FACULTY OF VISUAL ARTS & PERFORMING ARTS

SYLLABUS

FOR

BACHELOR OF DESIGN

(SEMESTER: I – VIII)

Session: 2019-20

COURSE STRUCTURE

1st to 2nd Semester
FOUNDATION COURSE (COMMON TO ALL)

SPECIALIZATION (ANY ONE)

3rd TO 8th SEMESTER FASHION DESIGN TEXTILE DESIGN INTERIOR DESIGN



GURU NANAK DEV UNIVERSITY AMRITSAR

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(ii) Subject to change in the syllabi at any time. Please visit the University website time to time.

BACHELOR OF DESIGN (SEMESTER SYSTEM)

TOTAL MARKS IN EACH SEMESTER

Semester	Total Marks
I	400
II	400
III	600
IV	600
V	600
VI	600
VII	600
VIII	600
Grand Total:	4400

BACHELOR OF DESIGN

WORKING SCHEDULE

8 SEMESTERS PER COURSE 2 SEMESTERS PER SESSION 19 WEEKS PER SEMESTER 30 HOURS PER WEEK 570 HOURS PER SEMESTER

WORKING SCHEDULE

8 SEMESTERS PER COURSE 2 SEMESTERS PER SESSION 19 WEEKS PER SEMESTER 30 HOURS PER WEEK 570 HOURS PER SEMESTER

SEMESTER-I: (Foundation)

Paper No.	Course	External Marks	Theory Marks	Total Marks
I.	Drawing–I (Practical)			
	A. Still Life	15		50
	B. Nature Study	15		30
	C. Outdoor Sketching	20		
II.	Colour			50
	(Practical)	50		
III.	Basic Design			50
	(Practical)	50		
IV.	Workshop–I (Practical)	50		50
V.	History of Art–I (Theory)	_	50	50
VI.	Asethetics & Art Appreciation	_	50	50
VII.	Communication Skills in English–I	_	50	50
VIII.	Punjabi (Compulsory) / OR			
	* Punjab History & Culture	_	50	50
	(From Earliest Times to C 320) / OR			
	* ਮੁੱਢਲੀ ਪੰਜਾਬੀ			
IX.	** Drug Abuse: Problem, Management and	_	50	50
	Prevention (Compulsory Paper)			
	Total Marks:			400

Note:

- * Special Paper in lieu of Punjabi Compulsory, for those students who are not domicile of Punjab
- ** Marks of this Paper will not be included in the Total Marks.

I. DRAWING-I (Practical)

A: STILL LIFE

Total: 50 Marks

Time: 3 Hours Marks: 15

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempt.

- 1. Introduction to meaning and importance of object. Drawing with reference to observation, proportion, balance, light and shade, form, colour, texture and perspective.
- 2. Study of different objects with pencil, crayon and Charcoal only in line drawing.
- 3. Study of transparent objects like glasses, bottles etc.
- 4. Drapery in pencil and crayon Showing light & shade.
- 5. Study of composition of different types of object in water colour, monochrome, halftone, Tempera, collage etc. on different paper & surfaces.

B: NATURE STUDY

Time: 3 Hours Marks: 15

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Study of plants and different types of trees and its different parts and construction in line drawing, pencil shading and water colours.
- 2. Detailed study of the following with reference to its construction, characteristics, form, colour and texture from different angles, in pencil, pen and colours, flowers, vegetables, birds, fruits, animals, butterflies, insects etc.
- 3. Study of element of nature in landscape for composition based on different season.

C: OUTDOOR SKETCHING

Time: 3 Hours Marks: 20

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Visit to museum to appreciate various sculptures in stone and bronze casting and being able to draw them.
- 2. Study of monuments to study structure and Architecture.
- 3. Compositions like: Railway station, Market, Bus Stop, Restaurants etc.

II. COLOUR (Practical)

Total Marks: 50 Marks

Time: 3 Hrs.

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted

- 1. Introduction to Colour and Colour wheels Primary, Secondary, Tertiary colours. Understanding Hue, Value, Tint & shade. Meaning and Understanding of Colour intensity by making a chart. Physical and emotional reactions of colours.
- 2. Balance with Colour Achieving different Grades of colour: Pale, Light, Vivid, Bright, Dull, Deep. Colour Interpretation–Expression, Mood, Seasons, Colourschemes–Analogous, Complimentary, Monochrome, Achromatic, Adjacent, Warm and Cool Colours.
- 3. Understanding of Methods–Pencil (all types), Soft Pastels, OilPastels, Chalk and Conte Crayon, Charcoal, PenandInk, BrushandInk, Different Type of Brushes, Water Colours, Gouache, Oil Colours, Acrylic Colours, different types of paper.

III. BASIC DESIGN (Practical)

Total Marks: 50

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Basic Elements of Design
- 2. Basic shapes Man Made and Natural
- 3. Form sin relation to design
- 4. Movement, Transition, Mirror, Rotation
- 5. Stylization (Traditional, Decorative, Geometric)
- 6. Splitting (Abstract)
- 7. Texture and pattern and Repetition

IV. WORKSHOP-I (Practical)

Time: 6 Hours Total Marks: 50

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

Demonstration and practical classes to be conducted on the following:

- 1. Clay Modelling /Paper Clay
- 2. Plaster of Paris
- 3. Tin foil
- 4. Oil Colour
- 5. Acrylic Colour /Fabric Colour

Experimenting/innovating with above medium sand materials, submit projects at the end of Semester.

V. HISTORY OF ART-I (Theory)

Time: 3 Hrs. Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Indian Art:

SECTION -A

Indus valley Civilization— Priest

Dancing Girl

Bull seal and Pashupati seal

Mother of Goddess.

Mauryan Dynasty– Lion Capital (Sarnath),

Bull Capital (Rampurva)

Yaksha from patna Yakshi from Didarganj.

Kushana Dynasty- Chalukaya Yakshini

SECTION -B

Gupta Dynasty– Standing and Sitting Buddha from Mathura

Standing and Sitting Buddha from Sarnath

Mughal Miniature Paintings – Calligraphy work in miniature paintings

Portrait of Shah jahan

SECTION -C

Rajsthani Paintings– Kishangarh, Bundi, Mewar.

Pahari Paintings– Kangra, Basholi.

SECTION-D

Bengal School— Nandlal Bose, Rabinderanath Tagore, Abinderanath Tagore.

Post Independence Art— Jamini Roy, Amrita Shergill.

VI. AESTHETICS AND ART APPRECIATION (Theory)

Time: 3 Hours Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A

Elements of Art (with reference to fashion/textile/interior design) What is an Art?
Write in detail about the importance of line in Art.

SECTION-B

The concept of Beauty – Write in detail about Indian concept of beauty.

Write in detail about Western concept of beauty.

SECTION -C

Aesthetic to Experience- Importance of aesthetic experience
Write about positive and negative experiences toward art.

SECTION-D

Communication: Write the artistic types of communication explaining the feelings and understanding of art.

Shilpa Text – write in detail about shilp text's importance and uses in art.

PAPER-VII: COMMUNICATION SKILLS IN ENGLISH-I

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:

Section-A

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Section-B

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Section-C

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/business letter.

