly, the scheme and syllabus of the B.Sc. Interior Designing & Furnishing programme in tune with KU-FYUGP Regulations 2024 was approved by the Standing Committee of the Academic Council & sanctioned permission to publish the same, subject to ratification by the Academic Council, as per read (5) above.

6.Considering the matter in detail,the Vice Chancellor approved the Minutes of the aforesaid Standing Committee of the Academic Council and the Scheme and the Syllabus of the B.Sc. Interior Designing & Furnishing programme, in tune with KU-FYUGP Regulations 2024 is approved.

Orders are issued accordingly.

Sd/-

**ANIL CHANDRAN R**  
**DEPUTY REGISTRAR (ACADEMIC)**  
For REGISTRAR

To: The Principals of Arts and Science Colleges concerned

Copy To: 1. The Examination Branch (through PA to CE)  
2. The Chairperson, Board of Studies in Fashion Technology (Cd)  
3. PS to VC/PA to R  
4. DR/AR (Academic)  
5. The Web Manager(For uploading in the website)  
6. SF/DF/FC

Forwarded / By Order

SECTION OFFICER

# KANNUR UNIVERSITY

## B Sc Interior Designing and Furnishing FYUG Programme Content

Semester - I						
Sl.no	Course Code	Course Name	Course Type	Hours Per Week		Credits
				Theory	Practical	
1	KU01AECIDF11 1	Common Course - English I (AEC1)	AEC	3		3
2	KU01AECIDF11 2	Common Course - Other Language I (AEC2)	AEC	3		3
3	KU01MDCIDF11 3	Social Media Marketing (MDC)	MDC	3		3
4	KU01DSCIDF11 4	Basic Design I (DSC 1) (P)	DSC	3		4
5	KU01DSCIDF11 5	Theory Of Design (DSC 2) (T)	DSC	2	4	4
6	KU01DSCIDF11 6	Visual Arts & Presentation (DSC 3) (P)	DSC	2	4	4
<b>Total Credits</b>						<b>21</b>

Semester - II						
Sl.no	Course Code	Course Name	Course Type	Hours Per Week		Credits
				Theory	Practical	
1	KU02AECIDF11 21	Common Course - English II (AEC1)	AEC	3		3
2	KU02AECIDF11 22	Common Course - Other Language II (AEC2)	AEC	3		3
3	KU02MDIDF12 3	Model Making (MDC) (P)	MDC	3		3
4	KU02DSCIDF12 4	Basic Design II (DSC 1) (P)	DSC	1	6	4
5	KU02DSCIDF12 5	Theory Of Design - II (DSC 2) (T)	DSC	4		4
6	KU02DSCIDF12 6	Visual Graphics (DSC 3) (P)	DSC	2	4	4
<b>Total Credits</b>						<b>21</b>

# **Interior Designing and Furnishing**

**Semester I**

**“KU01MDCSMM113”: “SOCIAL MEDIA MARKETING”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	MDC	113	KU01MDCSMM113	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	1	0	40	60	100	3

**Course Description:** Introduction and understanding to the Social Media Marketing and application of it's tools.

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand and learn what is social media marketing	R
2	Social media management	U
3	Understand the fundamentals	U/A
4	Understand and application of SMM tools	U/A/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create ©**

**Mapping of Course Outcomes to PSOs**

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	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	UNIT	DESCRIPTION	HOURS
1	<b>INTRODUCTION TO SMM</b>		<b>10</b>
	1	Understand the landscape of traditional, digital, and social media marketing	
	2	Understand the major social media platforms, how they function, and what role they play in marketing	
	3	Create SMART goals, identify KPIs, and define your target audience and their customer journey	
	4	Choose the right social media platforms and learn how to create social media policies	

2	<b>SOCIAL MEDIA MANAGEMENT</b>		<b>12</b>
	1	How to establish and manage a social media presence	
	2	How to create a brand, tone, and voice for a social media presence	
	3	How to manage a content calendar for a social media presence	
	4	How to evaluate the performance of content on social media and how to iterate on that performance	

