



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav Institute of Architecture

B.DES FOUNDATION YEAR
(GRAPHICS & ANIMATION / INTERIOR DESIGN / PRODUCT DESIGN)

SEMESTER – II

BDNF201 - BASIC DESIGN- II (DESIGN THINKING)

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF201	BASIC DESIGN –II (DESIGN THINKING)	-	-	9	9	-	-	-	270	180	450

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO1: To introduce the basics of designing process and to develop skills required for the same.

Course Outcomes (COs):

CO1: Know about the fundamentals of design and development of design vocabulary and to apply the same thought process in development of design.

CO2: The emphasis of the course is on design processes. Lateral thinking and different types of design exercises.

CO3: Enhance the creative skills through creative exercises.

Syllabus

UNIT – I

DESIGN EXERCISES BASED ON “LEARNING BY DOING”

Lateral thinking – Brain storming, Role of experience and memory in design, Matrix of ideas. Introduction to design thinking and its parameters, Intention Understanding Empathy; User stories; interpretive research. **15 HRS**

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BDNF201	BASIC DESIGN –II (DESIGN THINKING)	-	-	9	9	-	-	-	270	180	450

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UNIT – II

INTRODUCTION TO STUDIO BASED ITERATIVE DESIGN PROCESS

Problem Definition Visual representation of problem statements; contextualization and validation of a problem set. Abstraction and transformation- Complex observations, perception, design and expression. Abstraction of an object using basic principles and elements of design. Progressive evolution. Use of Foreground- background/ contrast/ color.

15 HRS

UNIT – III

DESIGN RESOLUTION WITH SYNTHESIS OF DESIGN PARAMETERS

Spatial exploration – Understanding of scale and proportion, Spatial perception, Volumetric exploration , spatial vocabulary . Scenario Building Mapping solutions; partial solutions; incremental solutions.

30 HRS

UNIT – IV

DESIGN INTERPRETATION

Design interpretation and its skills presentation, expressions, design language, sheet composition. Scenario Building Mapping solutions; partial solutions; incremental solutions. Concept Detailing User Journey maps; User stories; activity mapping; feature matrix, Mood boards , concept sheets, bubble diagrams.

35 HRS

UNIT – V

REPRESENTATION AND COMMUNICATION OF DESIGN

Taking inspiration from nature and its form and deriving the whole process in a composition using principles of design.

40 HRS

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Suggested Reference Books:

1. J.Christopher Jones- Design Methods
2. Jennifer Hudson – 1000 new designs 2 and where to find them
3. Manfred Maier – Basic principles of Design
4. John Thackara, In the Bubble: Designing in a Complex World,
5. The MIT Press, 2005 Bruce Hanington, Bella Martin,
6. Universal Methods of Design: 100 Ways to Research Complex Problems,
7. Develop Innovative Ideas, and Design Effective Solutions, Rockport Publishers, 2012 Donald A. Norman, Living with Complexity, MIT Press, 2010 Jeffrey Whitten and Lonnie Bentley, Systems Analysis and Design Methods, McGraw-Hill/Irwin, 2005
8. Gerald M. Weinberg and Daniela Weinberg, General Principles of Systems Design, Dorset House, 1988.

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B.DES FOUNDATION YEAR
(GRAPHICS & ANIMATION / INTERIOR DESIGN / PRODUCT DESIGN)

BDNF202 - HISTORY OF DESIGN – II

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF202	HISTORY OF DESIGN –II	2	-	-	2	60	20	20	-	-	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO1: Art and culture of different regions in different periods sets new theories in design, the purpose of the subject is to study the trends in Modern movement in design in the later part of the 20th century.

Course Outcomes (COs):

CO1: Understand evolution of human civilization and human settlements.

CO2: Develop an outlook on settlement patterns of ancient civilization and comparing same in modern societies.

CO3: Know about the development of civilization, its design implications in terms of time, space and form.

