FACULTY OF VISUAL ARTS AND PERFORMING ARTS

SYLLABUS

FOR

BACHELOR OF VOCATION (B.Voc.)
PRODUCT DESIGN MANAGEMENT AND
ENTREPRENEURSHIP
(Semester: I – IV)

Session: 2019-20

GURU NANAK DEV UNIVERSITY,
AMRITSAR.

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# BACHELOR OF VOCATION (B.VOC.)
**(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER SYSTEM**

## SEMESTER – I:

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper</th>
<th>M. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper – I</td>
<td>Methods and Materials (Practical)</td>
<td>100</td>
</tr>
<tr>
<td>Paper – II</td>
<td>Introduction to 2D Design and 3D Design (Practical)</td>
<td>100</td>
</tr>
<tr>
<td>Paper – III</td>
<td>Drawing and Perspective (Practical)</td>
<td>100</td>
</tr>
<tr>
<td>Paper – IV</td>
<td>Communication Skills in English – I</td>
<td>50</td>
</tr>
<tr>
<td>Paper – V</td>
<td>Punjabi (Compulsory) / <strong>ਪੰਜਾਬੀ ਪ੍ਰਤੀਬੱਧਕ</strong> /  <strong>Punjab History &amp; Culture (From Earliest Times to C 320)</strong></td>
<td>50</td>
</tr>
<tr>
<td>Paper – VI</td>
<td>* Drug Abuse: Problem, Management and Prevention (Compulsory Paper)</td>
<td>50</td>
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## SEMESTER – II:

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<tbody>
<tr>
<td>Paper – I</td>
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<td>100</td>
</tr>
<tr>
<td>Paper – II</td>
<td>Façade Display and Treatment – I (Practical)</td>
<td>100</td>
</tr>
<tr>
<td>Paper – III</td>
<td>Computer Graphics (AutoCAD 2D) (Practical))</td>
<td>100</td>
</tr>
<tr>
<td>Paper – IV</td>
<td>Communication Skills in English – II (Th.35+Pr.15)</td>
<td>50</td>
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<tr>
<td>Paper – V</td>
<td>Punjabi (Compulsory) / <strong>ਪੰਜਾਬੀ ਪ੍ਰਤੀਬੱਧਕ</strong> /  <strong>Punjab History &amp; Culture (C 320 to 1000 B.C.)</strong></td>
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<td>* Drug Abuse: Problem, Management and Prevention (Compulsory Paper)</td>
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</table>

**Note:** *Marks of this Paper will not be included in the Total Marks.*  
**Special Paper in lieu of Punjabi Compulsory**  
(For those students who are not domicile of Punjab)
**BACHELOR OF VOCATION (B.VOC.)**  
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER SYSTEM

### SEMESTER-III

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Subjects</th>
<th>Hours</th>
<th>Theory Marks</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
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<td><strong>General Education Component:</strong></td>
<td></td>
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<tr>
<td>Paper – I</td>
<td>Design Management –I (Theory)</td>
<td>3</td>
<td>50</td>
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<tr>
<td>Paper – II</td>
<td>Market Survey – I (Practical)</td>
<td>3</td>
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<td></td>
<td><strong>Skill Component:</strong></td>
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<tr>
<td>Paper – III</td>
<td>Design Development &amp; Workshop – I (Practical)</td>
<td>6</td>
<td>-</td>
<td>100</td>
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<tr>
<td>Paper – IV</td>
<td>Product Chronology – I (Practical)</td>
<td>6</td>
<td>-</td>
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<tr>
<td>Paper – V</td>
<td>Facade Display &amp; Treatments – II (Practical)</td>
<td>3</td>
<td>-</td>
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<tr>
<td>Paper – VI</td>
<td>Computer Graphics (CorelDraw) (Practical)</td>
<td>3</td>
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### SEMESTER-IV