Activities:

- Formatting personal and business letters.
- Organising the details in a sequential order

Section-D

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

- Oxford Guide to Effective Writing and Speaking by John Seely.
- English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP

PAPER-VIII: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ), (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ। (ਪ੍ਰਸਗ ਸਾਹਤ ਵਿਆਖਆ, ਸਾਰ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ–ਸੰਗ੍ਰਹਿ) ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 1 ਤੋਂ 6) (ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

- (ੳ) ਪੈਰ੍ਹਾ ਰਚਨਾ
- (ਅ) ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਸੈਕਸਨ-ਡੀ

- (ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ, ਸੂਰ-ਪ੍ਰਥਾ।
- (ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- 1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
- 2. ਵਿੰਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
- 3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
- 4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

PAPER-VIII: Punjab History & Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory) (For those students who are not domicile of Punjab)

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

- 1. Physical features of the Punjab and its impact on history.
- 2. Sources of the ancient history of Punjab

Section-B

- 3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
- 4. The Indo-Aryans: Original home and settlements in Punjab.

Section-C

- 5. Social, Religious and Economic life during *Rig* Vedic Age.
- 6. Social, Religious and Economic life during Later Vedic Age.

Section-D

- 7. Teachings and impact of Buddhism
- 8. Jainism in the Punjab

Suggested Readings:

- 1. L. M Joshi (Ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd Edition)
- 2. L.M. Joshi and Fauja Singh (Ed.), *History of Punjab*, Vol.I, Patiala 1977.
- 3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
- 4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
- 5. Chopra, P.N., Puri, B.N., & Das, M.N. (1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

PAPER-VIII: ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In lieu of Compulsory Punjabi) (For those students who are not domicile of Punjab)

ਸਮਾਂ : 3 ਘੰਟੇ ਕਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ) ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ–ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ–ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਗ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੋਂ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- 1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
- 2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
- 3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
- 4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

PAPER – IX: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION (COMPULSORY PAPER)

PROBLEM OF DRUG ABUSE

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

Meaning of Drug Abuse:

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

Section - B

Consequences of Drug Abuse for:

Individual : Education, Employment, Income.

Family : Violence. Society : Crime.

Nation : Law and Order problem.

Section - C

Management of Drug Abuse:

Medical Management: Medication for treatment and to reduce withdrawal effects.

Section - D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy. Social Management: Family, Group therapy and Environmental Intervention.

References:

- 1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
- 2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
- 3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications.
- 4. Kapoor. T. (1985) Drug epidemic among Indian Youth, New Delhi: Mittal Pub.
- 5. Kessel, Neil and Henry Walton. 1982, Alcohalism. Harmond Worth: Penguin Books.
- 6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
- 7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
- 8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
- 9. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: Mittal Publications.
- 10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab*: A Sociological Study. Amritsar: Guru Nanak Dev University.
- 11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
- 12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
- 13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characterstics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
- 14. World Drug Report 2016, United Nations office of Drug and Crime.
- 15. World Drug Report 2017, United Nations office of Drug and Crime.

BACHELOR OF DESIGN (SEMESTER SYSTEM)

SEMESTER-II: (Foundation)

Paper No.	Course	External Marks	Theory Marks	Total Marks
I.	Drawing & Illustration (Practical)			
	A. Life Study	25		50
	B. Illustration	25		
II.	Colour and Design & Communication (Practical)	75		75
III	Workshop-II (Practical)	50		50
IV	History of Art–II (Theory)		75	75
V	Computer Application (Practical)	50		50
VI.	Communication Skills in English–II		Th. 35 Prac.15	50
VII	Punjabi (Compulsory) / OR * Punjab History & Culture (C 320 to 1000 B.C.) / OR * ਮੁੱਢਲੀ ਪੰਜਾਬੀ	_	50	50
VIII	** Drug Abuse: Problem, Management and Prevention (Compulsory Paper)	-	50	50
	Total Marks:			400

NOTE: The theory of Design & Communication, Computer Application and Workshop–II will be taught in separate period but there will be no exam for these subjects.

Note:

- * Special Paper in lieu of Punjabi Compulsory, for those students who are not domicile of Punjab
- ** Marks of this Paper will not be included in the Total Marks.

I. DRAWING AND ILLUSTRATION (PRACTICAL)

Total Marks: 50

A: LIFE STUDY

Time: 6 Hours Marks: 25

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

Knowledge and proportion of human figure and various parts of the body and its proportion, planes masses, postures, rhythmic unity of body parts.

Study of human figure in different mediums like: Pencil, charcoal, poster, water colours, pen and inks etc.to develop illustration techniques and skills.

Study of full human figure in different postures with book reference to live models—Male/Female

The students are required to sketch regularly and submit a hundred free hand–quick sketches (outdoor/Indoor situations and compositions) every week.

B: ILLUSTRATION

Time: 6 Hours Marks: 25

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

Improving Drawing skills and composing different scenes

Understanding illustration and techniques with subject to communication and narration Simplification/Stylization/manifestation of drawing into/for illustration

II. COLOUR AND DESIGN COMMUNICATION (Practical)

Time: 6 Hours Total Marks: 75

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Principles of Design
- 2. Designs in Modern colour schemes/ Variation in relation to visual Communication
- 3. One point colour scheme & effect of colours placements
- 4. Colour–ways of specific Design in relation to adaptation of environment
- 5. Study of an area in relation to its surroundings seeking out a problem, analysis and formulation basic design.
- 6. Flexibility of design in relation to adaptation.
- 7. Communication through Abstraction in/with constraints. **Exercise**: visualization of an Idea (Rhythm and chaos)
- 8. Exercise based on Combination of Concepts/ Ideas, Medium of Collage Etc.

Exercise based on Application in the Disciplines:

Discussion of collage Exercises

Group project based on Subject Colour-2 and Subject Design Co-ordination of all

Exercises

III. WORKSHOP-II

Total Marks: 50

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

Photography and Digital Printing

- 1. Importance of Photography in relation to Design and Communication Handling the Camera, understanding different kinds of camera and exposures Taking pictures in different light conditions.
- 2. Compositions: Figurative, Architectural, Street Photography, Object Study in various Light conditions, Creative Photography.
- 3. Using wide angle lenses, Tele Photo lenses, zoom lenses, Normal lenses.
- 4. Product Photography in various light conditions (Studio and Outdoor)
- 5. Architectural photography (outdoor/indoor) of historical monuments of India and show casting of different cultures, traditions and people.
- 6. Print setup for digital printing: RGB and CMYK.