<b>FUNDAMENTALS OF SOCIAL MEDIA ADVERTISING</b>		<b>12</b>
<b>3</b>	1	How to evaluate on which platforms to run social media ad campaigns and what makes an ad effective
	2	How to craft compelling and effective visuals and copy for social media ads
	3	Build an ad directly from your Facebook business page and your Instagram business account
	4	Write a creative brief and create a social media ad

<b>MEASURE AND OPTIMIZE SMM CAMPAIGNS</b>		<b>11</b>
<b>4</b>	1	Understand different techniques used to optimize marketing campaigns, such as attribution and marketing mix models
	2	Implement an A/B test to optimize your campaign
	3	Analyze dashboards and evaluate the ROI from your social media marketing efforts
	4	Present and communicate the results of your campaign to a team

**Essential Readings:**

1. Social media marketing workbook 2021 ny Jason McDonald
2. Social Media Marketing: A strategic approach by Melissa barker, Donald I. Barker, et al
3. The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick
4. Social Media Success for Every Brand: The Five StoryBrand Pillars That Turn Posts Into Profits by Claire Diaz-Ortiz
5. Likeable Social Media: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter by Dave Kerpen, Michelle Greenbaum, and Rob Berk

6. The Manifesto on Content Marketing Teams by Xenia Muntean
7. Become a Content Brand by Chris Carter

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>60</b>
Continuous Evaluation	<b>40</b>
<b>Total</b>	<b>100</b>



**“KU01DSCBDS114”: “BASIC DESIGN STUDIO - I”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	114	<b>KU01DSCBDS114</b>	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
1	2		40	60	100	3

**Course Description:** Introduction and Understanding of the basic principles and elements of Design and its applications

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Introduce the various elements and principles of design for two- and three-dimensional compositions.	U
2	Through a series of exercises enable the student to explore graphically the various stages of representations, communication and speculations in drawing and design.	U/A/An
3	Help to develop the ability to translate abstract principles of design into Design solutions for simple problems	A/An/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>FUNDAMENTALS IN DESIGN</b>	
<b>1</b>	1	Elements in composition: Point, Line, Plane, Volume, Colour, Texture. Analysing paintings, compositions, murals, sculptures, buildings and nature.	
	2	Principles of design – Dominance, unity, balance, symmetry, hierarchy, rhythm, contrast, harmony, focus etc.	
	3	Introduction to fundamentals in drawing, composition and understanding graphic medium:	
	4	Basic exercises in drawing skill building, composition and design vocabulary	

		<b>CREATIVITY</b>	
<b>2</b>	1	Compositional and modelling exercises in 2 D and 3 D using concepts like abstraction, transformation, Illusion, symbolism. Exercises on observation and visual perception on the principles of Gestalt Theory	
	2	Forms: Generation of 3 D volumes from 2 D planes. Various organizations of forms and principles involved in articulating forms using architectural examples. Study of Solids and voids.	
	3	Study of linear and planar forms using materials like Mount Board, metal foil, box boards, wire string, thermocol etc.	

### Essential Readings:

1. Charles Wallschlaeger & Synthia Basic Snyder, Basic Visual Concepts & Principles for artists, architects & designers, McGraw Hill, USA, 1992.
2. Joseph De Chiara, Michael J Crosbie, Time Saver Standards for Building Types, McGraw, Hill Professional 2001
3. Arthur L. Guptill and Susan E. Meyer, 'Rendering in Pen and Ink' , Watson-Guptill, 1997
4. Francis D.K.Ching - Architecture - Form Space and Order, Van Nostrand Reinhold Co.,(Canada),1979.
5. Francis D.K.Ching – Drawing – A creative Process, Van Nostrand Reinhold Co., (Canada),1979.
6. Joseph De Chiara, Julius Panero, Martin Zelnik, Time Saver Standards for Interior Design and Space Planning, McGraw Hill 2001.
7. Julius Panero, Martin Zelnik, Human Dimension and Interior Space, Whitney Library of Design, 1975
8. Maitland Graves, The Art of Colour and Design, McGraw Hill Book Company Inc.,1951
9. Mark Karhen, Space planning basics, John Wiley & son - 2004
10. Neuferts' Architect's Data, Orbis Publishing Ltd., Know how the complete course in Dit and Home Improvements NO.22, Bedfordbury, London, W.C.2, 1981.
11. Owen Cappleman & Michael Jack Kordan, Foundations in Architecture: An Annotated Anthology of beginning design projects, Van Nostrand Reinhold, New York.
12. Paul Laseau, Graphic Thinking For Architects and Designers, John Wiley & Sons, New York, 2001.
13. Paul Zelanski & Mary Pat Fisher, Design Principles & Problems , 2nd Ed, Thomson & Wadsworth, USA, 1996
14. Robert Gill, Rendering with Pen and Ink
15. Simon Unwin, 'Analyzing Architecture', Routledge, 2003
16. V.S.Pramar, Design fundamentals in Architecture, Somaiya Publications Pvt.Ltd., New Delhi, 1973.