<table>
<thead>
<tr>
<th>S.No.</th>
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<th>Theory Marks</th>
<th>Practical Marks</th>
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<td>Paper – I</td>
<td>Design Management –II (Theory)</td>
<td>3</td>
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<tr>
<td>Paper – II</td>
<td>Market Survey – II (Practical)</td>
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<td><strong>Skill Component:</strong></td>
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<tr>
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<td>Design Development &amp; Workshop–II (Practical)</td>
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<tr>
<td>Paper – IV</td>
<td>Product Chronology – II (Practical)</td>
<td>6</td>
<td>-</td>
<td>100</td>
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<tr>
<td>Paper – V</td>
<td>Social Media Marketing (Theory)</td>
<td>3</td>
<td>50</td>
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<tr>
<td>Paper – VI</td>
<td>Computer Graphics (Photoshop) (Practical)</td>
<td>3</td>
<td>50</td>
<td></td>
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<tr>
<td>Paper – VII</td>
<td>* (ESL–221): Environmental Studies</td>
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* Marks of EVS will not be included in the Total Marks.
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – I

Paper – I: Methods and Materials
(Practical)

Time: 6 Hours
Max. Marks: 100

Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

a. Understanding of Organic and Inorganic pigments
b. Understanding of Dry and Wet mediums
   (dry pastels, charcoal, pencils of different grades, (water colours, poster colour, acrylic colours, inks)
c. Applique Design
d. Wood Finishing
e. Traditional Hand Embroideries

Text/ References:
1. Fabric Science by Allen C. Cohen
2. Publisher: Bloomsbury Publishing India Private Limited
3. Artist Handbook by Ray Smith – D. K. Publisher
Paper – II: Introduction to 2D Design and 3D Design
(Practical)

Time: 6 Hours
Max. Marks: 100

Instructions for the Examiners (Practical)

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

Introduction to 2D and 3D Design

a. Man-made shapes and forms
b. Natural Shapes and forms
c. Shapes (Geometrical, Floral, Abstract)
d. Forms (Volume, Structure, Harmony, Balance)
e. Colour (Colour wheel, tint, tones, value, saturation)

Text/References:
- Colour Harmony by Terry Marks Publisher - Rock Port
- Design Element - A Graphic Style Manual by Timothy Samara
  Publisher - Rock Port
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – I

Paper – III: Drawing and Perspective
(Practical)

Time: 6 Hours

Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

Drawing and Perspective
- Developing, drafting & free hand perspective drawing with pencil shading and colour
- 2-Point Perspective
- 3-point Perspective and outdoor studies.

Text/ References:
- Perspective Made Easy by Ernerst R. Norling
- Engineering Drawing by N.D. Bhatt
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
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – I

PAPER-V: भौतिकी (सन्धानी)

मात्रा : 3 पृष्ठ

चाल अंक : 50

शैक्षणिक हिस्सा

अनुभव महाविद्यालय (किरिंद्र जाना),
(भार. कुलंकूर धीरा अके विभिन्न संयुक्त मंत्र)
बांधु राजकुमार रेड युवराजवर्मिति, अभिभूतता।
(भृजसा मोजउ लेखाकार, मान)

शैक्षणिक-बी

भौतिकी प्रांत (भौतिकी बेक-मितूनि)
मंत्र. म.म.मंजू कर्म.
वैज्ञानिक माध्यम पुस्तक, झिल्लीज़ा। (लेख 1 तक 6)
(विषय प्रमुख, लिखित-मैला)

शैक्षणिक-मी

(क) पृष्ठ उत्तर

(अ) पृष्ठ पड़ बें पुस्तक दे ढूंढ़ा।

शैक्षणिक-बी

(क) भौतिकी पत्री मित्र : झिल्लीज़ा अनुभव, झिल्लीज़ा माध्यम दे विषय, माध्यम, विभिन्न,
मूल-पृष्ठ।

