

## **B. VOC**

**In**

## **INTERIOR DESIGN (UGC)**

### **Program Learning Outcomes:**

PLO1: Study the science of interior design

PLO2: Learn the proper techniques and planning required for interior design for domestic and commercial purposes

PLO3: Booking and consultation of clients

PLO4: Build your own book of business

PLO5: Selling ideas using social media marketing techniques

PLO6: Demonstrate a strong understanding of design principles (balance, rhythm, harmony, etc.) and elements (line, shape, color, texture, etc.).

PLO7: Develop the ability to create efficient and functional space plans for various interior environments.

PLO8: Acquire knowledge of color psychology and the effective use of color in interior design.

PLO9: Understand the properties and applications of various interior materials and finishes and develop skills in lighting design to create desired ambience and functionality.

**TOTAL DURATION OF COURSE: 3 Years**

- ✓ After completion of Year - 1 Diploma is awarded.
- ✓ After completion of Year - 2 Advance Diploma is awarded.
- ✓ After completion of Year - 3 B. VOC Degree is awarded.

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**B. Voc. in Interior Design (UGC)**  
(Effective for Academic Session 2024-2025)

**Year - 1 - Diploma (SEMESTER - I)**

**Corresponding NSQF Level 5**

Course	Component	Theory / Practical / Sessional	Internal (Theory/Skill)	External (Theory/Skill)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 101 ENGLISH LANGUAGE AND COMMUNICATIVE SKILLS	Generic	Theory	30	70	-	-	3	1	-
UIDV – 101 BASIC KNOWLEDGE OF CIVIL CONSTRUCTION	Skill	Theory	30	70	-	-	3	1	-
UIDV - 102 PRINCIPLES OF INTERIOR DESIGN & INTERIOR CONSTRUCTION	Skill	Theory	30	70	-	-	3	1	-
UIDV - 191 BASIC CIVIL CONSTRUCTION LAB	Skill	Practical	-	-	40	60	-	-	3
UIDV - 192 BASIC INTERIOR DESIGN & CONSTRUCTION LAB	Skill	Practical	-	-	40	60	-	-	3
UIDV – 193 INTERIOR DRAWINGS	Skill	Practical	-	-	40	60	-	-	4
UGEN – 181 ENGLISH LANGUAGE LAB	Generic	Sessional	-	-	-	100	-	-	2
UGEN - 182 COMPUTER FUNDAMENTALS & IT	Generic	Sessional	-	-	-	100	-	-	4

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**Year - 1 - Diploma (SEMESTER - II)**

**Corresponding NSQF Level 5**

Course	Component	Theory / Practical / Sessional	Internal (Theory/Skill)	External (Theory/Skill)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UIDV - 201 INTERIOR MATERIALS & PRODUCT - I	Skill	Theory	30	70	-	-	3	1	-
UIDV - 202 HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE	Skill	Theory	30	70	-	-	3	1	-
UIDV - 203 KNOWLEDGE ON DIFFERENT SCALE, COLOUR	Skill	Theory	30	70	-	-	3	1	-
UIDV - 291 INTERIOR MATERIALS & PRODUCT LAB - I	Skill	Practical	-	-	40	60	-	-	<b>2</b>
UIDV - 292 HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE LAB	Skill	Practical	-	-	40	60	-	-	2
UIDV - 293 KNOWLEDGE ON DIFFERENT SCALE, COLOUR LAB	Skill	Practical	-	-	40	60	-	-	2
UGEN - 281 SOFT SKILL & PERSONALITY DEVELOPMENT	Generic	Sessional	-	-	-	100	-	-	4
UGEN - 282 BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING	Generic	Sessional	-	-	-	100	-	-	4
UIDV - 281 ON JOB TRAINING	Skill	Sessional	-	-	-	100	-	-	6

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**Year - 2 - Advanced Diploma (SEMESTER - III)**

**Corresponding NSQF Level 6**

Course	Component	Theory / Practical / Sessional	Internal (Theory/Skill)	External (Theory/Skill)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UIDV - 301 INTERIOR MATERIALS & PRODUCT - II	Skill	Theory	30	70	-	-	3	1	-
UIDV - 302 PARTITION, ILLUMINATION, AIR - CONDITIONING, PLUMBING & SANITATION	Skill	Theory	30	70	-	-	3	1	-
UIDV - 303 APPLICATION OF DESIGN CONCEPT	Skill	Theory	30	70	-	-	3	1	-
UIDV - 391 INTERIOR MATERIALS & PRODUCT LAB – II	Skill	Practical	-	-	40	60	-	-	2
UIDV - 392 PARTITION, ILLUMINATION, AIR - CONDITIONING, PLUMBING & SANITATION LAB	Skill	Practical	-	-	40	60	-	-	2
UIDV - 393 APPLICATION OF DESIGN CONCEPT LAB	Skill	Practical	-	-	40	60	-	-	4
UGEN - 381 VALUE EDUCATION & HUMAN RIGHTS	Generic	Sessional	-	-	-	100	-	-	4
UGEN - 382 BASIC ACCOUNTING	Generic	Sessional	-	-	-	100	-	-	4

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**Year - 2 - Advanced Diploma (SEMESTER - IV)**