17. Wong Wucius, Principles of color composition, Van Nostrand Rein Hold – 1976
18. Wang Wucius, , Principles of three dimensional design, Van Nostrand Rein Hold – 1976
19. Wang Wucius, Principles of Two dimensional design, Van nostrand Rein hold -1972

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>60</b>
Continuous Evaluation	<b>40</b>
<b>Total</b>	<b>100</b>

**“KU01DSCTOD115”: “THEORY OF DESIGN - I”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	115	KU01DSCTOD115	4	80

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	4		60	40	100	3

**Course Description:** Understanding relevant terms in Art & Design along with its analysis and its applications

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Introduce and understand various terminologies pertaining to the field of Art & Design	U
2	Understanding the fundamental principles of Architectural compositions	U/A
3	To understand movement with reference to the architectural form and space	U/An/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓

CO 4			✓			✓	
CO 5	✓			✓			

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>INTRODUCTION TO DESIGN</b>	
<b>1</b>	1	ELEMENTS OF DESIGN – Understanding the basic elements of design: point, line, plane, volume.	
	2	FORMS – Properties of forms - Understanding perceptual effects of geometric forms, cube, sphere, pyramid, cylinder and cone and its section as well as their derivatives with respect to the evolution of architectural form and space – Transformation of forms –Articulation of forms.	
	3	SPACE – Understanding perceptual effects of specific configuration of architectural spaces – Elements defining spaces –Spatial relationships - Spatial organization – centralized, linear, radial, clustered, grid –built form and open space relationships.	
		<b>PRINCIPLES OF DESIGN</b>	
<b>2</b>	1	Understanding the fundamental principles of Architectural compositions: axis, symmetry/asymmetry, balance, hierarchy, rhythm, datum, transformation, unity, harmony, dominance, climax.	
		<b>CIRCULATION</b>	
<b>3</b>	1	Movement with reference to the architectural form and space – detailed study of relationship between architectural form and circulation	
	2	Types of circulation – Building approach and entrance - Configuration of path- Path space relationship, orientation.	
<b>4</b>		<b>DESIGN AND ANALYSIS</b>	

1	Introduction to modes of understanding architecture in totality in terms of the various aspects studied in previous modules	
2	Understanding how case studies have used representational, analytic and interpretational tools.	

### Essential Readings:

20. Francis DK Ching - Architecture - Form Space and Order, Van Nostrand Reinhold Co, (Canaa), 1979
21. VS Parmar, Design Fundamentals in Architecture, Somaiya Publications Private Ltd, New Delhi, 1973
22. Anthony Antoniades, Poetics of Architecture - Theory of Design
23. Roger H. Clark, Michael Pause, Precedents In Architecture, Van Nostrand Reinhold Company ,1996
24. K.W.Smithies, Principles of Design in Architecture, Van Nostrand Reinhold Company , 1981
25. Sam F. Miller, Design Process - A Primer For Architectural & Interior Design, Van Nostrand Reinhold Company , 1995
26. Ernest Burden, Elements of Architectural Design – A Visual Resource, Van Nostrand Reinhold Company , 1994
27. V.S.Pramar, Design Fundamentals in Architecture, Somaiya Publications, New Delhi, 1973.
28. Paul Alan Johnson - The Theory of Architecture - Concepts and themes, Van Nostrand Reinhold Co. NewYork,1994.
29. Helm Marie Evans and Caria David Dunneshil, An initiation to design, Macmillan Publishing Co.Inc.,NewYork,1982.

### Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	40

Continuous Evaluation	<b>60</b>
<b>Total</b>	<b>100</b>

**“KU01DSCVAP116”: “VISUAL ARTS & PRESENTATION”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	116	KU01DSCVAP116	4	80

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	4		70	30	100	3

**Course Description:** Understanding the visual language while developing skills using various media

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Provide requisite knowledge of visual language involving various media. The primary focus is on developing basic drawing and painting skills, as applied to design.	U/A/C
2	Help students acquire basic knowledge about the characteristics of colors (water/ poster/crayon etc.) and develop skills in using various media as effective and versatile presentation tools.	U/A/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**



### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>FUNDAMENTALS OF VISUAL ARTS</b>	
1	1	Introduction to Art object, definition and Interpretation. Introduction to History of Art, Artistic Tradition and Theories.	
	2	Graphic representations – Visual composition and Abstraction- Exercises involving Logo design, collage and calligraphy.	
	3	Drawing: Types, Characteristics & functions of lines and its visual impacts.	

2	<b>PRESENTATION TOOLS &amp; METHODS</b>		
	1	Primary pencil sketching, tonal value and variation, shading techniques and texture technique.	
	2	Primary ink drawing techniques using nib pens, Radiograph, Rotring pens, tonal value and variation, shading techniques and texture technique.	
	3	Study of Objects having varied shapes (cuboids, prismatic, spherical, globular etc.) in different media- charcoal, pencils, pastels and ink. Sketching of simple natural / manmade forms in combination with trees, human figures etc	
	4	Outdoor Study; study of monuments. Buildings in pencils, ink, charcoal, pastels etc. study should focus on Architectural details, wherever relevant.	

	5	Rendering of perspective with sciography of Architectural Design problems.	
	6	Sciography - Use, Definition, Direction of Light, Location of object, Method of finding shadows of a sphere, right circular cone, shade of double curve surface of revolution. Shadows of lines and circles. Shadows of architectural elements. Shadows of circular solids. Shadows on buildings.	

	<b>RENDERING</b>		
<b>3</b>	1	Elements of Painting: Pictorial & Spatial organizations, Form and texture in Painting, Theory of Colour- Chromatic Values, Colour wheel, color chart, Two-dimensional/ Three dimensional aspects of Painting.	
	2	Basic psychological aspects of lines, forms and colors, Unity of forms: Gestalt theory.	
	3	Techniques of Rendering in water, poster, oil, mixed media and New Media.	

	<b>ARTISTIC MEDIA IN INDIAN CONTEXT</b>		
<b>4</b>	1	Introduction to Indian aesthetics/ Canonical principles of Indian Art, Sculpture & Painting.	
	2	Mural Tradition in Kerala- Study of Style, Form and Technique.	
	3	Languages, Methods & Techniques of Sculpture: Form, Texture, Mass and Volume. Sculpture in relief, Shallow relief, Sculpture in round. Free standing sculpture in relation to Architectural space.	
	4	Techniques: Moulding & casting in Plaster, Mud, Cement and Fiberglass.	

### Essential Readings:

30. J.H. Bustano, 'Principles of Colour and Colour Mixing'.
31. Francis D.K. Ching, 'Architectural Graphics,' John Wiley, 2002.
32. Francis D.K. Ching, 'Drawing, Space, Form, Expression'.
33. Victor Perard, 'Anatomy and Drawing'.
34. Luis Slobodkin, 'Sculpture-Principle and Practice'.
35. Suzanne Huntington, 'Art of Ancient India'.
36. Roy C. Craven, 'Indian Art'.