IV. HISTORY OF ART-II (Theory)

Time: 3 Hours Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Western Art:

SECTION -A

Prehistoric Art

Greek Art

SECTION-B

Roman Art

Expressionism (Munch Ensor, Die Brucke, Dev Blave Reiter)

SECTION -C

Impressionism (Monet, Manet, Degas, Renoir)
Post Impressionism (Van Gogh, Paul Gauging, Paul Cezanne)

SECTION-D

Fauvism (Hennery Matisse)

Cubism (Picasso, Peit Mondrian)

(Relate the western art with Architecture, costumes & textiles of the particular period)

V. COMPUTER APPLICATION

Total Marks: 50

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

5 Projects for Design work in computer prints for paint brush package and other packages to be submitted for Exhibition.

A. MS-Office:

1. MS-WORD

Various operations on a file Toolbars (Standard, Format)

Page setup

Boarder and Shading

Mail merge

2. MS-Power Point:

Operations on a file

Application

Various views of slides

B. Desktop Publishing:

- 1. What is DTP?
- 2. Computer Graphics and its types
- 3. Difference between Vector and Raster

C. Introduction to Photoshop:

- 1. Understanding Image Size & Resolution
- 2. Relation between resolution, File sizes &output
- 3. Using Menu & Colour palettes
- 4. Working with Photoshop Tools
- 5. Working with Layers, Channels & Paths, Actions, History
- 6. Importing & Exporting Images

PAPER-VI: COMMUNICATION SKILLS IN ENGLISH-II

Time: 3 Hours

Max. Marks: 50 Theory Marks: 35 Practical Marks: 15

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:

SECTION-A

Listening Skills: Barriers to listening; effective listening skills; feedback skills. **Activities:** Listening exercises – Listening to conversation, News and TV reports

SECTION-B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION-C

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.

Activities:

- 1) Making conversation and taking turns
- 2) Oral description or explanation of a common object, situation or concept

SECTION-D

The study of sounds of English,

Stress and Intonation,

Situation based Conversation in English,

Essentials of Spoken English. **Activities:** Giving Interviews

PRACTICAL / ORAL TESTING

Marks: 15

Course Contents:-

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

Ouestions:-

- 1. Oral Presentation will be of 5 to 10 minutes duration (Topic can be given in advance or it can be student's own choice). Use of audio visual aids is desirable.
- 2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

PAPER-VII: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ), (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ। (ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ) ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12) (ਸਾਰ, ਲਿਖਣ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

- (ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
- (M) यवट येटा.ग.

ਸੈਕਸਨ-ਡੀ

- (ੳ) ਸੰਖੇਪ ਰਚਨਾ
- (ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ–ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- 1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
- 2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
- ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
- 4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

PAPER-VII: Punjab History & Culture (C 320 to 1000 B.C.) (Special Paper in lieu of Punjabi compulsory) (For those students who are not domicile of Punjab)

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

- 1. Alexander's Invasion and its Impact
- 2. Punjab under Chandragupta Maurya and Ashoka.

Section-B

- 3. The Kushans and their Contribution to the Punjab.
- 4. The Panjab under the Gupta Empire.

Section-C

- 5. The Punjab under the Vardhana Emperors
- 6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Section-D

- 7. Development of languages and Education with Special reference to Taxila
- 8. Development of Art & Architecture

Suggested Readings:

- 1. L. M Joshi (Ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd Edition)
- 2. L.M. Joshi and Fauja Singh (Ed.), *History of Punjab*, Vol. I, Punjabi University, Patiala, 1977.
- 3. Budha Parkash, Glimpses of Ancient Punjab, Patiala, 1983.
- 4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

PAPER-VII: ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In lieu of Compulsory Punjabi) (For those students who are not domicile of Punjab)

ਸਮਾਂ: 3 ਘੰਟੇ ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ

- (ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
- (ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰ੍ਹਾ ਰਚਨਾ ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ) ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- 1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
- 2. ਵਿੰਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੌਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
- ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
- 4. ਪੇਪਰ ਸੈੰਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

PAPER – VIII: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION (COMPULSORY PAPER)

DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A Prevention of Drug abuse:

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

Section – B

School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Section – C

Controlling Drug Abuse:

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

Section - D

Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

- 1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
- 2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
- 3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications.
- 4. Kapoor. T. (1985) Drug Epidemic Among Indian Youth, New Delhi: Mittal Pub.
- 5. Kessel, Neil and Henry Walton. 1982, Alcohalism. Harmond Worth: Penguin Books.
- 6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
- 7. National Household Survey of Alcohol and Drug Abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
- 8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
- 9. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking Obscenity, New Delhi: Mittal Publications.
- 10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab*: A Sociological Study. Amritsar: Guru Nanak Dev University.
- 11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
- 12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
- 13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characterstics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
- 14. World Drug Report 2016, United Nations office of Drug and Crime.
- 15. World Drug Report 2017, United Nations office of Drug and Crime.

BACHELOR OF DESIGN (SEMESTER-III) (FASHION & TEXTILE DESIGNING) & INTERIOR DESIGN

Paper No.	Course		External Marks	Theory Marks	Total Marks
I.	Design Development–I	(Practical)	100	_	100
II.	Workshop–I	(Practical)	100	_	100
III.	Computer Aided Design	(Practical)	100	_	100
IV.	Market Survey	(Practical)	75	_	75
V.	Technical Theory	(Theory)	_	75	75
VI.	Historical study of Fashion & Textile Designing/ Interior Designing-I	(Theory)	_	75	75
VII.	Advertising & Marketing (Common to all)	(Theory)	_	75	75
		Total:			600

BACHELOR OF DESIGN (SEMESTER-III) FASHION & TEXTILE DESIGNING

I. DESIGN DEVELOPMENT-I (PRACTICAL)

Total Marks: 100

Instructions for the examiners (practical):

The examiner should set 3 questions out of which 2 has to attempted.

- 1. Understanding Design Composition and Patterns.
- Understanding and Developing of Traditional Designs (Centerline, Ogee, Paisley, Grape wine, Jalli)
- 3. Different types of placements/repeats and Colour ways
- 4. Understanding the fashion figure
- 5. Figure analysis (3 different postures–fronts, 3 quarters, profile)
- 6. Understanding style lines in fashion figure
- 7. Analysis of hands, feet and face
- 8. Rendering Croquis with coloured pencil
- 9. Fashion Details Pockets Sleeves Cuffs Collars Necklines Skirts Pants Silhouettes.

BACHELOR OF DESIGN (SEMESTER-III) FASHION & TEXTILE DESIGNING

II. WORKSHOP-I (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Print Samples of-Stencil, Block, Tie & Dye and Batik
- 2. Introduction to Sewing Machines
- 3. Various kinds of Hand stitches
- 4. Seams and Seam finishes
- 5. Different types of Necklines and placket openings
- 6. Different types of collars (6) and Sleeves (8)
- 7. Understanding and Weave Samples of:-

(Plain Weave, Rib Weave, Basket Weave

Twill Weave & its variations, Satin & Sateen Weave, Cut Pile and Uncut Pile)

BACHELOR OF DESIGN (SEMESTER-III) FASHION & TEXTILE DESIGNING

III. COMPUTER AIDED DESIGN (Practical)

Total Marks: 100

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Project of Corel Draw with 10 prints should be submitted as internal assessment.