(अ) वस्त्र तैयारीमात्र : वस्त्र दा तैयारीपुष्कर, वस्त्र अके झिल्लीज़ा दा अभिरुचि, वैज्ञानिक
झिल्लीज़ा माध्यम दे पुस्तक-मित्र।

अंक-संख्या अन्त मध्यम तथा पुस्तक उत्तरदातियां

1. पुस्तक पुस्तक दे तब जवा देनें। उत्तर जवा दिनें दे पुस्तक पृष्ठ मात्रा।
2. विभिन्न प्रकार के बुंड़ पृष्ठ पुस्तक वजने उठ। उत्तर जवा दिनें दे पुस्तक पृष्ठ वस्त्री है।
3. अनेक पुस्तक लिखे जी जवा दिनें वेंिंग ना मात्रा है।
4. जवा मैट तब ताला लाख सेवक चुन उन्न पुस्तक दी नैंड अंत के लेंग दे लेंग नां
झिल्लीज़ा मित्र वजन मात्रा है।
PAPER-V: ਪ੍ਰਕੌਸ਼ਲ ਭਾਸ਼ਾ (In lieu of Compulsory Punjabi)

ਸਮਾਨ: 3 ਪੇਟਿ

ਪੰਜਾਬੀ

ਮੈਵਜ਼੍ਹੋਲੋ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿੱਚ, ਕੌਸ਼ਲ ਵਿੱਚ, ਪੜਹ ਇੱਕੀ ਇਕ ਵਾਲਾ ਅਹੇ ਪੜਹ ਹਿੱਚ ਪੜਹ ਇਕ ਵਾਲਾ ਅਹੇ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ ਭਾਸ਼ਾ-ਪੰਜਾਬੀ)

ਸਾਧਾਰਣ (ਸਿਖੀ, ਹਿਰਨੀ, ਅੰਗੀ) : ਪੰਜਾਬੀ ਅਹੇ ਇਕ ਇਕ

ਮੈਵਜ਼੍ਹੋਈ

ਪੰਜਾਬੀ ਸਾਹਿਤ-ਸਟੂਡੀਜ਼ : ਪੰਜਾਬੀ ਭਾਸ਼ਾ-ਪੰਜਾਬੀ

(ਸਾਹਿਤ ਵਿੱਚ, ਮੈਵਜ਼੍ਹੋਲ ਵਿੱਚ, ਭਾਸ਼ਾ ਵਿੱਚ, ਭਾਸ਼ਾ ਵਿੱਚ, ਭਾਸ਼ਾ ਵਿੱਚ ਅਹੇ ਪੰਜਾਬੀ)

ਮੈਵਜ਼੍ਹੋਈ

ਹਿੰਦੂ ਕੁਰਾਣ ਦੀ ਪੰਜਾਬੀ ਸਾਹਿਤ-ਸਟੂਡੀਜ਼ : ਮੁੱਢਲ, ਲਕਰ, ਕਿਸੂਲੇ-ਰਾਉ, ਪੰਜਾਬੀ ਅਹੇ ਇੱਕ ਹਿੱਚ ਜਾਣਦੀ ਅਦਾਲਤ ਵਿਚ ਮੈਵਜ਼੍ਹੋਲ

ਮੈਵਜ਼੍ਹੋਈ

ਝਨੀ ਦੇ ਮੁੱਠ ਦਿਲਾਉ ਦੇ ਲਾਂ, ਬਾਲੂ ਭਾਈਅਣ ਦੇ ਲਾਂ, ਕੁੱਡੇ ਦੇ ਲਾਂ, ਦਿੱਤਾ ਦੇ ਲਾਂ, ਦਿੱਤਾ ਦੇ ਲਾਂ, ਦਿੱਤਾ ਦੇ ਲਾਂ, ਦਿੱਤਾ ਦੇ ਲਾਂ, ਦਿੱਤਾ ਦੇ ਲਾਂ, ਦਿੱਤਾ ਦੇ ਲਾਂ