Syllabus

UNIT I

MODERNISM AND POST MODERNISM Late Modernism, High Technology, Post Modernism, and De Constructivism and Minimalism. **5 HRS**

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BDNF202	HISTORY OF DESIGN –II	2	-	-	2	60	20	20	-	-	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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UNIT II

POST WAR MODERNISM BAUHAS and Postwar Modernism design movements. International modernism, regionalism and concerns with vernacular etc. cultural identity and its expression. Comparative study of interiors all over the world with time frame. Theory & criticism based on the total knowledge of History. **5 HRS**

UNIT III

NON EUROPEAN PERIODS China, Japan & the Islamic World – Influences of Pre Columbian American art & culture, African influences. **6 HRS**

UNIT IV

SCANDINAVIAN PERIODS Interior Design in Sweden, Finland, Norway. **6 HRS**

UNIT V

INDIAN TRADITIONAL STYLE :Traditional styles in India including Rajasthan, Gujarat, Andhra, Tamil Nadu, Madhya Pradesh etc. **6 HRS**

Suggested Reference Books:

1. Interior Design Course, Mary GilliatCoyran, Octopus Ltd., London
2. Interior Design & Decoration, SherrilWhiton, Prentice Hall
3. Interior Design, Francis D.K. Ching, John Wiley & Sons, New York
4. History of Architecture, Sir Banister Fletcher, CBS Publishers & distributors, New Delhi
5. Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.

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BDNF203 - REPRESENTATION TECHNIQUES-II

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 203	REPRESENTATION TECHNIQUES-II	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO1: To make student efficient in technical drawing and detailing for the purpose of execution.

Course Outcomes (COs):

CO1: Study of reference planes, projectors, orthographic projections of objects in different positions & method of drawing the same.

CO2: Angular Projections: - Isometric and Axonometric projects. Study of methods of drawing parallel perspective. Various examples on blocking, height reductions. Learning methods of drawing angular perspectives.

CO3: Development of solids with voids, Interpenetration of solids, solids & voids, development of surface & section at a junction.

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Syllabus

UNIT I

Introduction to Complex Isometric views for curved and spherical objects, detailed Isometric views for spaces. **3 HRS**

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BDNF203	REPRESENTATION TECHNIQUES-II	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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UNIT II

Measured drawing -Preparation of Measured drawings for a typical single storey built structure with complete detailing in plan sections and elevations. Existing product drawings analysis and drafting techniques. **9 HRS**

UNIT III

Perspective Principals of perspectives , one point , two point , three point perspective techniques. Perspective drawings of different scale projects with interior detailing. **9 HRS**

UNIT – IV

Projection of Solids - Introduction, Classification of solids, Recommended method of labeling, Orientation of solids, Drawing projections of a solid at different orientation of its axis, Identify visible and hidden lines. Principals of shades and shadows, drawing techniques **6 HRS**

UNIT V

Sciography Principals of shades and shadows, drawing techniques, sciography of linear and curved objects. **3 HRS**

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BDNF203	REPRESENTATION TECHNIQUES-II	-	-	3	3	-	-	-	90	60	150

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Suggested Reference Books

1. Perspective & Sciography BY Shankar Mulik, Allied Publishers
2. Perspective Principles, M.G. Shah & K.M. Kale, Asia Publications, Mumbai
3. Geometrical drawing for Art students, I.H. Morris, Orient Longman, Chennai
4. Engineering Drawing, M.S. Kumar, D.D. Publications, Chennai
5. Bhatt, N.D. (2006). Engineering Drawing, 49th edition Charoter, Publishing House
6. Agrawal, B., and Agrawal, C.M. (2014). Engineering Drawing (2nd Ed), McGraw Hill, New Delhi,
7. A Jolhe, Dhananjay., (2008). Engineering drawing, TMH
8. French, T.E., Vierck, C.J., and Foster, R.J., (1984). Graphic Science and Design, 4th edition, McGraw Hill, .
9. Luzadder, W.J., and Duff, J.M., (1995). Fundamentals of Engineering Drawing, 11th edition, Prentice-Hall of India
10. Venugopal, K., (1998). Engineering Drawing and Graphics, 3rd edition, New Age International.

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**B.DES FOUNDATION YEAR
(GRAPHICS & ANIMATION / INTERIOR DESIGN / PRODUCT DESIGN)**

BDNF204 DIGITAL ART -II

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 204	DIGITAL ART-II	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO1: These subject intends to equip the students with concepts and principles of Photoshop.

Course Outcomes (COs):

CO1: Demonstrated ability to make selections with a variety of tools including the lasso, magnetic lasso, magic wand, marquee tools and quick mask mode.

CO2: Learn the concepts of image compositing and manipulation.

CO3: Demonstrated proficiency with basic photo correction concepts including importing, resolution, image size, cropping, tonal and color correction, use of filters.