1. An Introduction to Corel Draw:

- Understanding of pixel based and vector based images
- Overview of Corel Draw

2. Working with Corel Draw:

- Opening a new Graphics
- Modifying and Existing graphics
- Saving a file

3. Introduction to Drawing Tools:

- Use of free and Bezier tools
- Use of square, ellipse and polygon tools and basic shapes tool
- Use of pencil, pen tool
- Understanding of an open and closed shapes

4. Changing attributes of Graphical objects i.e. Fill and Outline colour and styles.

5. File Menu:

- Create your own colours
- Use of making plates to create colours
- Use of fountain and 2 colour fill patterns
- Texture fill

6. Working with Text:

- Use of Artistic Text
- Edit text using Text- Character Commands
- Converting text into Curved object

7. Creating Special Effects:

- Add perspective
- Use envelop to create different shaped objects
- Blending two objects to create transformations
- Creating a 3D object using "Extrude" effect.
- Add contours

8. Working with Objects:

- Group/Ungroup objects
- Weld and Trim
- To change order of objects
- Combine two objects

BACHELOR OF DESIGN (SEMESTER-III) FASHION & TEXTILE DESIGNING

IV. MARKET SURVEY

Time: 3 Hours	Total Marks: 75
Instruction for the Examiners (Practical):	
Only Viva to be conducted	
Students will Survey the Market and survey on and collect sampl	les of

Weaves

Yarns

Knits

Non-woven fabrics

Dyed Fabrics

Printed Fabrics

Embroidered Fabrics

Narrow Fabrics

Project report on the basis of industrial visit.

BACHELOR OF DESIGN (SEMESTER-III) FASHION & TEXTILE DESIGNING

V. TECHNICAL THEORY

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

1. Fashion / Textile Vocabulary

SECTION-B

2. Fashion details – Collars, Sleeves, Necklines, Skirts, Trousers and Pockets

SECTION-C

- 3. Classification of Fibers
 - a) Vegetable Fibers Cotton, Linen
 - b) Animal Fibers Wool, Silk
 - c) Synthetic Fibers Polyester, Nylon, Rayon

SECTION-D

- 1 Introduction and Classification of yarns.
- 2 Introduction and Classification of Weaves.

BACHELOR OF DESIGN (SEMESTER-III) FASHION & TEXTILE DESIGNING

VI. Historical Study of Fashion & Textile Designing-I

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Study of Traditional costumes of the following States:-

a. Eastern States:

West Bengal

Orissa

b. Western States:

Rajasthan

SECTION-B

Study of Traditional costumes of the following States:-

c. Northern States:-

Gujarat

d. Southern States:

Tamil Nadu

SECTION-C

e) Study of Following Traditional Woven Textiles:-

Brocades

Baluchari

Kanjivaram

Chanderi

SECTION-D

f. Study of Following Traditional Textiles:-

Paithani

Ikkat

Kota

VII. Advertising & Marketing (Theory) (Common to all specializations)

Time: 3 Hrs Total: 75 Marks

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

1. Definition of Marketing

- The Marketing Concepts and its Evolution
 (Production Concept, Selling Concept, Marketing Concept)
- Product and Societal Marketing
- Benefits of the Marketing Concepts

SECTION-B

2. The Marketing Mix

- The concept and elements of the Marketing mix the 4P's and their sub elements
- Factors considered for designing an appropriate marketing mix.

3. Market Segmentation and Targeting

- Concepts and base of Segmentation
- Benefits of Segmentation
- Characteristics of Profitable Segments–Market Targeting Strategies.

4. Products

- Basic Concept
- Product Life Cycle
- Marketing Strategies for different stages of PLC

SECTION-C

6. Product Branding

- Important Branding
- Purpose of Branding
- Branding Strategies
- Characteristics of good brand names

5. Product Packaging

- Basic Purpose Types of Packages
- Important decision areas—size, share, materials, colours, dual use of packages changes in package design, pre–testing of package.

SECTION-D

6. Direct Marketing

- Nature
- Growth
- Advantages
- Major Decisions

7. Advertising

- Need &Importance to whole salers, retailers and consumers
- Advantages
- Role of advertising in the marketing mix.

2. DESIGN DEVELOPMENT-I (Practical) DRAFTING & RENDERING

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

- 1. Types of Lines
- 2. Architectural Symbols
- 3. Isometric View
- 4. Axonometric View
- 5. Perspectives (One point, Two Point)
- 6. Orthographic Projection of simple solids—Plan, Elevation and Section Drafting of furniture—Stool, Table and Chair.
- 7. PROJECT: Living Room and Bedroom.

II. WORKSHOP-I (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Introduction to carpentry tools & their functions
- 2. Wood-Cutting, Sawing, Planning, Drilling, Polishing, Finishing
- 3. Joineries–8 Different Types
- 4. Lengthening, Widening & Bearing
- 5. Product (Clock or Lamp or Mirror Etc.)

BACHELOR OF DESIGN SPECIALIZATION (SEMESTER–III) INTERIOR DESIGN

III. COMPUTER AIDED DESIGN

Total Marks: 100

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Introduction to Auto CAD 2D:

- 1. Introduction to AutoCAD Definition application
- 2. Basic concepts:
 - o Opening a file
 - o Saving a file
 - o Closing a file
 - o Using tools
- 3. Setting up the documents:
 - o Viewing documents
 - Using rulers
 - o Changing sizes
- 4. Working with graphics:
 - o Drawing figures
 - o Using rulers
 - o Adjusting segments
 - o Colouring the text
 - Modifying shapes
 - Using transformation tools
- 5. Adding text to drawing
 - Working with styles
 - o Creating and modifying textiles
 - o Using line text
- 6. Dimensioning Concepts
 - o Linear Dimension
 - o Radial Dimension
 - o Angular
 - o Dimension
 - o Aligned
 - o Dimension
 - Continued
 - o Dimension
 - o Diameter
 - o Dimension
 - o Drawing Leaders

BACHELOR OF DESIGN SPECIALIZATION (SEMESTER–III) INTERIOR DESIGN

- 7. Hatching Drawings
 - o Hatchings
 - Hatch Patterns
 - o Creating Associative Hatch
 - o Hatch EDIT Command
 - o Trimming the hatch patterns
 - o Hatching Match Properties
- 8. Raster Images
 - o Editing Raster images
 - o Using with polyline
 - o Using with splines
 - o Using with arcs

IV. MARKET SURVEY (Practical)

Total Marks: 75

Instruction for Examiners: (Practical)

Only Viva to be conducted

- 1. Study and Survey of rates, estimates and varieties of:
 - Wood Finishes
 - Laminates
 - Paints
 - Accessories and hardware
 - Furnishings and Floor coverings (Soft)
- 2. Visit to exclusive showrooms.
- 3. Students will submit a project report and material board based on survey conducted.

V. TECHNICAL THEORY (Theory)

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

- Introduction to carpentary tools & their functions
- Hardwares, fittings, & Accessories for furniture

SECTION-B

- Different types of wood and their properties
- Different types of finishes and polishes

SECTION-C

- Different types of boards-plywood, commercial boards, laminates and veneers.
- Ergonomics and Anthropometry. (Basic Residential Standards)

SECTION-D

- Different types of joineries, stools, tables and chairs
- Furnishings and Floor Coverings (Soft)

VI. HISTORICAL STUDY OF INTERIOR DESIGNING-I (Theory)

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

- 1. Period Furniture
 - Egyptian
 - Greek
 - Roman

SECTION-B

- 2. Period Furniture
 - Romanesque
 - Gothic
 - Renaissance

SECTION-C

- 3. Period Furniture
 - Baroque
 - Neo-classism
 - Chippendale

SECTION-D

- 4. Modern Furniture
 - Art Noveu Movement
 - Modern Movement
 - Art deco Movement
 - Post Modern Movement

BACHELOR OF DESIGN (SEMESTER-IV) (FASHION & TEXTILE DESIGNING) & INTERIOR DESIGN

SEMESTER-IV: (Specialization)

Paper No.	Course		External Marks	Theory Marks	Total Marks
I.	Design Development-II	(Practical)	100		100
II.	Workshop–II	(Practical)	100		100
III.	Computer Aided Design (Common with Textile & Fashion)		100		100
IV.	Market Survey	(Practical)	. 75		75
V.	Technical Theory	(Theory)		.75	75
VI.	Historical Study of Fashion & Textile Designing / Interior Designing-II	(Theory)		75	75
VII.	Business Studies-I (Common to all)				
		(Theory)		-75	75
VIII. ·	*(ESL-221) Environmental Studies (Compulsory) (Common to all)	(Theory)		. 100	*100
	,	otal Marks:	•	•	600

^{*}EVS (Compulsory Paper) Marks will not be included in the total marks.