**Corresponding NSQF Level 6**

Course	Component	Theory / Practical / Sessional	Internal (Theory/Skill)	External (Theory/Skill)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UIDV - 401 QUNANTITY SURVEYING & ESTIMATION	Skill	Theory	30	70	-	-	3	1	-
UIDV - 402 SECONDARY SERVICES	Skill	Theory	30	70	-	-	3	1	-
UIDV - 403 LANDSCAPING & INTERIOR SCAPE	Skill	Theory	30	70	-	-	3	1	-
UIDV - 491 QUANTITY SURVEYING & ESTIMATION LAB	Skill	Practical	-	-	40	60	-	-	<b>2</b>
UIDV - 492 SECONDARY SERVICES LAB	Skill	Practical	-	-	40	60	-	-	2
UIDV - 493 LANDSCAPING & INTERIOR SCAPE LAB	Skill	Practical	-	-	40	60	-	-	2
UGEN - 481 ENVIRONMENTAL STUDIES	Generic	Sessional	-	-	-	100	-	-	4
UGEN - 482 QUALITY MANAGEMENT	Generic	Sessional	-	-	-	100	-	-	4
UIDV - 481 ON JOB TRAINING	Skill	Sessional	-	-	-	100	-	-	6

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**Year - 3 - Degree (SEMESTER - V)**

**Corresponding NSQF Level 7**

Course	Component	Theory / Practical / Sessional	Internal (Theory/Skill)	External (Theory/Skill)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UIDV - 501 COMMERCIAL PROJECTS, VAASTU CONCEPTS & DESIGN	Skill	Theory	30	70	-	-	3	1	-
UIDV - 502 INTERIOR MATERIALS & PRODUCT - III	Skill	Theory	30	70	-	-	3	1	-
UIDV - 503 2D & 3D CAD DRAWINGS	Skill	Theory	30	70	-	-	3	1	-
UIDV - 591 COMMERCIAL PROJECTS, VAASTU CONCEPTS & DESIGN LAB	Skill	Practical	-	-	40	60	-	-	4
UIDV - 592 INTERIOR MATERIALS & PRODUCT LAB - III	Skill	Practical	-	-	40	60	-	-	3
UIDV - 593 2D & 3D CAD DRAWINGS LAB	Skill	Practical	-	-	40	60	-	-	3
UGEN - 581 INDIAN ECONOMY & SOCIAL CHANGES	Generic	Sessional	-	-	-	100	-	-	4
UGEN - 582 RESEARCH METHODOLOGY	Generic	Sessional	-	-	-	100	-	-	4

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**Year - 3 - Degree (SEMESTER - VI)**  
**Corresponding NSQF Level 7**

Course	Component	Theory / Practical / Sessional	Internal (Theory/Skill)	External (Theory/Skill)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 681 GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT	Generic	Sessional	-	-	-	100	-	-	4
UGEN - 682 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME	Generic	Sessional	-	-	-	100	-	-	4
UIDV – 683 INDUSTRIAL TRAINING	Skill	Sessional	-	-	-	100	-	-	14
UIDV - 691 MAJOR PROJECT	Skill	Practical	-	-	40	60	-	-	8

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**Year - 1 Diploma (SEMESTER - I)**

**Paper Title: UGEN – 101: ENGLISH LANGUAGE AND COMMUNICATIVE SKILLS**

**Course Objectives:**

- Enhance students' ability to express ideas clearly, concisely, and coherently in both oral and written forms.
- Expand students' vocabulary, grammar, and pronunciation to facilitate effective communication.
- Encourage students to analyze information, evaluate arguments, and form independent judgments.
- Develop students' awareness and appreciation of different cultures through language study.

**Course Outcomes:**

**CO1:** Demonstrate proficiency in oral and written communication across various contexts, including academic, professional, and interpersonal settings.

**CO2:** Utilize critical thinking and problem-solving skills to analyze and interpret information, and to construct clear and coherent arguments.

**CO3:** Exhibit a strong command of English grammar, vocabulary, and pronunciation, enabling accurate and appropriate language use.

**CO4:** Demonstrate understanding and appreciation of diverse cultures, and effectively interact with people from different backgrounds.

**UNIT - I**

The Sentence and Its Structure - How to Write Effective Sentences - Phrases - What Are They? - The Noun Clauses - The Adverb Clause - The Relative Clause - How the Clauses Are Conjoined - Word - Classes and Related Topics - Understanding the Verb - Understanding the Auxiliary Verb - Understanding the Adverbs - Understanding the Pronoun - Prepositions.

**UNIT - II**

Spelling and Pronunciation - Pronunciation, The Tense and Related Topics - Presentness and Present Tenses - The Presentness of a Past Action - Interrogatives and Negatives - Negatives - How to Frame Questions - What's What? - Polite Expressions - Some Time Expressions - In Conversation – Letter Writing - Academic Assignments.

**UNIT - III**

Self - Assessment; Identifying Strength & Limitations; Habits, Will - Power and Drives, Developing Self - Esteem and Building Self - Confidence, Significance of Self - Discipline, Understanding Perceptions, Attitudes, and Personality Types, Mind - Set: Growth and Fixed, Values and Beliefs, Motivation and Achieving Excellence; Self - Actualization Need; Goal Setting, Life and Career Planning , Constructive Thinking, Communicating Clearly: Understanding and Overcoming barriers.

**UNIT - IV**

Active Listening, Persuasive Speaking and Presentation Skills, Conducting Meetings, Writing Minutes, Sending Memos and Notices; etiquette: Effective E - mail Communication; Telephone Etiquette, Body Language in Group Discussion and Interview.