ਸ਼ਕੀ ਅਹੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿੱਚ ਉਪਾਧਿਆਂ

1. ਪੰਜਾਬੀ ਮੂਲ ਦੇ ਹਰ ਤਰਕ ਕਹੋ।
2. ਵਿਕਲਪਾਧਾਕੀ ਦੇ ਜਾਣ ਪੰਜਾਬੀ ਤਰਕ ਕਹੋ।
3. ਝੂਖਣ ਪੰਜਾਬੀ ਦੇ ਵਾਲਾ ਅਦਾਲਤ ਦੇ ਹਰ ਤਰਕ।
4. ਪੰਜਾਬੀ ਮੂਲ ਹਰ ਤਰਕ ਸੇਵ ਕਹੋ ਜਾਂ ਪੰਜਾਬੀ ਦੀ ਸਾਹਿਤ ਅਦਾਲਤ ਦੇ ਹਰ ਤਰਕ ਹਰ ਤਰਕ ਜਾਣਦੀ ਅਦਾਲਤ ਦੇ ਹਰ ਤਰਕ।
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.

Section–C
5. Social, Religious and Economic life during Rig Vedic Age.

Section–D
7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings:
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:

Section – B

Consequences of Drug Abuse for:
- 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:
Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

Method and Materials:

Exploration of following Materials:

- Fibre, Yarns and Fabrics
- Waste Material (Industrial Waste / Household Waste)
- Terracotta
- Wood
- Bamboo / Cane
- Leather

The students will understand the nature and working possibilities of the above material using different methods like Block Printing, Engraving, Screen Printing etc.

Text/ References:

- Bamboo and Cane Crafts by M D Ranjan, Nilam Iyer
Instructions for the Examiners (Practical)

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

Facade Display and Treatment – I:

• Importance and need of Facade Display and Treatment
• Basic Visual display concept, techniques in relation to Facade Display.
• Examine elements and principles of design to create display, boards and presentations.
• Apply theories of color, light and design to facade display.
• Window installation: lighting, ambience, budgets, signage graphics, mannequins
• Work on windows (outside project).
• Create brand concept for a company (one)

Text/ References:
Facade Construction Manual: Thomas Herzog, Roland Krippner
Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

Computer Graphics (2D AutoCAD)
The examiner should set 2 projects of which one has to be done in specified time.

• Introduction to AutoCAD 2D definition applications.

• Basic Concepts
  1. Opening a file
  2. Saving a file
  3. Closing file
  4. Using tools

• Setting up the documents
  1. Viewing the documents
  2. Using rulers
  3. Changing sizes

• Working with Graphics
  1. Drawing figures
  2. Using rulers
  3. Adjusting segments
  4. Coloring the text
  5. Modifying shapes

• Adding text to drawings
  1. Working with styles
  2. Creating and modifying textiles
  3. Using line text

• Dimensioning Concepts
  1. Linear Dimensions
  2. Aligned Dimensions
  3. Angular Dimensions
  4. Continued Dimensions
  5. Leader
  6. Dim style

• Hatching
  1. Hatching
  2. Hatch Patterns
  3. Hatch edit command
  4. Hatch match properties
• Layers
  1. Color
  2. Line weight
  3. Line type for blocks
  4. Lock
  5. Freeze

• Raster Images
  1. Editing Raster images
  2. Using with Polylines
  3. Using with splines
  4. Using with arc

• Working with blocks
  1. Concept of blocks
  2. Advantages of blocks
  3. Formation of blocks
  4. Inserting of blocks

Text/References:
• Introduction to AutoCAD 2D and 3D Design by Bernd S. Palm
• AUTOCAD Workbook for Architects by Shannon Kyles
• AUTOCAD Training Guide by Linkan Sagar
PAPER-IV: 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.

Questions:-
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-V: पैनवधी (लघुभाषी)

संख्या : 3 पृष्ठ
वेळ अंश : 50

मेचमूं-देय

आजम असनज (लघु बावं),
(स्पष्ट वितरित धीरे अदेह दिशभाष हिन्द मंगूढ)
लाकुड़ तरवर टेक पूरीविलिंग, अभिनवत।
(टिम्ब्र-हाम, भाव दिविल)

मेचमूं-दी

टिकिएग मजल (टिकिएग स्वात-मंगुवै)
संग्राम, म.म.मंगूढ,
पैनवधी स्वाभ धूमसत, भवभाव । (लेख 7 ते 12)
(वाच, लिखत मैली)

मेचमूं-गी

(३) मार्ग-जगठत अदेह मार्ग तत्त्व : पश्चिममा, भूमिकें मंकलम
(अ) अवध मूर्तियाँ

मेचमूं-दी

(३) मूर्ति तत्त्व
(अ) भूमिकें अदेह अवधान

अंब-चांद अदेह धीरिभाव लटी उरनितियाँ

1. पूर्ण प्लेट दे चाल जवा ठेंडी। उत जवा पिछ दे पूर्ण प्लेट सटे हो।
2. विदिवाली हे फुल प्लेट पूर्ण घड़े उठ। उत जवा पिछ दे पूर्ण प्लेट लघुभाषी
3. असुवर पूर्ण प्लेट दे वसंत पूव ।
4. शेखर मैंट चाल घडा लैलेक चाहे उं पूर्ण दे चाल मांगे बौं उं बौं चाल दिई-पूर्ण दे लिए उत मजरा है।
PAPER-V: ਪ੍ਰੋਡਕਟ ਡਿਜ਼ਾਇਨ ਮੌਲੀਕਾਂ ਵਿਚਾਰਕੀ
(In lieu of Compulsory Punjabi)

ਸਮੂਹ: 3 ਪਰਟੀ
ਬੁਲਾਂਟ: 50

ਪ੍ਰਥ-ਪ੍ਰੁਸ

ਮੇਲਮੂਲ-ਦੇਈ

ਮਸਫ਼ ਸੋਂਦਰੀਆਂ: ਪਹਾਣ ਅਤੇ ਲਾਵਣ
(ਕੁਆ, ਪਹਾਣਸ਼ੁਤ, ਲਿਕਿਝ ਕੁਆ, ਕੁਆਣੀ ਕੁਆਣੀ, ਸਾਬੇਮਨ, ਬੇਂਸੀ ਅਤੇ ਦਿਸ਼ਕਾਲ)

ਮੇਲਮੂਲ-ਵੀ

ਪ੍ਰੋਡਕਟ ਡਿਜ਼ਾਇਨ ਵਿਚਾਰਦਾਦਤ
(ੀ) ਮਾਨਨੀ ਬਾਲ, ਮਕੁਰੁਕ ਬਾਲ ਅਤੇ ਕੁਆਣੀ ਬਾਲ (ਪਹਾਣ ਅਤੇ ਲਾਵਣ)
(੦) ਕੁਆਣੀ ਬਾਲ, ਪੁਹੂ ਲਿਕਿਝ ਬਾਲ ਅਤੇ ਪ੍ਰੋਡਕਟ ਬਾਲ (ਪਹਾਣ ਅਤੇ ਲਾਵਣ)