Syllabus

UNIT I

INTRODUCTION TO ADOBE PHOTOSHOP CC

Image Editing Techniques, Workspace-navigation, the tools, palettes, arranging document windows, All about pixels, resolution, and color Depth, Understanding and using color modes- RGB, CMYK and Grayscale, Using Bridge.

3 HRS

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BDNF 204	DIGITAL ART-II	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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UNIT II

FUNDAMENTAL CONCEPTS BASIC TECHNIQUES, RE-TOUCHING TECHNIQUES & SELECTION TECHNIQUES

Using brushes, choosing colors, sampling colors from an image, using Pantone colors. Multiple undo and taking snapshots Using the History palette, Cropping and rotating images, Changing image size and resolution, Retouching Fixing images using the Clone Stamp Tool and the Healing tools. **3 HRS**

UNIT III

COMPOSITION AND DESIGN TECHNIQUES COLOR CORRECTION

Working with layers, Transformation-Scaling and rotating, using color fills layers. Using gradients and patterns, Combing images with layer masks, Hue and Saturation: general and specific color range adjustment, Colorizing, Working with type layers · Formatting type, Converting type to pixels Effects.

9 HRS

UNIT IV

WORKING WITH TYPE EFFECTS AND FILTERS

Working with layers Styles- Drop shadows, glows, bevels etc. Using filters-corrective and creative filtering technique, Using the filter gallery.

9 HRS

UNIT V

PRODUCTION

Importing and Exporting images the main stream file types and their uses, Web graphics- Using the save for Web command- Optimization and file formats, Printing- Recognizing nonprintable colors, converting images to CMYK, saving for print- 3d(Menu), Color Correction(Adjustments), Smart Objects, Content Aware, Puppet Wrap Define (Brush, Pattern, Custom Shape).

6 HRS

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BDNF 204	DIGITAL ART-II	-	-	3	3	-	-	-	90	60	150

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Suggested Reference Books

1. Mark Galer and Philip Andrews- Photoshop CC Essential Skills: A Guide to Creative Image Editing,
2. Vickie Ellen Wolper Photograph Restoration and Enhancement: Using Adobe Photoshop CC 2017
3. Andrew Faulkner- Adobe Photoshop CC Classroom in a Book 2018
4. Jennifer Smith- Photoshop CC Digital Classroom Book 2018.

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B.DES FOUNDATION YEAR
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BDNF205 PRESENTATION SKILLS

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
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						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 205	PRESENTATION SKILLS	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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Course Educational Objectives (CEOs):

CEO1: To explore the unique experience of ingenuity & creativity. The essence of creative domain can be achieved by exploring different technology, techniques, processes, concepts, compositions.

Course Outcomes (COs):

CO1: Understand the typography and its techniques.

CO2: How to incorporate them in graphic illustrations and understanding the form technically.

CO3: Gain skill in choosing, using & manipulating typographic elements.

Syllabus

UNIT I-

Introduction to Typography; Type faces and description; Typographic Anatomy; Type Classification.

3 HRS

UNIT II

History of Type Development; Typographic hierarchy and Grid system; Examples of Expressive and unconventional typography.

6 HRS

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BDNF 205	PRESENTATION SKILLS	-		3	3	-	-	-	90	60	150

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UNIT III

Introduction to Print Media: Forms of Printing, History and Evolution Interrelation of Print and Digital Technologies, Applications. **3 HRS**

UNIT IV

Photorealistic Visualization Rendering objects by observation, Image Processing Migration of forms and Image manipulation. **9 HRS**

UNIT V

Metamorphosis through form, color and structure; Digital Illustration Techniques Exposure and demonstration of Illustration and Image making software Digital sketching; Vector illustrations; Procedural Illustrations; Rapid sketching techniques. **9 HRS**

REFERENCE BOOKS:

1. Alex W. White, Advertising Design and Typography, **ISBN-10:** 1621534812
2. Ellen Lupton, Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students

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BDNF 206 - WORKSHOP

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 206	WORKSHOP	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO1: Introduction to the various skills and form generation. Hands on techniques to manipulate the basic materials according their understanding.

Course Outcomes (COs):

CO1: Develop understanding of various material & efficiency in technique. To understand principles of designing, with an understanding of strengths & limitations of the material.

CO2: Understanding of various surface finishing techniques & processes received by different material like wood, steel, aluminum, stone etc.