I. DESIGN DEVELOPMENT-II (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

- 1. Understanding and Development of Contemporary designs [stripes, checks, dots, diapers, abstract] and Colourways, Floral woven designs.
- 2. Fashion Art
 - a. Office Wear
 - b. Resort Wear
 - c. Occasion Wear
 - Mood Board
 - Concept Board
 - Fashion Illustration

II. WORKSHOP-II (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- Understanding and Development of Screens, product making.
- Construction of A-line Frock and Gathered frock
- Construction of different types of pockets.
- Pattern making of adult bodice block.
- Basic embroidery stitches and Construction of samples of Indian Traditional embroideries (Kantha, Kasuti, Kutch, Chikankari, Phulkari, Applique of Gujarat)

III.COMPUTER AIDED DESIGN

Total Marks: 100

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Introduction to Adobe Photoshop:

- Introduction to photoshop
- Working with tools
- Using menu and colour palettes
- Working with mask
- Concept of path (segment, anchor, curved, closed, open, subpath)
- Importing and exporting images
- Working with layers, channels and actions, history
- Using navigators
- Applying effects/Filters
- Photo Editing
- Make Minimum of 10 Assignments

IV. MARKET SURVEY

Time: 3 Hours Total Marks: 75

Instruction for the Examiners (practical):

Only Viva to be conducted

Market Survey of

Handloom & Power loom Fabrics

Machine embroidery Samples

Laces, Braids and fasteners

Visit to manufacturing units and exclusive showrooms

❖ A project file to be submitted at the end of the semester

V. TECHNICAL THEORY

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

- 1. Study of handlooms Pit Loom, Draw Loom
- 2. Study of power looms- Shuttle loom, Rapier Loom, Air jet Loom, Water jet Loom, Circular Loom.

SECTION-B

- 3. Introduction and Classification of Fabric Finishes
- 4. Inportance of Fabric Finishes

SECTION-C

- 5. Introduction to Dyeing: Natural dyes, synthetic dyes.
- 6. Classification Dyeing- Acid, Basic, Direct, Reactive, Vat, Disperse and pigment dyes **SECTION-D**

7. Printing Types of Prints- Duplex, discharge, Flock, resist, enginnered, Bloch and burnt out

8. Techniques of prints-Block, Screen, Resist, Roller, Stencil and Transfer

VI. HISTORICAL STUDY OF FASHION & TEXTILE DESIGNING -II

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Origin of Clothing:-Indus Valley, Vedic period,

SECTION-B

Egyptian, Greek Roman.

SECTION-C

Traditional embroideries of following states:-Punjab, Himachal Pradesh, Uttar Pradesh, Jammu & Kashmir.

SECTION-D

Printing:-Sanganeri, Kalamkari, Azrakh Bagru

VII. BUSINESS STUDIES—I (Theory) (Common to all specialization)

Time: 3 Hours Total Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

1. Basics of Business

- Concept of Business, Nature of Business,
- Objectives of Business and Scope of Business
- Social responsibilities of Business
- Business system and its environment

SECTION-B

2. Organizing A Business

- Forms of Business ownership & Organization (Names of the topics)
- Choice of a suitable form of organization
- Business Combination

SECTION-C

3 Production Function

- Production Management
- Production Planning & Control

SECTION-D

4. Marketing Function

- Nature & functions of Marketing
- Marketing Research
- Channel of distribution (patterns of channel and types of intermediaries)

I. DESIGN DEVELOPMENT-II (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

- 1. Partition
- 2. Staircase Design
- 3. **PROJECT**: Design of Conference Room or Office
- 4. Design of Salon / Spa

II.WORKSHOP-II (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- PROJECT

Furniture Design on a particular theme

III. COMPUTER AIDED DESIGN (INTERIOR DESIGN)

Total Marks: 100

Instruction for Examiners:

(Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Auto CAD 2d Advanced

- 1. Working with drawing aids
- (i) Working with layers
- (ii) Object properties
 - Changing colour
 - Line type
 - Line–weight
 - LTS factor for plotting
- 2. Working with blocks
 - The concepts of Blocks
 - Advantages of using blocks
 - Formation of blocks
 - Inserting blocks
 - Block Editor
 - Word Block
 - Exploding the Blocks
 - Layers, Colours, Line types and Line weights for Blocks
- 3. The user Coordinate system
 - The world coordinate system
 - Controlling the visibility of the UCS icon defining the new UCS.

III. COMPUTER AIDED DESIGN (INTERIOR DESIGN)

- 4. Model Space view ports, paper space view ports and layouts
 - Model space and paper space/layouts
 - Model space, viewports (tiled viewports)
 - Creating tiled view ports
 - Making a view port current
 - Joining two adjacent view ports
 - Converting an existing closed objects into a viewport
 - Paper space view ports
 - Creating polygonal view ports
 - Controlling the display of objects in view ports
 - Locking the display of objects in view ports
 - Clipping existing view ports
- 5. Plotting Drawings:
 - Plotting Drawings in Auto CAD
 - Plotting Drawing using the Plot Dialog Box
 - Adding Plotter
 - Plotting with PDF/JPEG
 - Plotting Sheets in a Sheet Set

GOOGLE SKETCHUP

- Introduction to the Google Sketchup
- Sketchup Screen
- Viewing Tools
- Shortcut Keys
- Drawing Tools
- Manipulation Tools

IV. MARKET SURVEY (Practical)

Total Marks: 75

Instruction for Examiners: (Practica	ction for Examiners: (Practica	al`
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Only Viva to be conducted.

- 1. Study and survey, estimates of varieties of
 - Bricks
 - Stones
 - Glass
 - Types of flooring
 - Paneling and Cladding
- 2. Visit to exclusive showrooms.
- 3. Students will submit a project report and material board on the basis of survey conducted.

V. TECHNICAL THEORY

Time: 3 Hours Theory Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

- Definition, Importance & use of paneling and cladding.
- Arches and Lintels

SECTION-B

- Introduction to Foundations and its types.
- Brick-Bonding, Types and walls
- Partition Wall

SECTION-C

- Section through a load bearing brick wall
- Flooring(Hard)
- Cavity Wall

SECTION-D

- Stone Masonry
- Roofs (Flat, Pitched, Trusses)

VI. HISTORICAL STUDY OF INTERIOR DESIGNING-II

Time: 3 Hours Theory Marks: 75

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

- 1. Indus Valley Civilization (Harappa and Mohenjodaro)
- 2. Hindu Architecture:
 - The Shunga dynasty- Chaityas, Viharas and stupas

SECTION-B

- 3. Hindu Architecture:
 - The South Indian period—Pallavas, and Hoysalas
 - Jain Period (Dilwara Temple)

SECTION-C

- 4. Islamic Architecture
 - Akbar Period (Agra Fort, FatehpurSikri)
 - Shahjahan Period (Taj Mahal, Redfort, Jamamasjid)

SECTION-D

- 5. Indian Architects (Design Philosophy & one Building)
 - Hafeez Contractor
 - Raj Rewal
 - BV Doshi
 - Charles Correa.