ਮੇਲਮੂਲ-ਵੀ

੨੫ਤੂ ਬਾਲ
ਸੰਖੇ ਬਾਲ

ਮੇਲਮੂਲ-ਵੀ

ਰੋਲਸ ਪ੍ਰੂਡਕਟ (ਸਪੀਸ਼ਲ ਅਤੇ ਸਹਾਇਕ)
ਆਕਾਰ ਅਤੇ ਭੂਗਾਕਾਰ

ਆਕਾਰ-ਸੰਖਤ ਅਤੇ ਸਹਾਇਕਾਵਾਂ ਲਖੀ ਉਹਨਾਂ

1. ਪ੍ਰੋਡਕਟ ਪ੍ਰੂਡਕਟ ਦੇ ਚਾਲ ਦਾ ਕਥਾ ਕੇਠਾਂ। ਉਹ ਦਾ ਵਿਚਾਰ ਦੀਆਂ ਦੀ ਪ੍ਰੂਡਕਟ ਪ੍ਰੂਡਕਟ ਦੇ ਕਥਾਂ।
2. ਕੁਆਣੀ ਬਾਲ ਦੇ ਚਾਲ ਦਾ ਪ੍ਰੂਡਕਟ ਕਥਾ ਦੇ ਕਥਾ। ਉਹ ਦਾ ਵਿਚਾਰ ਦੀਆਂ ਦੀ ਪ੍ਰੂਡਕਟ ਸਰਬੰਨੀ ਦੀਆਂ।
ਪ੍ਰਸ਼ਾਂ ਦੀਆਂ ਪ੍ਰੂਡਕਟ ਦੀਆਂ ਦੀ ਪ੍ਰੂਡਕਟ ਵਿਚਾਰ ਬੀਡ ਨਾ ਮਾਲਕ ਦੀਆਂ।
3. ਉਠੇ ਪ੍ਰੂਡਕਟ ਦੇ ਚਾਲ ਦੀ ਬਾਲ
4. ਹੇਲੀਟ ਮੈਂਟ ਚਾਲ ਦਾ ਕਥਾ ਕੇਠਾਂ ਉਚ ਦੇ ਪ੍ਰੂਡਕਟ ਦੀ ਮੈਂਟ ਬਾਲ ਦੇ ਬਾਲ ਚਾਲ ਦੀਆਂ-ਪ੍ਰੂਡਕਟ ਦੀਆਂ ਦੀਆਂ ਬਾਲ ਮਾਲਕ ਦੀਆਂ।
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – II

PAPER–V: 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)

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. 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:
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
References:

Paper–I: Design Management – I

(Theory)

Time Allowed: 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

Definition of Management-Nature & Scope of Management
Functions of Management- Contribution of Fly Taylor

Section -B


Section -C

Introduction to Marketing and Marketing Management. Concepts and Evolution of Marketing- Production Concept, Selling Concept, Marketing Concept, Product Concept and Societal Marketing, Benefits of Marketing Concepts. Marketing Mix- 4 Ps and 4 Cs of Marketing and their sub elements. Factors considered for designing appropriate marketing mix.

Section-D


Recommended Books

- Design Management: Organisation and Marketing Perspectives by Sotiris T. Lalaounis
- Design Management by David Hands
Instructions for the Examiners (Practical)

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

- A Detailed Market Survey has to be conducted for the materials (Wood, Yarns, fabrics, leather) to be used for designing 2D / 3D products with special reference to the following:
  - Varieties of the Material
  - Working Possibilities (Products and Techniques)
  - Costing
  - Sourcing

Text/References:

Fabric Science by Allen C. Cohen
Publisher: Bloomsbury Publishing India Private Limited
Instructions for the Examiners (Practical)

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

Designing 2D and 3D products with the following Materials:
- Yarns and Fabrics
- Waste Material (Industrial Waste / Household Waste)
- Terracotta

The students have to submit 4 – 6 2D / 3D products at the end of the semester.

Text/ References:
- Bamboo and Cane Crafts by M D Ranjan, Nilam Iyer
Instructions for the Examiners (Practical)

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

1. Study of traditional products in terms of various material and method in regional craft
2. Data collection on basis of Primary and secondary research giving methodology details, following standard text and image size.