37. J.C. Harle, 'Art & Architecture of the Indian Sub-continent'.

38. W B McKay - Building Construction Vol 1 - Longmans, UK 1981

39. Architects Sketching and Rendering techniques for designers and architects - Stephen A Klimet

40. Architectural Rendering Techniques - A Color Reference - Mike W Lin

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>30</b>
Continuous Evaluation	<b>70</b>
<b>Total</b>	<b>100</b>

# **Interior Designing and Furnishing**

**Semester II**

**“KU01MDCMM123”: “MODEL MAKING”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	MDC	123	KU01MDCMM123	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
	3		60	40	100	3

**Course Description:** Understanding and creation of physical models representative of their design.

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Equip students with the basic skills necessary to represent their ideas three dimensionally using simple materials.	U/An
2	Enable students to get acquainted with various tools essential for creating design models.	U/An
3	Help students to comprehend the exercises of the Basic Design and Architectural Graphics Studio in a better manner, as the subject is to be taught in coordination with them.	A/An/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		

CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

## COURSE CONTENTS

### Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
<b>1</b>	<b>BASICS MODEL-MAKING TECHNIQUES</b>		
	1	Techniques of cutting paper to create regular polygon shapes as 2D planes (3-sided to 10- sided polygons).	
	2	Creating basic solid shapes such as square, rectangle, circle & triangle with various paper mediums.	
<b>2</b>	<b>GEOMETRIC &amp; FREE-FLOWING</b>		
	1	Creating platonic solids with suitable paper medium.	
	2	Making of models using free flowing materials such as clay, Plaster of Paris etc.	
<b>3</b>	<b>BLOCK &amp; SITE MODELS</b>		
	1	Creating block models of buildings and detailed site models using suitable materials for roads & landscape elements.	
<b>4</b>	<b>DETAILED DESIGN MODELS</b>		
	1	Creating a detailed building model: Exterior / interior using different materials and paper to represent the actual material in a suitable scale.	

### Essential Readings:

41. Criss. B. M., "Designing with models: A Studio guide to Architectural Process Models", John Wiley & Sons, Hoboken, 2011.

42. Werner, M., "Model Making", Princeton Architectural Press, New York , 2011.
43. Congdon, Roark T., "Architectural Model Building: Tools, Techniques & Materials", Bloomsbury Academic, 2010.
44. Knoll, W. and Hechinger, M., "Architectural Models: Construction Techniques", Cengage Publications, 2014.
45. Dunn, N., "Architectural Modelmaking", Laurence King Publishing, 2013.
46. Schilling, A., "Basics Model-building", Birkhauser, Berlin, 2007.
47. Mi-Young, Pyo, "Construction and Design Manual: Architectural Model", Dom Publishers, Germany, 2012.

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>40</b>
Continuous Evaluation	<b>60</b>
<b>Total</b>	<b>100</b>

**“KU01DSCBDS124”: “BASIC DESIGN II”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	124	KU01DSCBDS124	4	80

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/Internship	Tutorial	CE	ESE	Total	
1	6		60	40	100	3

**Course Description:** Continuation of Basic Design I. Introduction and Understanding of the basic principles and elements of Design and its applications

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Introduce the various elements and principles of design for two- and three-dimensional compositions.	U
2	Through a series of exercises enable the student to explore graphically the various stages of representations, communication and speculations in drawing and design.	U/A/An
3	Help to develop the ability to translate abstract principles of design into Design solutions for simple problems	A/An/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		



CO 3			✓			✓
CO 4			✓		✓	
CO5	✓			✓		

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>FORMS</b>	
<b>3</b>	1	Color and texture: Study of color and color schemes, texture and texture scheme	
	2	Perception of color and texture in light from natural and artificial sources. Study of openings for light, shadow, shades and sciography and their effect on spaces	
	3	Study of fluid and plastic forms using appropriate materials like clay, Plaster of Paris etc. and explore the play of light and shade.	