ESL-221: Environmental Studies (Compulsory Paper)

Time: 3 Hrs. Max. Marks: 100

Teaching Methodologies

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2019.

Exam Pattern: End Semester Examination- 75 Marks

Project Report/Field Study- 25 Marks [based on submitted report]

Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 Marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – **50 Marks**

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

- 1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
- 2. Visit to a local polluted site Urban / Rural / Industrial / Agricultural
- 3. Study of common plants, insects, birds
- 4. Study of tree in your areas with their botanical names and soil types
- 5. Study of birds and their nesting habits
- 6. Study of local pond in terms of wastewater inflow and water quality
- 7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
- 8. Study of common disease in the village and basic data from community health centre
- 9. Adopt any five young plants and photograph its growth
- 10. Analyze the Total dissolved solids of ground water samples in your area.
- 11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
- 12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

(2 lectures)

Unit-II

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)

Unit-III Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)

Unit-IV

Biodiversity and its conservation

- Introduction Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

Unit-V Environmental Pollution:

Definition:

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

(8 Lectures)

Unit-VI

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness (7 Lectures)

Unit-VII

Human Population and the Environment

- Population growth, variation among nations
- Population explosion Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

(6 Lectures)

Unit-VIII

Field Work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

(Field work equal to 5 lecture hours)

References:

- 1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
- 2. Down to Earth, Centre for Science and Environment, New Delhi.
- 3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
- 4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
- 5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
- 6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
- 7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
- 8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
- 9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
- 10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BACHELOR OF DESIGN (SEMESTER SYSTEM) (FASHION & TEXTILE DESIGNING) & INTERIOR DESIGN

SEMESTER-V: (Specialization)

Paper '	Course		External	Theory	Total
No.			Marks	Marks	Marks
I.	Design Process–I	(Practical)	100		
					100
II.	Workshop–III	(Practical)	100		100
III.	Computer Aided Design				
		(Theory)		50	
		(Practical)	50		100
IV.	Market Survey	(Practical)	75		75
V.	Technical Theory	(Theory)		75	75
	Historical study of Fashion & Textile designing / Interior				
VI.	Designing-III	(Theory)		75	75
VII.	Business Studies II (Common to all)	(Theory)		75	75
	(Common to an)	Total Marks:			600

I. DESIGN PROCESS-I (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

A. Introduction to Design Process

Understanding of concepts

Research on respective concepts/ideas

Time Planning

Project proposals

draping and sketches

Graph Weaving

B. Design Projects

Design Project–I – One Domestic Market (Fashion & Textile)

Design Project–II – One International Market (Fashion & Textile)

Each design project should comprise of following:

- 1. Design explorations
- 2. Fabrics
- 3. Boards (Mood, concept, trend)
- 4. Colours
- 5. Market study and analysis (of domestic and international markets respectively)
- 6. Illustrations

Compilation and Submission of portfolio 50% compilation 50% portfolio, for 1 theme design 7-8 Sheets

II. WORKSHOP-III (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- Drafting & construction of Indian Traditional garments
 – Kalidar Kurta, Salwar Suit, Churidar Pajami & Choli cut blouse (Dart Manipulation)
- 2. Drafting & construction of:
 - Basic Skirt
- 3. Printing & Weaving Practical (2 printing Article & 1 Weaving)

Printing & Weaving of Design Project 1

Printing & Weaving of Design Project 2.

Dyeing with Direct Dyes, Acid Dyes, Napthol Dyes, Natural Dyes, and Reactive Dyes.

- * Construction 2 printing articles
- * Surface Ornamentation of any one Garment

III. COMPUTER AIDED DESIGN

Time: 3 Hours

Theory: 50 Marks
Practical: 50 Marks
Total Marks: 100

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will Have to attempt any five. All questions carry equal marks.

- 1. **Introduction to Abode Illustrator** Application of Illustrator in Fashion Designing
- 2. **Basic Concepts**

Opening and closing documents

Saving documents

Setting preferences Using the Toolbars Using Palettes

3. **Viewing & settingup Documents** Viewing Documents

Using Rulers

Changing the Artboard size

- 4. **Working with Graphic & Color** About vector Graphics bitmap images About collar Models About Paths & Anchor Points Drawing with Pen & Pencil Tool Adjusting path segments Drawing Rectangles, Ellipses, Polygons etc.
- 5. **Modifying shapes & Applying Special Effects** Using the Transformation Tools Blending Shapes

Working with Compound paths About the Ink Pen Filter

6. Make at least 10 computerized specification sheets

IV. MARKET SURVEY (Practical)

Total Marks: 75

Instruction for Examiners: (Practical)

Only Viva to be conducted.

Market Survey of:

- -Famous brands available in market (Kidswear, teenager, women and men)+ Home Furnishing.
- -Latest trends in Fashion and Textiles.
- -Visit to various garment manufacturing units and Furnishing Stores.

Note: Project reports are to be submitted at the end of semester.

V.TECHNICAL THEORY

Time: 3 Hrs. Theory Marks: 75

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will Have to attempt any five. All questions carry equal marks.

- 1. Selection of clothing for following age groups Infants
 - **Toddlers**

Adolescents

Adults

Elderly

- 2. Socio-psychological factors affecting clothing choices
- 3. Wardrobe planning, budgeting and inventory planning, decision making
- 4. Fashion trends and fashion coordination
- 5. Forecasting and its application in fashion industry
- 6. Dyeing:
 - A) Classification of Dyes.
 - B) Stages of Dyeing

Solution Dyeing

Fibre Dyeing

Yarn Dyeing

Piece Dyeing

Garment Dyeing

7. Methods of Dyeing:

Jet Dyeing

Package Dyeing

Pad Dyeing

Winch Dyeing

VI. Historical Study of Fashion & Textile Designing-III (Theory)

Time: 3 Hrs. Theory Marks: 75

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will Have to attempt any five. All questions carry equal marks.

Leading Designers and their Creations (Education, Career & Collection)

Satya Paul

Ritu Kumar

Ritu Beri

Abu Jani

J.J. Valaya

Meera and Muzaffar Ali

Niki Mahajan

Aneeth Arora

Neeru Kumar

Gothic period

Renaissance

Bayzantine

VII. BUSINESS STUDIES-II (COMMON TO ALL SPECIALIZATION)

Time: 3 Hrs. Theory: 75 Marks

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will Have to attempt any five. All questions carry equal marks.