Text/References:
Fabric Science by Allen C. Cohen
Publisher: Bloomsbury Publishing India Private Limited
Paper-V Facade Display and Treatment II
(Practical)

Instructions for the Examiners (Practical)

Time Allowed: 3 Hours

Max Marks: 50

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

- Design Analysis and Color project presentation.
- In store display: floor layouts, Case study
- Brand Project Display (story board, how to create and case study)
- Creative thinking: getting out of the box window project assignment.
- Fashion Apparel/Shoe/Accessory/Jewellery etc. wall set ups (wall elevation)

Recommended Books:

- Facade Construction Manual: Thomas Herzog, Roland Krippnr
Instructions for the Examiners (Practical)

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

- Using menus, Standard toolbar, Property Bar and Dialog Boxes
- Drawing Rectangles, Ellipses, Polygons, Stars, Spirals & Graph paper
- Drawing lines of all shapes & Sizes
- Creating & Manipulating Text
- Selecting and Transforming Objects
- Shaping Objects, Filling Objects, Outlining Objects
- Object Ordering, Layers & the object Manager
- Combining, Breaking Apart, Grouping, Ungrouping, Separating & Converting to Curves
- Weld, Intersection & Trim
- Aligning, Distributing, Copying, Pasting & Cloning
- Enveloping & perspective, Extruding, Blending & Countering
- Lens, Transparency& Power–clip
- Colour–Management, Scanning and Auto Tracing
- Importing & Opening Files, Exporting & Saving Files.
- Page Setup, Printing, Styles, Templates & Scrapbooks
- Creating Custom Arrowheads, Patterns, Symbols & Line Styles
- Project: Five assignments should be submitted by the student (i.e. Ad design, Poster, Folders, Pamphlet, Press Ad, Calendar etc)

Books Recommended

- Corel DRAW 2017 & Home and Student Suite X8 by Peter Schiessl
- CorelDRAW X6 The Official Guide by Gary David Bouton
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – IV

Paper–I Design Management-II
(Theory)

Time Allowed: 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
- Marketing Environment for Entrepreneurs: Basic Concepts of Marketing Research.
- Product- Basic Concept, Product Life Cycle, Marketing Strategies for different stages of PLC.

Section-B
- Product Branding- Meaning, Basic Purpose and types of packages. Important decision areas-size, share, materials, colours, dual use of packages, changes in package design, pre testing of package.

Section-C
- Product Labeling: Meaning, Purpose, Contents and Designing of Labels.
- Direct Marketing_ Nature, Growth, Advantages, Types and Major Decision

Section-D

Recommended Books
- Design Management: Organisation and Marketing Perspectives by Sotiris T. Lalaounis
- Design Management by David Hands
Instructions for the Examiners (Practical)

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

A Detailed Market Survey has to be conducted for the materials to be used for designing 2D / 3D products with special reference to the following:

- Varieties of the Material
- Working Possibilities (Products and Techniques)
- Costing
- Sourcing
Paper–III: Design Development and Workshop – II
(Practical)

Time Allowed: 6 Hours

Max Marks:100

Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

Designing 2D and 3D products with the following Materials:
• Wood
• Bamboo / Cane
• Metal
• Glass

The students have to submit 4 – 6 2D / 3D products at the end of the semester.
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – IV

Paper–IV: Product Chronology-II
(Practical)

Time Allowed: 6 Hours

Max Marks: 100

Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

1. Introduction of traditional products in contemporary lifestyle in terms of material ,method from regional craft

2. Data collection on basis of Primary and secondary research giving methodology details, following standard text and image size.

Recommended Books
• Design Element - A Graphic Style Manual by Timothy Samara  Publisher - Rock Port
• Drawing for Product Designers by Kevin Henry
• Furnitecture: Furniture that transforms space by Anna Yudina
Paper–V Social Media Marketing  
(Theory)

Time Allowed: 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

Module 1: Introduction to Digital Marketing
- Key Concepts of Digital Marketing
- Traditional Marketing vs. Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Strategies in Digital Marketing