<b>SCALE AND PROPORTION</b>			
<b>4</b>	1	Study of scale and proportioning systems – Classical orders, Golden Section etc.	
	2	Anthropometrics – Study of space standards and anthropometrics to include physically handicapped and elderly	
	3	Measured Drawings – measured drawing of simple objects like cupboards, furniture etc. with respect to ergonomics	

<b>DEVELOPMENT OF DESIGN PROCESS</b>		

5	1	Major: Design of a fundamental furniture lay-out, circulation, Lighting and ventilation for space such as Living, Dining Bedroom Architect's Office, Doctor's clinics or exterior space like out-door Dining, Gathering space etc.	
	2	Minor: Detailing and designing a Furniture used in the Design	

	2	Minor: Detailing and designing a Furniture used in the Design	
	3	Stress should be on concept generation and development of a rich design process.	

### Essential Readings:

1. Charles Wallschlaeger & Synthia Basic Snyder, Basic Visual Concepts & Principles for artists, architects & designers, McGraw Hill, USA, 1992.
2. Joseph De Chiara, Michael J Crosbie, Time Saver Standards for Building Types, McGraw, Hill Professional 2001
3. Arthur L. Guptill and Susan E. Meyer, 'Rendering in Pen and Ink' , Watson- Guptill, 1997
4. Francis D.K.Ching - Architecture - Form Space and Order, Van Nostrand Reinhold Co.,(Canada),1979.
5. Francis D.K.Ching – Drawing – A creative Process, Van Nostrand Reinhold Co., (Canada),1979.
6. Joseph De Chiara, Julius Panero, Martin Zelnik, Time Saver Standards for Interior Design and Space Planning, McGraw Hill 2001.
7. Julius Panero, Martin Zelnik, Human Dimension and Interior Space, Whitney Library of Design, 1975
8. Maitland Graves, The Art of Colour and Design, McGraw Hill Book Company Inc.,1951
9. Mark Karhen, Space planning basics, John Wiley & son - 2004

10. Neuferts' Architect's Data, Orbis Publishing Ltd., Know how the complete course in Dit and Home Improvements NO.22, Bedfordbury, London, W.C.2, 1981.
11. Owen Cappelman & Michael Jack Kordan, Foundations in Architecture: An Annotated Anthology of beginning design projects, Van Nostrand Reinhold, New York.
12. Paul Laseau, Graphic Thinking For Architects and Designers, John Wiley & Sons, New York, 2001.
13. · Paul Zelanski & Mary Pat Fisher, Design Principles & Problems , 2nd Ed, Thomson & Wadsworth, USA, 1996
14. Robert Gill, Rendering with Pen and Ink
15. Simon Unwin, 'Analizing Architecture', Routledge, 2003
16. V.S.Pramar, Design fundamentals in Architecture, Somaiya Publications Pvt.Ltd., New Delhi, 1973.
17. Wong Wucius, Principles of color composition, Van Nostrand Rein Hold – 1976
18. Wang Wucius, , Principles of three dimensional design, Van Nostrand Rein Hold – 1976
19. Wang Wucius, Principles of Two dimensional design, Van nostrand Rein hold - 1972

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>40</b>
Continuous Evaluation	<b>60</b>
<b>Total</b>	<b>100</b>

**“KU01DSCTOD125”: “THEORY OF DESIGN - II”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	125	KU01DSCTOD125	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4			60	40	100	3

**Course Description:** Continuation of Theory of Design I. Understanding relevant terms in Art & Design along with its analysis and its applications

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Introduce and understand various terminologies pertaining to the field of Art & Design	U
2	Understanding the fundamental principles of Architectural compositions	U/A
3	To understand movement with reference to the design form and space	U/An/C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>DESIGN THEORY IN HISTORICAL PERSPECTIVE</b>	
<b>5</b>	1	Types of Design: Pragmatic design, Iconic Design, Analogical Design, Canonic Design Advantages and Disadvantages and outstanding examples	
	2	Architectural Criticism: Definition & Sources, to examine fundamental questions of what Architectural criticism actually is, its role and function in architecture and the relationship between criticism and judgment.	
		<b>SOCIETY AND DESIGN</b>	
<b>6</b>	1	Role of designer in the society. Design for performance, Behavioural Aspects of Design.	
	2	Design generation process: Role of logic and intuition in concept generation.	
	3	Step by step development of design from problem definition, site analysis to post occupancy evaluation as the last stage of design.	
		<b>CREATIVITY AND DESIGN</b>	
<b>7</b>	1	Concepts of creativity. Techniques of creative thinking	
	2	Different tools of Creativity, Issues of creative design, Difference between Innovation and Creativity. Impact of computer applications on creativity and design.	
		<b>CONTEMPORARY MOVEMENTS IN ARCHITECTURE</b>	
<b>8</b>	1	Role of individual architects in the generation of architectural form, through study of exemplary works, architectural inspirations, philosophies, ideologies and theories of architects.	
	2	Modern Movement Theory including Organic Architecture – Le Corbusier and Frank Lloyd Wright	
	3	Postmodern Theory –Robert Venturi, Louis Sullivan	
	4	Deconstructivism – Zaha Hadid, Frank Gehry	

### Essential Readings:

48. Garry Stevens – The reasoning Architect
49. K.W.Smithies, Principles of Design in Architecture, Van Nostrand Reinhold Company, 1981
50. Sam F. Miller, Design Process - A Primer For Architectural & Interior Design, Van Nostrand Reinhold Company , 1995
51. Ernest Burden, Elements of Architectural Design – A Visual Resource, Van Nostrand Reinhold Company, 1994
52. V.S.Pramar, Design Fundamentals in Architecture, Somaiya Publications, New Delhi, 1973
53. Y.Ashihara – Exterior design in Architecture
54. Diane Ghirardo – Architecture after Modernism
55. Peter von Meiss, “Elements of Architecture - From Form to Place”, Span Press, 1992
56. Bryan Lawson, “How Designers Think”, Architectural Press Ltd" London, 1980
57. Hanno Rauterberg, “Talking Architecture, Interview with Architects”, Prestel 2008
58. The A-Z of Modern Architecture-Taschen 2007
59. Antony Catanese and James C. Snyder, Introduction to Architecture, McGraw-Hill, 1979

### Assessment Rubrics:

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>40</b>
Continuous Evaluation	<b>60</b>
<b>Total</b>	<b>100</b>

**“KU01DSCHOD126”: “VISUAL GRAPHICS”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	126	KU01DSCVG126	4	70

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	4		70	30	100	3

**Course Description:** Course set to increase the skills and abilities of a student with respect to graphics and presentation.<sup>8</sup>

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	To make the students improve their sketching skills and drawing abilities	C
2	To help the student to learn and understand the techniques of various methods of drawing	U
	To make them understand the representation of foreground and background of an image by perspective drawing.	U

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	

CO 5	✓			✓			
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## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
<b>INTRODUCTION TO FREE HAND DRAWING</b>			
<b>1</b>	1	Lines	
	2	Letterings	
	3	Dimensioning	

<b>BUILDING CONVENTIONS</b>			
<b>2</b>	1	Understanding and use of different scales- reduction and enlargement of drawings on different scales.	
	2	Symbols and representations - architectural symbols, structural symbols, door symbols, window symbols, plumbing symbols, electrical symbols	

<b>PROJECTIONS</b>			
<b>3</b>	1	Orthographic Projections - projections of lines, planes and solids, sections of primary solids such as pyramids, cones, cylinders, prism, sphere, cuboid, etc.	
	2	Orthographic Projections - projections of lines, planes and solids, sections of primary solids such as pyramids, cones, cylinders, prism, sphere, cuboid, etc.	

### Essential Readings:

60.N. D. Bhatt, 'Elementary Engineering'.

61.Cari Lara Svensan and Wiliam Ezara Street, 'Engineering Graphics'.

62.K. Venugopal, 'Engineering Drawing and Graphics'.

63.S. Rajaraman, ' Practical Solid Geometry'.

64.Francis D. K. Ching, ' Drawing, Space, Form, Expression'.



65. Shankar Mulik, 'Perspectives and Sciography', Allied Publishers, India, 1999

66. Drawing - A Creative Process, Francis D K Ching, John Wiley Sons, New York

67. Building Drawing, 3rd edition, M G Shah, C M Kale, Tata Mcgraw, Hill Publishing, New Delhi.

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>30</b>
Continuous Evaluation	<b>70</b>
<b>Total</b>	<b>100</b>

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