**Books Recommended:**

- Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013.
- Kulbhushan Kumar, Effective Communication Skills, Khanna Publishing House (ACITE Recommended Textbook)
- Kamin, Maxine. Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer & Company, 2013.
- Klaus, Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E - books, 2007.
- Petes S. J. , Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw - Hill Education, 2011.
- Stein, Steven J. & Howard E. Book. The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons, 2006.

**Paper Title: UGEN – 181 ENGLISH LANGUAGE LAB**

**Planning for Practical session: (Based on UGEN – 101)**

- Conversation classes on contemporary issues
- Writing of corporate CVs
- PPT presentation on selected issues
- Group discussion
- Tips to face the interviews and mock sessions



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**Paper Title: UIDV - 101: BASIC KNOWLEDGE OF CIVIL CONSTRUCTION**

**Job Role: Junior Interior Designer**

**Course Objectives:**

- Understand Fundamental Concepts Objective: To provide students with a comprehensive understanding of the basic principles and terminology of civil construction, including key concepts such as structural elements, construction materials, and building techniques.
- Identify and Describe Construction Materials Objective: To enable students to identify different types of construction materials, their properties, and their appropriate applications in various types of construction projects.
- Explore Construction Methods and Techniques Objective: To introduce students to common construction methods and techniques, including excavation, foundation laying, and building superstructures, as well as modern construction practices and innovations.
- Assess Safety and Compliance Standards Objective: To educate students on safety regulations, compliance standards, and best practices in civil construction to ensure that projects are executed safely and adhere to legal and industry standards.

**Course Outcomes:**

**CO1:** Demonstrate Knowledge of Construction Fundamentals Outcome: Students will be able to articulate fundamental civil construction concepts, including the roles of different structural elements and the principles guiding their design and construction.

**CO2:** Analyze and Select Appropriate Materials Outcome: Students will be proficient in identifying various construction materials, understanding their properties, and selecting suitable materials for different types of construction projects based on their characteristics.

**CO3:** Apply Construction Techniques Outcome: Students will be capable of applying various construction techniques in practical scenarios, understanding the processes involved from site preparation to the completion of a building.

**CO4:** Implement Safety and Compliance Practices Outcome: Students will be able to apply knowledge of safety regulations and compliance standards to real world construction projects, ensuring adherence to best practices and regulatory requirements to maintain a safe working environment.

**UNIT - I**

Nomenclatures and their Meaning, Introduction to Drawing, Surveying, Introduction to Construction Work

**UNIT - II**

Earth Work (Cutting and Filling), Prevention of Building from Termite and Dampness, Security Arrangements

**UNIT - III**

Building Materials, Brick Work, Ordinary Cement Concrete, Reinforced Cement Concrete

**UNIT - IV**

Roof, Plastering, Painting and Polishing, Flooring, Wooden and Fabrication Work, Construction of Drains/Sewers

**Books Recommended:**

- Building Construction by Dr. B. C. Punmia Publisher - Laxmi Publications Pvt Ltd. 5 th Edition Reprint 2001
- The A To Z of Practical Building Construction and its Management Publisher – Mantri Institute of Development and Research, Pune.
- Construction Engineering & Management, S.V. Deodhar & S.C. Sharma, Khanna Publishing House (AICTE Recommended Textbook)

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**Paper Title: UIDV – 191 BASIC CIVIL CONSTRUCTION LAB**

**Planning for Practical Session: (Based on UIDV – 101)**

- PPT/Audio visual / Physical demonstration on Drawing, Surveying and Construction work
- PPT/Audio visual / Physical demonstration on Earth Work and Security Arrangements
- PPT/Audio visual / Physical demonstration on Materials, Brick Work, Cement Concrete
- PPT/Audio visual / Physical demonstration on Roof, Plastering, Painting and Polishing, Flooring
- Seminar on Selected Issues

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**Paper Title: UIDV - 102: PRINCIPLES OF INTERIOR DESIGN & INTERIOR CONSTRUCTION**

**Job Role: Junior Interior Designer**

**Course Objectives:**

- **Understand Interior Design Principles Objective:** To introduce students to the fundamental principles of interior design, including concepts of space planning, color theory, and design aesthetics, and how these principles influence the functionality and visual appeal of interior spaces.
- **Explore Interior Construction Techniques Objective:** To provide students with knowledge of interior construction methods and materials, including partition systems, ceiling treatments, and flooring options, and how these techniques are applied in creating functional and aesthetically pleasing interiors.
- **Analyze Human Factors and Ergonomics Objective:** To enable students to understand and apply principles of human factors and ergonomics in interior design to ensure spaces are comfortable, accessible, and meet the needs of users.
- **Integrate Sustainability in Interior Design Objective:** To educate students on sustainable design practices and materials, focusing on how to incorporate ecofriendly solutions and energy efficient practices into interior design projects.

**Course Outcomes:**

**CO1: Apply Interior Design Principles Effectively Outcome:** Students will be able to apply key interior design principles to create well organized, aesthetically pleasing, and functional interior spaces, demonstrating an understanding of space planning, color theory, and design aesthetics.

**CO2: Implement Interior Construction Techniques Outcome:** Students will be proficient in identifying and using various interior construction techniques and materials, applying them effectively in the design and renovation of interior spaces.