Module 5: SEM (Search Engine Marketing)- Google AdWords
- Key Concepts of SEM
- SEO vs. SEM
- AdWords and AdSense
- What is pay-per-click
- Google AdWords Account Structure
- Benefits and Features of AdWords
- Keywords Research & Planning
- Match Types: Board, Phrase, Exact & Negative Match
- Cost-Per-Click
- Impression, Click through Rate, quality score, Ad Rank
- Ad Extensions: Location, Site Links, call etc.
- Creating a Campaign
- Setting Bids and Budgets
- Campaign Management
- Google Search and Display Network
- Language & Location Targeting
- Mobile Targeting
- Keyword Targeting
- Placement Targeting
- Text Ads, Image Ads, Video Ads, Mobile Ads
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – IV

- Writing Ad Copy
- Shopping Campaign Setup
- Google Merchant Centre
- Reporting and Analysis
- Google Ad Words Tools
- Display Planner
- Ad Preview and Diagnosis
- My Client Centre

Section-B

Module 6: SMO (Social Media Optimization) – Facebook, Twitter, YouTube

- Introduction to Social Media
- Types of Social Media
- How Social Media is affecting Google Search
- How to choose right social media
- Integrating social media into your website and blogs
- Facebook Marketing
- Introduction to Facebook
- Difference between Profiles, Places, Groups and Pages
- Social media and communications strategy
- Facebook Connect (Like, Share, Comment)
- Facebook pages (Creating, Managing, Retention)
- Pages (Dos & Don’ts)
- Facebook Apps
- Measuring and Monitoring
- Sponsored Stories
- Latest trends
- Advantages and Challenges

Section-C

Twitter Marketing

- Introduction to Micro blogging and Twitter
- Twitter Demographics
- Use for reputation, promotion, sales, conversing
- Who to follow
- Tweeting
- Searching tweets and users
- Measuring Influence
- Tools
- Tracking Code
- Twitter Account Promotion
- How to Shorten and Measure your URLs
Section-D

Google + Marketing
- What is Google Plus
- Features
- Tools & Techniques
- Creating Profiles & Pages
- Social Strategies and Tactics for Google+
- Integration with your site
- Google Plus : Circles | Hangouts | Stream
- Google +1
- Google Plus for Businesses
- Photo Sharing Social Network : Picasa
- Video Sharing Social Network : YouTube

Module 7: Email Marketing
- Introduction to Email Marketing
- How Email Marketing Works
- Sending Emails

Module 8: Banner Advertisement
- Create Banner With Photoshop
- Photo Editing Tools
- Working with shapes

Recommended Books
- The Social Media Marketing Book by Dan Zarrella
- Social Media Marketing Workbook by Jason Mc Donald
Paper–VI Computer Graphics (Photoshop)  
(Practical)

Time Allowed: 3 Hours  
Max Marks: 50

Instructions for the Examiners (Practical)
The examiner should set 2 questions out of which 1 has to be attempted

1) Introduction to graphics, vector graphics & bitmaps
2) Understanding image size & resolution
3) Relation between resolution, File sizes & output
4) Using Menu & Colour palettes
5) Concept of Path (Segment, Anchor, Curved, Closed, Open, Subpath)
6) Working with Photoshop Tools
7) Working with Masks & Histogram
8) Importing & Exporting images
9) Working with Layers, Channels & paths, Actions, History
10) Using navigator & Photoshop plugins.
11) Integrating with Web pages
12) Understanding Digital Images

Recommended Books

- The Photoshop Workbook: Professional Retouching And Compositing Tips, Tricks, And Techniques by Glyn Dewis
- Adobe Photoshop: A Beginners Guide To Adobe Photoshop by Lisa Lambert
BACHELOR OF VOCATION (B.VOC.)
(PRODUCT DESIGN MANAGEMENT AND ENTREPRENEURSHIP) SEMESTER – IV

Paper-VII: (ESL-221): ENVIRONMENTAL STUDIES

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 PM$_{10}$) 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.
The multidisciplinary nature of environmental studies
Definition, scope and importance, Need for public awareness

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.

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)

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
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

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

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
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:

2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi