



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav Institute of Architecture

M.Des. in Interior Design

MDID 401 - THESIS

COURSE CODE	Category	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CRE DITS
			END SEM University Exam	Two Term Exam	Sessional	End Viva	Internal Assessment				
MDID 401	STUDIO	THESIS	0	0	0	480	320	0	0	18	18

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio; 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):

To develop design abilities for demonstration of research and base work studies done in Thesis Enquiry - Dissertation for the identified domain. These abilities are to be demonstrated in an Interior Design project.

Course Outcomes (COs):

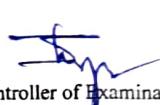
The thesis shall encompass the learning and understanding of the two years of the course with respect to all aspects of Interior Design

Syllabus

Unit I	The process for Thesis Project will include subject description, identification of domain, fundamentals of design domain, identification of project, its scale and complexity, identification of scope of work, user activity analysis.	Time as per individual guides
Unit II:	Design Development will have contents such as – Concept and Theme Development: Enclosures and envelops to formulate the volumes, response to functional spaces; Functionality: Spatial Organization and Planning; Derivation of quantitative aspect of spaces based on Psychology, Behavior, User-Activity Analysis, furniture / equipment, Anthropometry, Ergonomics, Layout, Circulation, etc.; qualitative aspects based on ambience.	As per thesis schedule


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Unit III	Technical decisions- Constructional details and Material specification- Exploration and selection responding to functionality and aesthetics; Decisions for aesthetics: Color, textures, patterns, surface finishes, ornamentation, furnishings, accessories, interior Landscaping, etc. with reference to visual comfort and ambience in the interiors. Services Mechanical and Environmental System: HVAC, electrical, firefighting, sanitary and plumbing, security, telecommunications, lifts, escalators, lighting and acoustical systems etc. responding to functionality and aesthetics.	
Unit IV	The process for Thesis Project will include – Description, Case Study, Site Study-Analysis and Inferences, Development of specific Design Guidelines, Design Program and Area Requirements, Conceptual Development, Design Development, Final Design, Presentation.	
	Thesis schedule will be provided separately	

Stages of Design Development:

Concept development
 All floor plans
 Elevation sections
 Material selection and application
 Model


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MDID 402 - DIGITAL PORTFOLIO

COURSE CODE	Category	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CRE DITS
			END SEM University Exam	Two Term Exam	Sessional	End Viva	Internal Assessment				
MDID 402	STUDIO	DIGITAL PORTFOLIO	0	0	0	240	160	0	0	2	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

To provide the students with an opportunity to prepare themselves for the workplace and help students assess strengths, weakness and desires in career path and research options/possibilities.

Course Outcomes (COs):

Acquire knowledge about different presentation techniques to display their professional quality work which demonstrate the skills required to secure employment in the field of design.

Syllabus

Unit I	Basic definition-Portfolio Development- Process of Portfolio development- Structure of the portfolio- Qualities of an outstanding portfolio-Discussion on Self evaluation- