

DID (Interior Design)

Semester - I

BSCID-101 BASIC OF DRAWING AND GRAPHIC

- ⌚ Introduction/ drawing equipments/ sheet
 - . • Introduction
 - . • T-square and set square
 - . • Scales-types and use
 - . • French curves
 - . • Drawing sheet
 - . • Sheet layout
 - . • Sheet sizes

- ⌚ Lines, lettering and dimensioning
 - . • Lines - Types of lines and line thickness
 - . • Lettering
 - .- Single stroke letter
 - .-Gothic lettering
 - . • Dimensioning
 - .- Types of dimensioning
 - .- Different types of dimensioning line

- ⌚ Geometrical figures

BSCID-102 ELEMENT OF DESIGN

- . • Introduction to interior style-Renaissance, Baroque, Recco style
- . • Element of Design
 - Line
 - Colour
 - Shape
 - Texture

- . • Principle of Design
 - Harmony
 - Contrast
 - Proportion
 - Rhythm
 - Balance
 - Progression

BSCID-103 COMPUTER FUNDAMENTALS

- .• **Introduction**
- .-Computer applications to business
- .-Characteristics
- .- Log diagram
- .-Generation of computers
- .-Number system
- .- Data representation schemes
- .-Flowcharts
- .-Types of computers
- .• **Dos**
- .-Introduction
- .-Internal and External commands
- .• **MS-Word**
- .-Basics
- .-File operations
- .-Working with document
- .-Text formatting
- .-Advance formatting
- .-Tables, inserting objects & page design
- .- Mail merge, printing, views, creating styles
- .• **MS-Excel**
- .-Working with sheets
- .-Formulas
- .-Self formatting
- .-Functions
- .-Graphic objects charts
- .- Data base pivot table & data validation
- .• **MS Power point**
- .-Slide shows
- .-Animation
- .- Transition
- .• **Windows XP Basics**
- .- Features of Windows XP
- .- Windows XP installation
- .- Windows XP User interface
- .- Windows Explorer
- Internet Information Services

- .- Networking security

BSCID-104 ART AND ARCHITECTURE HISTORY

- History of Architecture
 - Primitive beginning - (Stone Age to Neolithic)

-Birth of civilization - (Asia minor, Egyptian, Mesopotamian)

-Indian Context - (Indus Valley Civilization, Aryan Civilization, Hindu Architecture - Temples, Khajurao)

- History of Art -Indian art from pre-historic-renaissance
 - Contemporary art in India
 - Presentation on the works of :
 - .a. Rabindra Nath Tagore
 - .b. Nand Lal Bose
 - .c. Amrita Sher Gill
 - .d. M.F. Hussain
 - .e. Satish Gujral

BSCID-105 BUSINESS MANAGEMENT

Concept, Nature, Scope and Functions of Management: Levels of Management : Evolution and foundations of Management Theories - Classical and Neo - Classical Theories : Systems Approach to organization, Modern Organization Theory. Role of Managers, Skills required by managers.

Management Planning Process

Planning objectives and characteristics. The concept of policy procedure and forecasting.

Organization

Meaning, Importance and Principles, Departmentation : Span of Costing, Types of Organization, Types of Authority, Delegation of Authority.

Staffing

Meaning Job Analysis : Manpower Planning, Recruitment, Transfers and Promotions, Appraisals, Management Development, Job Rotation, Training, Rewards and Recognition.

Motivation

Co-ordination, Communication, Directing and Management Control, Decision Making, Management by Objectives.

Suggested Readings

🕒 *Management Today - Burton & Thakur* 🕒 *Principles & Practices of Management- C.B.*

DID (Interior Design)

Semester - II

BSCID-201 CONSTRUCTION TECHNIQUES

- . • Basic idea of Construction
- . • Basic requirement of a Building
- . • Basic Component, function and their requirement
- . • Classification of Building
- . • Types of Foundation

BSCID-202 ELEMENTS OF MATERIAL-I

- Building Material - Types and Uses
 - Clay Product

 - Stone

 - Brick

 - Cement

 - Mortar

 - Concrete

 - Timber -Plywood and related product

BSCID-203 BASIC OF ART AND GRAPHIC

- . • Orthographic and Isographic Projection
- . • Perspective Projection - One point and Two point, Free Hand
- . • Sciography - Shades and Shadow of Objects
- . • Presentation Techniques
- . • Rendering with Pencil
- . • Rendering Ink

- . • Presentation Drawing
- . • Rendering of Student own Work i.e. Perspective Projection

BSCID-204 INTERIOR FURNISHING-I

- . • Introduction to Ceiling
- . - Ceiling Treatment
- . - False Ceiling
 - . • Walls-Wall Treatment
 - . • Door and Windows - Simple and Designer

BSCID-205 MARKETING MANAGEMENT

The concept, Nature, Scope and importance of marketing: Marketing Orientations, Marketing Management and its evolution, Marketing Environment, Marketing Segmentation, Buyer behavior, Consumer Decision making process.

Product Decision : Concept of Product, Clarification of product Development, Product positioning Product Line and Product Mix Branding, Packaging and Labeling.

Pricing Decision : Factors affecting Price Determination, Price Policies and Strategies.

Distribution Channels and Physical Distribution Decision :
Nature and Function of Distribution Channels, Channel Management Decisions, Retailing and Wholesaling.

Promotion Decisions : Promotion Mix, Advertising, Personal Selling.

Marketing Organization and Control. Relationship Marketing and Services.

Export Marketing- Various decisions involved in the Process.

Suggested Readings

- 🕒 *Marketing Management - Kotler, Philip*
- 🕒 *Fundamentals of Marketing - Stanton. William*
- 🕒 *Basic Marketing -Mc Carthy. E. Jenome*
- 🕒 *Fundamentals of Modern Marketing - Cundiff,*

Still