1. Finance Function

- Objectives and scope of Financial Management
- Financial Planning
- Sources of Finance

1. Personnel Functions

- Nature & Scope of Personnel Management
- Manpower Planning

2. Management Planning Functions Meaning

- Aim & Importance
- Limitations
- Characteristics of a good plan
- Types of plans
- Steps in the planning process

3. SalesFunction

- Traditional & Modern Concepts
- Steps in the selling process
- Sales forecasting
- Sales Promotion
- Sales Force Management

I. DESIGN PROCESS-I (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

- 1. **Project** Residence (Plan, Elevation, Section, Layout) Detailed Work Of Bedroom, Kitchen, Toilet, Walk In, Lobby.
- 2. Working Drawings
- 3. Sanitary and Electrical Drawings
- 4. Color Mood Board
- 5. Design Project–Residential
- 6. Project Landscape Design

Roof Garden/ Terrace Garden/ Small Park.

II. WORKSHOP-III (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

Project:

- 1. Furniture design on a theme or related to residence.
- 2. Model Making of a Residence using innovative materials (Bed, Couch, Storage, Cabinets)

III. COMPUTER AIDED DESIGN (INTERIOR DESIGN) AUTOCAD-3D

Total Marks: 100 Marks
Total Practical: 50 Marks
Theory: 50 Marks

Time: 3 Hours Theory: 50 Marks

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

Drawing solids modifying solids Surfaces Rendering/Shades Perspectives/Viewports

IV. MARKET SURVEY (Practical)

Total Marks: 75

Instruction for Examiners: (Practical)

Only Viva to be conducted.

- 1. Collecting samples, rates and varieties of electrical fitting accessories and lighting, False Ceiling, Air Conditioning.
- 2. Visit to exclusive show rooms
- 3. Students will submit a project report and material board on the basis of survey conducted.

V. TECHNICAL THEORY

Time: 3 Hours Theory Marks: 75

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

- 1. Types & construction of False Ceiling
- 2. Services–Electrical and Sanitary
- 3. Landscaping (Mughal, French, Japanese) and knowledge of interior and exterior landscaping.
- 4. Types of Doors and Windows
- 5. Lighting in Interiors
- 6. Air Conditioning

VI. HISTORICAL STUDY OF INTERIOR DESIGNING-III (THEORY)

Time: 3 Hours Total Marks: 75

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

- 1. Greek Architecture
- 2. Roman Architecture
- 3. Renaissance
- 4. Gothic Architecture
- 5. Architects of modern era (design philosophy and 1 building)
 - (a) Frank Llyod Wright
 - (b) Le Corbusier
 - (c) Ludwig Mies Van Der Rohe
- 6. Contemporary Architects
 - (a) Zaha Hadid
 - (b) Frank o Gehry

BACHELOR OF DESIGN (SEMESTER–VI) (FASHION & TEXTILE DESIGNING) & INTERIOR DESIGN

SEMESTER-VI: (Specialization)

Paper No.	Course	External Marks	Theory Marks	Total Marks
I.	Design Process–II (Practical)	125	_	125
II.	Workshop-IV (Practical)	125	_	125
III.	Computer Aided Design	100	_	100
IV.	Technical Theory (Theory)	_	75	75
V.	Entrepreneurship development programme (Common to all Specialization) (Theory)	_	75	75
VI.	Exhibition Design & Display			
	(Theory)	_	50	
	(Practical)	50	_	100
	Total Marks:			600

I. DESIGN PROCESS-II (Practical)

Total Marks: 125

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

- Inspirational Designing and Presentation
- Research on respective concepts/themes/ideas
- Designing on innovative Themes like prose, poetry, historic moments, current issues, special
 days and occasions, festivals, celebrations, events, movements, historic periods, culture,
 traditional costumes, traditional textile designs etc.
- Line Planning on different themes, using different fabrics, (e.g. silk, velvet, satin, lace, chiffon, jute, leather) accessories—(e.g, hatsbells, jewellery, tattooing, shoes, bows and belts), silhouettes—(e.g-barrel, funnel, aline, straight, capsule, circular, boat etc.) colours (e.g-monochromatric, rainbow, neutrals black and white, warm, cool, analogous, complimentary) design setc.
- Stylisation of croquis according to personal choice
- Innovative portfolio presentation techniques
- Logbooks showing design exploration and documentation to be maintained
- Development of carpets (mughal, French, Italian, Traditional &Contemporary designs)
- Create Design for Silk and Cotton sarees

II. WORKSHOP-IV (Practical)

Total Marks: 125

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to be attempted.

Pattern making and construction of

- Trouser
- Minimum 2 innovative lower garments (skirts/trousers etc.)
- Minimum 2 Draped garments (tops/dresses etc.)
- Weaving and printing of Designs: Samples of Furnishings Printed Products for the office and home furnishing
- Weaving and printing of Designs for dress material
- Minimum Recycling & upcycling (1 article)

III. COMPUTER AIDED DESIGN (FASHION DESIGN) (Practical)

Total Marks: 100

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Painting: (Design Sheets for Fashion & Textiles)

About painting in Adobe Illustrator

Setting Paint Attributes

Using the Color & Swatches Palette

Painting by Dragging & Dropping

Setting the Attributes

1. Creating Gradients & Patterns:

2. Using Layers:

Using the Layer Palette

Creating Layers and Setting Layer Options

Moving objects within Layers

Changing the order of Layers

Displaying layers in Artwork view

3. Using Type:

4. Importing & Exporting Artworks:

Using the Clipboard to Import and Export Artworks

Using the drag and deep Features to Import and Export Artwork

About Graphic File Formats

Printing Documents

Producing Colour Separations

Making Computerized Fashion Folio

IV. TECHNICAL THEORY

Time: 3 Hrs. Total Marks: 75

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

Fashion Merchandising

Overview of the garment industry-design, production and marketing Introduction to fashion merchandising-the activities involved

Role of merchandiser, qualities of a merchandiser Responsibility of the fashion merchandiser Visual merchandising and its advantages for the buyer and setter today Fashion calendar The planning cycle Merchandise planner

Product selection and mix Distribution mix

Distribution channels, from producer, to ultimate consumer Fashion supply chains—store retailing, non–store retailing

Buying strategy

Role and responsibility of the retail fashion buyer

Customer identification—customer pro filing and role of buyer Sourcing & global sourcing Range planning and range building

Pre-treatments of

Printing

Degumming

Bleaching Scouring

Post Treatments

Heat Setting

Steaming

Washing

-Colour Fastness to Light, Washing, Perspiration, and Crouching, Bleaching [chlorine]

BACHELOR OF DESIGN (SEMESTER-VI)

V. ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (COMMON TO ALL SPECIALIZATION)

Time: 3 Hrs. Total: 75 Marks

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

The Course is designed for 30 hours duration and would deal with the subject on entrepreneurship including Project Management. The course will assist the person to develop and in sight in to entrepreneurship understand and develop the traits that make a successful entrepreneur. It will assist him/her to formulate his/her venture and launch the same. The details of topics along with duration are given below:

Entrepreneurship and its Traits

Why entrepreneurship, who is an entrepreneur (Characterstics of a good entrepreneur) Entrepreneurship Motivation training (Development entrepreneur's traits through behavior excercises)

Project concept and Planning

Method of Product Identification and Procedures and formalities

Concept of Project Report–covering aspects like management,

Site selection, and Building Technology and Technical Know–how

Selection of Plant and Machinery, Plant Capacity, Utilities requirements etc.