**CO3: Design with Ergonomics in Mind Outcome:** Students will be able to design interior spaces that take into account human factors and ergonomics, ensuring that the design is user friendly and meets the comfort and accessibility needs of occupants.

**CO4: Incorporate Sustainable Design Practices Outcome:** Students will be capable of integrating sustainable design practices into their projects, selecting ecofriendly materials and solutions, and promoting energy efficiency and environmental responsibility in interior design.

**UNIT - I**

Introduction to parameters of design, anthropometrics and ergonomics, human activity and use of interior spaces and furniture, Analysis of design to perceive elements which define the character of the environment.

**UNIT - II**

Analysis of design process, Concept formation for design, Structural components: Introduction to structural components and elements of built structure, Walling Systems: Brick walls for interior division of spaces and other uses (half brick and one brick thickness). Light weight concrete blocks, hollow blocks, aerated concrete blocks.

**UNIT - III**

Joinery: Introduction to joinery and joints, limitations and applications, Openings: Doors, windows, ventilators with focus on different modes of operation and their jamblings. Types of Lintels and Arches based on structure and materials. Structural glazing

**UNIT - IV**

Doors and Windows: Types based on mode of operation, material and positioning.

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**Books Recommended:**

- William Rupp; Construction Materials of Interior Design; Whitney Library
- Bhat Pranav & Goenka Shanita, The Foundation of Art & Design, Lakhani Book Depot. , Bombay, 1990

**Paper Title: UIDV - 192 BASIC INTERIOR DESIGN & CONSTRUCTION LAB**

**Planning for Practical Session: (Based on UIDV – 102)**

- PPT/Audio visual / Physical demonstration presentation on parameters of design, anthropometrics and ergonomics, human activity and use of interior spaces and furniture
- PPT/Audio visual demonstration on analysis of design process, concept formation for design, structural components and walling systems
- PPT/Audio visual / Physical demonstration on joinery and openings
- PPT/Audio visual / Physical demonstration on doors and windows
- Graphical project work ( Pencil drawing of planning of any Flat/House/Bungalow )

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**Paper Title: UIDV - 193: INTERIOR DRAWINGS**

**Job Role: Junior Interior Designer**

**Course Objectives:**

- **Master Technical Drawing Skills Objective:** To equip students with the technical skills required to create accurate and detailed interior drawings, including floor plans, elevations, sections, and detailed construction drawings.
- **Understand Drawing Standards and Conventions Objective:** To familiarize students with industry standards and conventions for interior drawings, including symbols, annotations, and drawing formats, ensuring their work aligns with professional practices.
- **Apply Design Concepts to Drawings Objective:** To enable students to translate design concepts into precise interior drawings, incorporating design elements such as furniture layout, lighting, and material specifications.
- **Utilize Drawing Software Effectively Objective:** To train students in the use of industry standard drawing software and tools, enhancing their ability to create, modify, and present interior drawings digitally.

**Course Outcomes:**

**CO1: Produce Accurate Interior Drawings Outcome:** Students will be able to produce accurate and detailed interior drawings, including floor plans, elevations, and sections, demonstrating proficiency in technical drawing skills.

**CO2: Adhere to Drawing Standards Outcome:** Students will be proficient in applying industry standards and conventions to their interior drawings, ensuring clarity, consistency, and professionalism in their work.

**CO3: Translate Design Concepts into Drawings Outcome:** Students will effectively translate design concepts and ideas into detailed interior drawings, incorporating necessary design elements and specifications to communicate their vision clearly.

**CO4: Demonstrate Proficiency in Drawing Software Outcome:** Students will be skilled in using drawing software and tools, allowing them to create, edit, and present interior drawings with digital accuracy and efficiency.

**UNIT - I**

Drafting techniques, graphic codes, symbols and architectural lettering, Architectural scales, Solid geometry

**UNIT - II**

Orthographic projections of simple, complex solids and hollow objects, Sections, Isometric and axonometric projections, Rendering techniques

**UNIT - III**

Sciography of two dimensional objects in plan and elevation. Sciography of three dimensional objects in plan, elevation and views

**UNIT - IV**

Basic terms, principles, types and techniques of perspective, One, two and three point perspective of simple interior elements (drafted and free hand), Presentation of interior views (drafted and free hand) with pencil and colour rendering

**Books Recommended:**

- French Thomas E, Engineering Drawing & Graphic Technology, McGraw Hill, New York.
- Millar Max, Know How to Draw, B T Batsford Ltd. , London
- Shah, Kale & Patki, Building Drawing, Tata McGraw Publishing Co. , New Delhi
- Pradeep Jain & A.P. Gautam, Engineering Graphics & Design, Khanna Publishing House, New Delhi

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**Paper Title: UGEN – 182: COMPUTER FUNDAMENTALS & IT**

**Course Objectives:**

- To introduce students to the fundamental concepts of computers and information technology. This includes understanding computer hardware, software, and their interconnections.
- To develop basic computer skills: Students will learn to operate computer systems, use productivity software, and access information resources effectively.
- To foster digital literacy: Students will be equipped with the knowledge and skills to use computers and information technology responsibly and ethically.
- To prepare students for further studies: This course will lay the foundation for advanced computer courses and IT-related fields.

**Course Outcomes:**

**CO1:** Demonstrate basic computer hardware knowledge: Students will be able to identify and describe the components of a computer system and their functions.

