

M.VOC. INTERIOR DESIGN PROGRAM OF STUDIES

The course is unique in the way it looks at the pursuer to understand Interior Design profession with entrepreneurial thought process. Entrepreneurial skills in context to critical thinking towards environment and Human resources are acquired along with looking at Functionality and Mobility of the spaces created

The learner understands providing Innovative design solutions which are user experience centric, enhancing and bettering the life. It combines technological knowledge, human factors, understanding about the environment and visual communication. The course encourages learners to participate in an Interior Design Entrepreneurial setup; apply knowledge and practical understanding of Materials, Resources, Agencies, Industry development through Interior Design. Business incubator in the campus provides enterprise management training and networking support for the start-ups initiated by the learner.

The curriculum encompasses various skill based and industry based learning experiences ranging from internship, skill development workshops, industrial projects, visits to industries along with participation at various design exhibition & events.

This program focuses more on practical aspects of learning and proper implementation of acquired set of skills. Entrepreneurial skills are inculcated in students and students will be supervised by college and government if they initiate their own enterprise or business.

Skills Outcome

- Ability to understand Design Industry in context with basic Client requirements, Design execution Issues and providing Solution
- Display product design skills, knowledge and methods to achieve high performance at par with global standards
- Identify, research, analyze, conclude, innovate and apply design solutions
- Ability to adapt and progress to transforming technologies and work methods
- Understand the context; to consider professional ethics in relation to personal, professional and statutory responsibilities.
- Accord value to sensitive and creative thinking in the creative enterprise
- Exhibit self-empowerment through understanding of art and design process in local, regional and global context

Job Opportunities

- To work as a consultant to Architects/ End Users
- To work as a Furniture Designer/ Light Designer/ Home Furnishing Designer/ Lifestyle Accessory Designer
- To be able to take up Turnkey Interior Design Projects
- Ability to Design Interiors of Residential & Commercial Spaces
- Independent Interior Designer/ Interior design Professional
- Become an Exhibition and Set Design Consultant

Branding & Identity

Course No: 3.1

Course Code: IDE/ID/301

Course Name: Branding & Identity

Credits: 4

Hours: 60

Course Brief: The students are required to come up with promotional tools that will help them to promote their image as a creative, innovative, new age designer.

Objective:

1. To develop an understanding for the importance of self-promotion.
2. To develop the appreciation of the importance of marketing and response to its requirement creatively
3. To demonstrate the skills acquired in previous presentation and rendering

On successful completion of this unit, students will gain knowledge, understanding and the skill set that will increase their career opportunities.

Units	Contents	No. of Hours
Unit – I	•	
Unit – II	•	
Unit – III	•	

Learning Outcomes: On successful completion of this unit a learner will:

1. Conceptualization of ideas
2. Initial sketches or inspiration. A collection of images or built examples by others.
3. Planning and prototype testing
4. Finalization and actual production of final product

Resources

Entrepreneurship-III

Course No: 3.2

Course Code: IDE/ID/302

Course Name: Entrepreneurship-III

Credits: 5

Hours: 75

Course Brief:

Objective:

Units	Contents	No. of Hours
Unit - I	Fundraising Fundamentals <ul style="list-style-type: none">• Sources of funds available for business• Bootstrapping Techniques• Debt Money vs Equity Money• Modern Methods of Fundraising – Crowdfunding, SAFE Notes, Angel Investment, Venture Capital etc	10
Unit - II	Building a Pitch Deck <ul style="list-style-type: none">• Understanding the flow of pitch deck• Detailed slide by slide analysis• Creating a story around startup• Best pitching practices	15
Unit - III	Advanced Financial Modelling for Startups <ul style="list-style-type: none">• Creating Sales Forecast• Understanding Unit Economics• Calculating Funding Requirements and Valuation Techniques	15
Unit - IV	Analyzing Competition <ul style="list-style-type: none">• Understanding Direct and Indirect Competition• Competitive Benchmarking• Competitive Landscaping• Creating Unfair Advantage and Defensibility of Business	10
Unit - V	Introduction to Project Management <ul style="list-style-type: none">• Phases of Project Management• Types of Project Management Techniques• Project Management Frameworks• Skillsets of an Ideal Project Manager• Best Practices	15

Learning Outcomes

References

Product Merchandising

Course No: 3.3

Course Code: IDE/ID/303

Course Name: Product Merchandising

Credits: 4

Hours: 60

Course Brief:

Objective:

Units	Contents	No. of Hours
Unit – I	<ul style="list-style-type: none">• Concepts of Visual Merchandizing.• Colour, lights, fixtures & equipment.	10
Unit - II	<ul style="list-style-type: none">• Merchandizing presentation and display.• Role functions and tools of Visual Merchandizing.	10
Unit - III	<ul style="list-style-type: none">• Introduction to different types of retail spaces.• Draughting of plan.	15
Unit - IV	<ul style="list-style-type: none">• Introduction to different types of material like-timber, glass, plaster of paris, paints & flooring material.	10
Unit - V	<ul style="list-style-type: none">• Market survey for lighting and soft furnishing.• Final selection of a concept.	15

Learning Outcomes

On completion of this module the student would be able to understand the importance of display of a product and also understand the role of product Merchandizer in the industry.