CO3: Designing and executing prototype of simple objects & finishing of selected material.

Syllabus

UNIT I

Introduction to different materials study – Wood, glass, metal.

3 HRS

UNIT II

Material exploration, Characteristics of material and Introduction to workshop and materials: Ceramics, pottery, Wood, POP, PS sheets, Clay, painting.

3 HRS

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Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
		L	T	S		THEORY			PRACTICAL		
						End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)	
BDNF 206	WORKSHOP	-	-	3	3	-	-	-	90	60	150

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT III

Hands on techniques to manipulate the basic materials according their understanding. The focus of the course is teaching the students about design intent and how software can be utilized for the maximum benefit of the designer. **9 HRS**

UNIT IV

Replication of an existing product. The student project involves making products out of concepts in virtual environment. **6 HRS**

UNIT V

Creating prototypes on any of the material and work on form generation, taking inspiration from nature. **9 HRS**

Suggested Reference Books:

1. BENN, The book of the House, Ernest Benn Limited, London
2. Jannsen, Constructional Drawings & Architectural models, Karl Kramer Verlag Stuttgart, 1973.
3. Harry W.Smith, The art of making furniture in miniature, 1982 , New York.

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Shri Vaishnav Institute of Architecture

B.DES FOUNDATION YEAR
(GRAPHICS & ANIMATION / INTERIOR DESIGN / PRODUCT DESIGN)

ELECTIVE-II

Course Code	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
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	ELECTIVE-II										
BDNF 207 (1)	RENDERING TECHNIQUES	-	-	3	3	-	-	-	90	60	150
BDNF 207 (2)	MURAL MAKING										
BDNF 207 (3)	BEST OUT OF WASTE										

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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Course Educational Objectives (CEOs):

CEO1: To make students specialized in particular domains by developing the ability to think and organize to create something useful out of waste materials.

CEO2: To make students realize significance of actually building models on the basis of designed sketches/plans for better visualization of actual construction in 3D aspects.

CEO3: To create self-reliant creative students a better artist.

Course Outcomes (COs):

CO1: Develop the ability to think and organize the thinking to create something useful and make their vision and outlook broader about the nature & society by exploring the environmental concepts and actions which are beyond the curriculum.

CO2: Understand the application of color in design rendering; Relation between color & texture. Rendering techniques and basic shade and shadow concepts.

CO3: Learn the introduction to surfaces and media, observation, recording and basic representation techniques in different media.

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Syllabus

207 (1) RENDERING TECHNIQUES

Rendering techniques: Introduction to surfaces and media, observation, recording and basic representation techniques in different media through drawing pencil, pen, brush, charcoal, crayons etc. general approach to rendering, Entourage, Treatment of sky, clouds, landscape elements, human figures, foreground and surroundings, shadow projections in renderings. Graphic skills and Presentation Techniques: Page layout and Composition grids; Illustration techniques; Portfolio design and formats; Digital techniques in graphics.

Sketching Human Form: Anatomy and Expressions - Graphical Representations. Color: Freehand rendering of Landscapes & built capes including human figures; Exercises; Application of Color in design rendering; Relation between color & texture.

207 (2) MURAL MAKING

To create practical knowledge in persons with craft and skills with creative abilities synchronizing with traditional and theoretical awareness to words conservation and preservation of traditional art. Mural is the technique of painting on wall as permanent surface with usage of colors. In general statements mural paintings are a part of architecture and permanent in nature. Various techniques can be used to create mural painting.

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207 (1) BEST OUT OF WASTE

- Various waste material used for making products by indulging the students into an extracurricular activity with exclusive tool i.e. waste material and to control the harmful effects of waste on our environment.
- Create awareness among students to use the waste products in best possible manes.
- Classification of products. Various things can be put to different uses.
- Finish outcome of the activities.

VARIOUS WASTE MATERIAL USED FOR MAKING USEFUL PRODUCTS

- Old Newspaper • Notebooks and chart paper, Cardboard and book cover
- Paper plates, spoons and disposable glass, Pens and refills
- Old CDs and DVDs, Toothpicks and matchsticks
- Dry stem of plants and trees, Mango seeds, Seeds of various fruits.
- Old curtains & table covers, used foil paper.
- Jute rope, Plastic bottles, Strings and sequences, etc.

Along with these a large number of products are also being used which are somehow felt to be useless.

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