**CO2:** Utilize computer software effectively: Students will be proficient in using operating systems, word processors, spreadsheets, and presentation software.

**CO3:** Access and utilize information resources: Students will be able to search for, evaluate, and use information from various digital sources.

**CO4:** Apply digital literacy skills: Students will demonstrate responsible and ethical use of computers and information technology.

**UNIT - I**

**KNOWING COMPUTER:** Introduction, Objectives, Basic Applications of Computer, Components of Computer System: Central Processing Unit, Keyboard, mouse and VDU, Other Input devices, Other Output devices, Computer Memory. Concept of Hardware and Software: Hardware, Software: Application Software, Systems software. Concept of computing, data and information. Bringing computer to life: Connecting keyboard, mouse, monitor and printer to CPU, Checking power supply.

**UNIT - II**

**OPERATING COMPUTER USING GUI BASED OPERATING SYSTEM:** Introduction, Objectives, Basics of Operating System: Operating system, Basics of popular operating system (LINUX, WINDOWS). The User Interface: Task Bar, Icons, Menu, Running an Application. Operating System Simple Setting: Changing System Date And Time, Changing Display Properties, To Add Or Remove A Windows Component, Changing Mouse Properties, Adding and removing Printers. File and Directory Management: Creating and renaming of files and directories, Common utilities.

**UNIT - III**

**INTRODUCTION TO INTERNET, WWW AND WEB BROWSERS:** Introduction, Objectives. Basic of Computer Networks: Local Area Network (LAN), Wide Area Network (WAN). Internet: Concept of Internet, Applications of Internet, Connecting to the Internet, Troubleshooting, World Wide Web (WWW), Web Browsing Software, Popular Web Browsing Software. Search Engines: Popular Search Engines / Search for content, Accessing Web Browser, Using Favorites Folder, Downloading Web Pages, Printing Web Pages. Understanding URL, Surfing the web: Using e - governance website.

**UNIT - IV**

**COMMUNICATIONS AND COLLABORATION:** Introduction, Objectives, Basics of E - mail: What is an Electronic Mail, Email Addressing, Using E - mails: Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E - mail, Replying to an E - mail message, Forwarding an E - mail message, Sorting and Searching emails. Introduction to MS - Office: MS - Word, MS - Excel, MS - Power Point.

**Books Recommended:**

- Computer Fundamentals, R.S. Salaria, Khanna Publishing House (AICTE Recommended Textbook – 2018)
- Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House (AICTE Recommended Textbook – 2018)
- Fundamentals of Computers, V. Rajaraman, PHI Publication
- Computer Fundamentals, P. K. Sinha, BPB Publication
- Introduction to Computers with MS - Office 2007, Leon, TMH Publication

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**Year - 1 Diploma (SEMESTER - II)**

**Paper Title: UIDV - 201: INTERIOR MATERIALS & PRODUCT - I**

**Job Role: Junior Interior Designer**

**Course Objectives:**

- Identify and Understand Interior Materials Objective: To provide students with a comprehensive understanding of various interior materials, including their properties, applications, and performance characteristics, essential for interior design and construction.
- Evaluate Material Suitability Objective: To enable students to assess and evaluate the suitability of different materials for specific interior applications based on factors such as durability, aesthetic qualities, and maintenance requirements.
- Explore Product Specifications and Standards Objective: To familiarize students with the specifications and standards for interior products, including industry guidelines and certification processes, ensuring that students can make informed decisions about material choices.
- Apply Knowledge to Design Projects Objective: To allow students to apply their knowledge of interior materials and products in practical design scenarios, integrating material choices into cohesive and functional interior design solutions.

**Course Outcomes:**

**CO1: Demonstrate Knowledge of Interior Materials Outcome:** Students will be able to identify and describe a range of interior materials, understanding their properties, advantages, and limitations, and how these factors influence their use in interior design.

**CO2: Assess Material Suitability for Applications Outcome:** Students will be proficient in evaluating the suitability of different materials for various interior applications, considering aspects like performance, aesthetics, and maintenance.

**CO3: Interpret Product Specifications and Standards Outcome:** Students will be able to interpret and apply product specifications and industry standards in their material selection process, ensuring that chosen products meet required criteria and regulations.

**CO4: Integrate Materials into Design Solutions Outcome:** Students will effectively integrate their knowledge of materials and products into interior design projects, making informed choices that enhance both functionality and visual appeal in their design solutions.

**UNIT – I**

Types of Natural Stones, Stone Finishes, Benefits and uses of natural stones.

Different types of Bricks, Uses of Bricks, Bricks Manufacturing process and size, Uses in construction work.

**Difference between Concrete Block and Light weight Concrete Block, Manufacturing process and uses in Industry.**

**UNIT – II**

Definition of Cement, different Varieties of Cement, History of Cement and its importance in construction.

Definition and Types of Concrete, Purpose of Concrete, Concrete in RCC, Industry usage.

**Definition , Types and Uses of Ceramics,**

**UNIT – III**

**Types of commercial wood, wood as a construction material, Different uses an applying process of wood**

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**UNIT – IV**

Definition and uses of Timber.

Properties and uses of glass in Interior Decoration work.