References

Business Function in Industry

Course No: 3.4

Course Code: IDE/ID/304

Course Name: Business Function in Industry

Credits: 3

Hours: 45

Course Brief:

Objective:

Units	Contents	No. of Hours
Unit – I	Organizational Structure a. Organizational Theory b. Classical Organizational Structure c. Team Management	2 Hours
Unit - II	Human Resource Management a. Employee Satisfaction b. Recruitment c. Managing Performance d. Training & Development	2 Hours
Unit - III	International Business a. International Trade b. Activities- International Customs c. Leading from a global environment d. Barriers of International Trade	2 Hours
Unit - IV	Marketing a. Importance & Nature of Marketing b. Marketing Function c. Marketing Mix d. Product life cycle	2 Hours
Unit - V	Production & Operations a. Type of manufacturing b. Quality manufacturing c. Calculating productivity	2 Hours
Unit - VI	Governance a. Type of firm b. Registration Process c. Different Schemes for the industry promotion	2 Hours
Unit - VII	Accounting & Finance a. Costing b. Managing Budget c. Financial control	2 Hours

Unit - VIII	Research & Development (R&D) <ul style="list-style-type: none"> a. Process for Innovating market research b. Product Development 	2 Hours
Unit - IX	Information Technology (IT) <ul style="list-style-type: none"> a. ERP b. The Development & operation Systems 	2 Hours

Learning Outcomes

References

Industry Internship

Course No: 3.5

Course Code: IDE/ID/305

Course Name: Industry Internship

Credits: 4

Hours: 60

Course Brief:

Objective:

The objective of Internships is to get real scale work experience in the specialized/ chosen field of vocation. This will also enable the student to get clarity in selecting their role in the field basis the strengths and skills. The student starts to familiarize with actual projects, gets brand understanding, real design issues, production related challenges, feasibility etc.

Learning outcomes:

- Enable to practically understand the roles of each stage in design process
- Enable to understand the work sequence
- Observe problem solving techniques used by practicing professionals at every stage of design
- Team working skills

Design Project -II

Course No: 3.6

Course Code: IDE/ID/306

Course Name: Design Project -II

Credits: 10

Hours: 150

Course Brief:

The module aims to catalyze a critical response to and knowledge of theories related to contemporary and emerging Working and Living Spaces for Artisans Locally through an exploration of Diverse cultures, communities and the influences these have on interior concepts and the concept of interiors. The module aims at developing an understanding of Working and Living spaces interiors that includes critical client analysis, complex programming, space planning, sustainable practices, Historical traditional Methodology of craftsmen.

Objective:

Design Methodology

- Aim, objectives, intent.
- Concern Identification.
- Justification of Concern.
- Design concept generation
- Design Development process.
- Design Demonstration.
- Design Implementation Guidelines.

Design Studio Methodology

- Data documentation would be done on the initial phase where the students have to visit and study the living and working culture, ergonomics, spaces and furniture layout, furniture design etc to understand the depth of tangible and intangible aspects of spaces for Artisans
- Critically analyses the living and working environment of the given Artisan through site visits, questionnaires, research documentation etc. in groups and derive their own standards and concerns identified on the basis of study.
- In continuation of the previous step students have to identify the topics of intervention based on their analysis and inferences. The defined topics will then be justified on basis of analysis done by students
- Which will be then base for student design concept generation and demonstration for the solution proposed by students
- In last the future development guidelines will be proposed in the end of design project.

Units	Contents	No. of Hours
Unit – I	<ul style="list-style-type: none">• Critical analysis of Live case study with Inferences	30
Unit - II	<ul style="list-style-type: none">• Literature and Case study Analysis	30

Unit - III	<ul style="list-style-type: none"> • Introduction to topic, Aim, Objectives Intent. Concern Identification and Justification. 	30
Unit - IV	<ul style="list-style-type: none"> • Concept and Design Development Process 	30
Unit - V	<ul style="list-style-type: none"> • Design Demonstration and Implementation Guidelines 	30

Learning Outcomes

Learning Outcomes describe what you should know and be able to do by the end of the module. Given below are the pertinent outcomes for this module; parentheses indicate the connection to the Course Learning Outcomes as given in the curriculum map for this level.

Knowledge & Understanding.

After studying this module, you should be able to:

1. Demonstrate knowledge of how to develop interior design strategies for commercial/Residential built environments taking into account consumer behavior, corporate image, communication, graphics within cultural, social, technological and economic contexts
2. Develop knowledge of how to research and collect information for the chosen projects
3. Develop an understanding of emerging issues and concerns.
4. Develop and understanding of interior space planning through furniture and product as a critical component of enhanced commercial /Residential character and performance.

Skills, Qualities and Attributes.

After studying this module, you should be able to:

5. Draw up commercial/ Residential interior design solutions with consideration to the cultural, social and technological context in a given situation using appropriate research methods.
6. Produce a range of interior design drawings (manual and CAD) including: plans, elevations, sections, axonometric projections, perspectives to fully demonstrate a design solution.
7. Acquire the ability to select and specify compatible and suitable systems, materials and finishes for commercial /Residential interiors.
8. Develop a unique voice aligned to personal values and show this in work.
9. Display fluency, elaboration, originality, relevance, and come up with new solutions.
10. Design aesthetically appropriate, persuasive visual identities, ambiances for commercial and Residential interiors taking into account differences in culture, context, materials, etc.
11. Display openness to change.

Effectively articulate & present design solutions

References