Project financing and Viability

Project Cost and Capital Structure

Estimating Cost of Production and Profitability

VI. EXHIBITION DESIGN & DISPLAY

Total Marks: 100 Marks Total Practical: 50 Marks Theory: 50 Marks

Time: 3 Hours

Instruction for Examiners: (Practical)

Only Viva to be conducted

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

Theory: (For Fashion & Textiles)

Introduction to Exhibition and Display

Different Modes of Exhibition and Display

Objectives of Exhibition Design and Display

The Benefits in Promotion of Marketing by Display and Exhibition of the

Commercial Value of Displays.

The Importance of Exhibitions and Garments fairs for Fashion Designer.

Practical:

Layout Design and Illustration for different kinds of Design and Displays

Window displays for a specific store Boutique or a shop

Mood Board and Story

Boards Prop Development

I. DESIGN PROCESS-II (Practical)

Total Marks: 125

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

Note: Atleast one Project in the semester should be done using sustainable methods.

Design Projects-

- 1. Showroom Design
- 2. Bakery/ Flower Shop
- 3. Cafe/ Restaurant.

II. WORKSHOP-IV (Practical)

Total Marks: 125

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

- 1. Furniture Models of Project I and II
- 2. Design Project Model I and II

III. COMPUTER AIDED DESIGN (INTERIOR DESIGN) (Practical)

Total Marks: 100

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

3D MAX

Application of 3–D studio in interior design 3D Geometry

3D Orientation Lighting Material Texture Modification Using Cameras Walkthroughs

Design Project–Residential

Design Project-Commercial

IV. TECHNICAL THEORY

Time: 3 Hours Total Marks: 75

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will Have to attempt any five. All questions carry equal marks.

- 1. Basics of Estimation and Costing
- 2. Basics of Project Management (Definition And Importance)
- 3. Anti–Termite Treatment.
- 4. Fire Protection
- 5. Prevention of Cracks in Buildings
- 6. Planning of Buildings
- 7. Green Buildings
 - Concept and Benefits
 - Sustainability and Green buildings
 - Rating System (LEED, GRIHA)
 - Energy efficiency
- 8. New technology in the market (smart systems like use of sensors, hydraulic, cameras in residential systems)

VI. EXHIBITION DESIGN AND DISPLAY

Total Marks: 100 Marks
Time: 3 Hours
Theory: 50 Marks
Practical: 50 Marks

Instruction for Examiners: (Practical)

Only Viva to be conducted

Instruction for the Examiners (Theory):

Eight questions are required to be set giving equal weightage to all the units. The candidates will Have to attempt any five. All questions carry equal marks.

Theory

- Introduction to Exhibition and Display System
- Modes of Exhibition and Display System
- Types of Display Systems
- Objectives of Exhibition Design
- Lighting in Exhibition
- Objectives of Display

Practical

- Lighting in Exhibition
- Types of Display
- Layout Design for Exhibitions

BACHELOR OF DESIGN (SEMESTER SYSTEM)

SEMESTER-VII: (Specialization) (FASHION & TEXTILE DESIGNING) & INTERIOR DESIGN

Paper	Course		External Marks	Theory Marks	Total Marks
No.					
I.	Design Process–III	(Practical)	200	_	200
II.	Workshop-V	(Practical)	250	_	250
III.	Computer Aided Design				150
		(Practical)	100		
		(Theory)		50	
	To	otal Marks:			600

I. DESIGN PROCESS-III (Practical)

Total Marks: 200

Instruction for the Examiners (Practical):

The student has to opt either option A or B

Option A Fashion Designing

Minimum 5 Garments in line planning

Research Report

Mood Board

Colour Board

Swatch Board

Fashion Illustrations

Garment Specifications

Costing Sheets.

Log book showing entire documentation and design explorations to be maintained.

OR

Option B Textile Designing

Development of designs for the following:

Tapestries

Murals

Macrame

Crochet

Wall hangings (Embroidery, Applique, Patch work)

• Students have to take up the same option in all three subjects.

II. WORKSHOP-V (Practical)

Total Marks: 250

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

The student has to opt either option A or B

Option A: Fashion Designing

Construction of minimum 5 garments designed for the fashion show.

OR

Option B: Textile Designing

Weaving of designs for the followings: Tapestries- Minimum 30*50 inches Murals- 12*18 inches Macrame- 2*5 feet

Crochet- Wall hangings (2*3 feet) or Poncho

Wall hangings (embroidery, Applique, Patchwork) 2*3 feet

• Students have to take up the same option in all three subjects.

III. COMPUTER AIDED DESIGN

Practical:100 Marks
Theory: 050 Marks Total marks:150
Time: 03:00 Hrs

Instruction for Examiner: (Practical)

The examiner should set 2 projects, out of which one has to be done in specified time.

Instructions for the Examiner: (Theory)

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

Section-A

Introduction and importance to designing print and textiles.

Workflow of Fashion and Textiles Software

Tools in Software

Section-B

Generate patterns in Software

Color Grades, Index Colors, Color Standards

Section-C

Draping

Computer aided Manufacturing

Section-D

Simulation

Trends in CAD/CAM

I. DESIGN PROCESS – III (Practical)

Total Marks: 200

Instruction for the Examiners (Practical):

The examiner should set 3 questions out of which 2 has to attempted.

Design Process-III:

Design Project-School

Design Project–Land scaping (indoor & outdoor)

Design Project-Hotel

II. WORKSHOP-V (Practical)

Total Marks: 250

Instruction for the Examiners (Practical):

The examiner should set 2 questions out of which 1 has to attempted.

Furniture on a concept Model with soft board

III. COMPUTER AIDED DESIGN (Practical)

Practical: 100 Marks

Time: 3 Hours Theory: 050

Instruction for Examiners: (Practical)

The examiner should set 2 projects out of which one has to be done in specified time.

Instructions for the Examiner: (Theory)

Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.

Basics of Photoshop CS4:-

- Modification/Editing of images in Photoshop CS4.
- Importing and Exporting images in Photoshop CS4.
- Layer style (Photoshop CS4)
- Tool box (Photoshop CS4)

Basics of Revit software (Latest Version)

- 2D & 3D with Revit Architecture.
- Creating Solids in Revit.
- Using basic building components in Revit.
- Rendering in Revit.
- Creating 3D views in Revit.
- Using editing tools in Revit.

BACHELOR OF DESIGN (SEMESTER SYSTEM) (FASHION & TEXTILE DESIGNING) & INTERIOR DESIGN

SEMESTER-VIII: (Specialization)

Paper No.	Course	Exhibition Marks	Total Marks
I.	Industrial Training	300	300
II.	Design & Display / Commercial Production	300	300
	Total Marks:		600

BACHELOR OF DESIGN (SEMESTER-VIII) (FASHION, TEXTILE, INTERIOR DESIGN)

Total Marks: 300

INDUSTRIAL TRAINING

Industrial training for minimum 8–10 weeks.

Report to be submitted

BACHELOR OF DESIGN (SEMESTER-VIII) (Fashion, Textile and Interior Design)

Total Marks: 300

DESIGN AND DISPLAY

Any commercial production and out put off the training with report

Note: the evaluation of the report will be done by external examiner