**How bamboo use in interior work, Interior products from Bamboo.**

**Books Recommended:**

- Arora S P & Bindra S P, Building Construction, Dhanpat Rai & Sons, New Delhi, 1990.
- Deshpande R S, Build Your Own Home, Poona Book Corporation, Pune. 1985
- Deshpande R S, Engineering Materials for Diploma Students, Poona Book Corporation, Poona, 1985
- Deshpande R. S, Modern Ideal Homes for India, Poona Book Corporation, Poona, 1976
- Mehra. P, Interior Decoration, Hind Pocket Books Ltd. , Delhi, 1981

**Paper Title: UIDV - 291 INTERIOR MATERIALS & PRODUCT LAB - I**

**Planning for Practical Session: (Based on UIDV – 201)**

- Demonstration on natural stones
- Demonstration on bricks and concrete blocks
- Demonstration on cement and ceramics
- Demonstration on wood and timber
- Demonstration on glass and bamboo



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**Paper Title: UIDV - 202: HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE**

**Job Role: Junior Interior Designer**

**Course Objectives:**

- Explore Historical Developments in Furniture Design Objective: To provide students with an understanding of the evolution of furniture design through different historical periods, including key styles, movements, and influential designers.
- Analyze Design Characteristics and Innovations Objective: To enable students to analyze the distinctive characteristics and innovations of various furniture styles and how they reflect the cultural, social, and technological contexts of their time.
- Conduct a Detailed Study of Furniture Types Objective: To offer students an indepth study of various types of furniture, including their construction techniques, materials, and functional aspects, enhancing their ability to appreciate and evaluate different furniture pieces.
- Apply Historical Knowledge to Contemporary Design Objective: To allow students to apply their historical knowledge of furniture design to contemporary design projects, incorporating historical influences into modern furniture design and restoration practices.

**Course Outcomes:**

**CO1:** Demonstrate Knowledge of Furniture History Outcome: Students will have a thorough understanding of the history of furniture design, including major styles, periods, and key figures, and will be able to articulate how these elements have influenced contemporary furniture.

**CO2:** Identify and Describe Design Characteristics Outcome: Students will be able to identify and describe the key characteristics and innovations of various historical furniture styles, including their design elements, construction methods, and materials.

**CO3:** Conduct Detailed Furniture Analysis Outcome: Students will be proficient in conducting a detailed analysis of different types of furniture, understanding their design, function, and historical context, and evaluating their significance in furniture history.

**CO4:** Integrate Historical Insights into Modern Design Outcome: Students will be capable of integrating insights from historical furniture design into their own contemporary design projects, creating furniture designs that reflect historical influences while addressing current trends and requirements.

**UNIT - I**

Introduction to furniture history, Evolution of furniture over a period based on climate, social factors, life style, technical and stylistic development availability of materials and various movements in design. Introduction to furniture terminology based on methods of joinery techniques such as parquetry, marquetry gilding, turning, pierced and chip carving, ormolu mounts,

**UNIT - II**

Ancient civilization, art, architecture of Egypt. Furniture preserved in ancient pyramids, Ancient classical orders developed by them and various methods to overcome optical illusion, Furniture developed by Greeks and Romans by 3rd century A. D.

**UNIT - III**

Medieval era in Europe, utilitarian furniture developed from Romanesque till Gothic times. Gothic cathedrals preserving art, manuscripts, furniture, paintings, sculptures, stain glass, Beginning of Renaissance - second golden era in Europe, age of discovery. Renaissance furniture of Italy and France. Baroque and Rococo furniture of 17th century Europe, Neoclassical and Regency period in history of furniture - 18th century, Prominent names in the field of Architecture, sculptures, paintings international and Indian.

**UNIT - IV**

English furniture from 16th to 18th century. Tudor, Stuart, Jacobean, Restoration period, Queen Ann period, Gregorian period, Chippendale, Sheraton, Beginning of 19th century industrialization, Victorian Era in England, Art and Craft movement in design, Art Nouveau movement in art and furniture. Art movements before and after world wars, Cubism of Picasso, De - stijl movement, Bauhaus school of Design and its impact on modern design, Art Deco movement, Oriental furniture and how it is different from western counterparts. Furniture of Japan and China, Indian furniture, traditional and colonial.

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**Books Recommended:**

- Charlotte & Peter Fiell, Modern Furniture Classics Since 1945; Thames & Hudson
- Darby Tom, Making fine furniture; Guild of Master Craftsman Publications

**Paper Title: UIDV – 292: HISTORY OF FURNITURE & DETAIL STUDY OF FURNITURE LAB**

**Planning for Practical Session:(Based on UIDV – 202)**

- Audio visual demonstration on furniture
- PPT on selected areas
- Seminar on selected areas
- Research based on the comparative studies between the ancient and modern modes of furniture used
- Market survey to prepare project report on the socio economic impact on the use of furniture

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**Paper Title: UIDV - 203: KNOWLEDGE ON DIFFERENT SCALE, COLOUR**

**Job Role: Junior Interior Designer**

**Course Objectives:**

- **Understand the Concept of Scale in Design Objective:** To provide students with a comprehensive understanding of scale and proportion in design, including how different scales impact spatial relationships, functionality, and aesthetics in both interior and architectural contexts.
- **Explore Color Theory and Its Applications Objective:** To educate students on color theory, including the color wheel, color harmony, and the psychological effects of colors, and how these principles apply to various design projects.
- **Analyze the Interaction of Scale and Color Objective:** To enable students to analyze how scale and color interact to affect visual perception, mood, and the overall design impact, including how to effectively balance these elements in design.
- **Apply Knowledge to Practical Design Projects Objective:** To allow students to apply their knowledge of scale and color in practical design scenarios, developing design solutions that effectively utilize scale and color principles to achieve desired outcomes.

**Course Outcomes:**

**CO1: Demonstrate Understanding of Design Scale Outcome:** Students will be able to demonstrate a clear understanding of scale and proportion in design, effectively applying these concepts to create functional and aesthetically pleasing designs.

**CO2: Apply Color Theory Principles Outcome:** Students will be proficient in applying color theory principles to their design projects, utilizing color to enhance visual appeal, create desired atmospheres, and influence user experience.

**CO3: Evaluate Scale and Color Interactions Outcome:** Students will be able to evaluate how scale and color interact in design, making informed decisions about their use to achieve effective and harmonious design solutions.

**CO4: Develop Practical Design Solutions Outcome:** Students will be capable of integrating their knowledge of scale and color into practical design projects, producing solutions that demonstrate a thoughtful and effective use of these design elements.

**UNIT - I**

**Introduction to Colour:** Rodes & cones, after images and their effects

**The Prang Colour System:** Hue: classes of colour (primary, binary, intermediate, tertiary, quaternary), neutrals, changing of hues, warm & cool colours, advancing & receding, hues & the seasons. Value: value of normal colours, tints & shades, changing of values, effects of different values, Intensity: dull and bright colours, complimentary colours, changing of intensity, texture & its influence on intensity & taste

**UNIT – II**

**The Munsell Colour System:** The colour sphere, Munsell colour notation, Complementary hues in Munsell colour system, Hue, value, chroma, Colours and emotions, Effect of colour on each other.

**UNIT – III**

**Principles of Design Applied to Colour:** Harmony in colour: standard colour schemes (related & contrasting harmonies), how to use colour harmonies, background colours, keyed colours through neutralizing, mixing etc. Balance in colours: balancing dull and bright colours, light & dark colours, warm & cool colours, crossing or repetition. Proportion in colour: law of colour areas Rhythm in colour Emphasis in colour.

**UNIT – IV**

Applications of Colour in Various Elements of Interiors, Summing up of interiors in various colour schemes and its relation to work output, Effect of Colour on Texture, Effect of Colour on Light or Colour Rendition

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**Books Recommended:**

- Beazley Mitchell, Colour Book, Reed Consumer Books Pvt. Ltd.
- Chijiwa Hideaki, Colour Harmony; Rockport Publishers
- Halse A. O, The Use of Colour in Interiors; McGraw Hill Book Company
- Stochton Tomes, Designer's Guide to Colour, Chronicle Books
- Bhat Pranav & Goenka Shanita, The Foundation of Art & Design, Lakhani Book Depot. , Bombay, 1990
- Goldstein H & Goldstein V, Art in Everyday Life, Oxford and IBH Publishing Company, New Delhi, 1967.
- Rutt Anna Hong, Home Furnishing, Wiley Eastern Pvt. Ltd. , 1961
- Scott R G, Design Fundamentals

**Paper Title: UIDV – 293: KNOWLEDGE ON DIFFERENT SCALE, COLOUR LAB**

**Planning for Practical Session: (Based on UIDV – 203)**

- Demonstration on colour
- Demonstration on the prang colour system: Hue, Value, Intensity
- Demonstration on “The Munsell Colour System”
- Demonstration on principals of design applied to colour: Harmony in colour, Balance in colours and proportion in colour
- Demonstration on applications of colour in various elements of interiors
- Demonstration on Effect of colour on texture, Effect of colour on light or colour rendition

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**Paper Title: UGEN – 281: SOFT SKILL & PERSONALITY DEVELOPMENT**

**Course Objectives**

- Enhance interpersonal communication: Develop students' ability to communicate effectively with diverse audiences, both verbally and non-verbally.
- Foster personal and professional development: Equip students with the necessary skills to build self-confidence, time management, and leadership qualities.
- Improve critical thinking and problem-solving: Enhance students' ability to analyze complex situations, make informed decisions, and find effective solutions.
- Develop teamwork and collaboration: Cultivate students' ability to work effectively in groups, share responsibilities, and achieve common goals.

**Course Outcomes**

**CO1:** Effective communication: Students will be able to communicate clearly, concisely, and persuasively in various settings.

**CO2:** Personal and professional growth: Students will demonstrate improved self-awareness, time management, and leadership skills.

**CO3:** Critical thinking and problem-solving: Students will be able to analyze problems, generate solutions, and make informed decisions.

**CO4:** Teamwork and collaboration: Students will effectively collaborate with others to achieve shared objectives.

**UNIT - I**

**Listening Skills:** Barriers to listening; effective listening skills; feedback skills. Attending telephone calls; note taking. Activities: Listening exercises - Listening to conversation, News and TV reports. Taking notes on a speech / lecture.

**UNIT - II**

**Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics. The study of sounds of English, stress and intonation. Situation based Conversation in English.

**UNIT - III**

**Essentials of Spoken English:** Activities, Making conversation and taking turns, Oral description or explanation of a common object, situation or concept, Giving interviews.

**UNIT - IV**

Oral Presentation with / without audio visual aids. Group Discussion . Listening to any recorded or live material and asking oral questions for listening comprehension.

**UNIT - V**

Classroom technique to improve the soft skills, Surprise writing on current issues, General grooming sessions to face the interview, Group discussions, Motivational classes to improve communication and confidence power

**Books Recommended:**

- Soft skills Training - A workbook to develop skills for employment by Fredrick H. Wentz
- Personality Development and Soft skills , Oxford University Press by Barun K. Mitra

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**Paper Title: UGEN – 282: BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING**

**Course Objectives:**

- **Analyze the Business Environment:** Equip students with the tools and techniques to analyze the external and internal business environment, including market trends, economic conditions, regulatory frameworks, and competitive landscapes.
- **Understand Sales Strategies and Techniques:** Provide students with a deep understanding of various sales strategies and techniques, focusing on how to develop, implement, and assess sales plans that drive customer acquisition and revenue growth.
- **Explore Marketing Principles and Practices:** Introduce students to core marketing principles, including market research, segmentation, targeting, positioning, and the development of marketing strategies to effectively reach and engage target audiences.
- **Integrate Sales and Marketing Analysis:** Teach students how to integrate insights from sales and marketing analyses to create comprehensive business strategies that align with environmental factors and drive organizational success.

**Course Outcomes:**

**CO1:** Competence in Analyzing the Business Environment: Students will be able to analyze various aspects of the business environment, including market conditions, economic factors, and competitive dynamics, and understand their impact on business strategies.

**CO2:** Ability to Develop Sales Strategies: Students will demonstrate the ability to create and implement effective sales strategies, using data driven insights to optimize sales performance, customer acquisition, and retention.

**CO3:** Proficiency in Marketing Principles and Practices: Students will apply marketing principles to design and execute marketing strategies, including conducting market research, segmenting target markets, and positioning products or services effectively.

**CO4:** Integration of Sales and Marketing Insights: Students will be capable of integrating sales and marketing analyses to formulate cohesive business strategies that address environmental factors and contribute to overall business growth and success.

**UNIT - I**

Business Environment - Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment, Economic Environment of Business, The Global Economic Environment, Economic Policies, Business and Economic Policies, Socio Cultural Environment, Business and Society, Business and Culture , Indian Business Culture, Culture and Organizational Behavior. Introduction to Political Environment, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy , Business Risks Posed by the Indian Political System, Economic Systems, Financial Environment: Introduction, An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India, Role of Foreign Direct Investment

**UNIT - II**

Introduction to Legal Environment, Laws Impacting Industry in India, Intellectual Property Rights, Major Regulations Pertaining to Business, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government , Impact of India's Industrial Policy on Economic Reforms, New Economic Policy, Globalization. India, WTO and Trading Blocs, Levels of Economic Integration/Trading Blocs, Effects of Economic Integration, Major Regional Trading Blocs, Commodity Agreement, World Trade Organization, WTO and India, Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India, Public, Private, Joint and Cooperative Sectors

**UNIT – III**

Traditional and Modern Concepts of Marketing; Selling vs. Marketing; Marketing mix; Marketing Environment. Market Segmentation & its implication. Concept of Product, Product Planning and Development; Packaging: Role and Functions; Brand name and Trade mark; Product Life Cycle Concept; Distributions Channels and Physical Distribution. Price: Importance of Price in the Marketing Mix; Factors affecting Price of a Product/Service; Discounts and Rebates. Methods of Promotion; Advertising Media; Characteristics of an effective Advertisement

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**UNIT – IV**

Salesmanship and Qualities of Salesman; Product knowledge; Customer knowledge: Buying Motives and Selling Points. Scientific Selling; Approach and Presentation: Methods of Approaching a Customer; Presentation Process and Styles; Presentation planning. Objection Handling: Types of objections; Handling customer objections. Closing Sales and Follow up: Methods of closing sale; Executing sales order; Follow-up; Sales Promotion Schemes: Sampling; Coupon; Price Off; Premium Plan; Consumer Contests and Sweeps Takes; POP Displays; Demonstration; Trade Fairs and Exhibitions; Sales Promotion Techniques and Sales Force.

**UNIT – V**

Study of international organization (WTO, WORLD BANK, IMF, AMA), Case studies on the recent Business Environment, Marketing, & Sales Promotion, PPT presentation on selected issues, Survey to collect the samples for project work

**Books Recommended:**

- Business Environment; By T. R. Jain, Mukesh Trehan, Ranju Trehan, VK Global Publications.
- Business Environment; By Vishwajeet Prasad, Gyan Publishing House.
- Business Environment; By Saleem, Pearson Education India.
- BUSINESS ENVIRONMENT; By VEENA KESHAV PAILWAR, PHI Learning Pvt. Ltd.
- Business Environment, by Suresh Bedi, Excel Books
- BUSINESS ENVIRONMENT: INDIAN AND GLOBAL PERSPECTIVE; FAISAL AHMED, M. ABSAR ALAMM, PHI Learning Pvt. Ltd.
- Principles of Management, Premvir Kapoor, Khanna Publishing House
- PRINCIPLES OF MARKETING; Kotlar Philip and Armstrong Gary, Pearson Education
- MARKETING MANAGEMENT; Ramaswamy, V.S. and S. Namakumari: Macmillian
- SALES MANAGEMENT; Condiff, Still and Govani et.al: Prentice Hall of India
- SALES MANAGEMENT; Text; Cases & Readings: Vaccaro J.P: Prentice Hall of India
- ADVERTISING & SALES PROMOTION; Kazmi & Batra: Excel Books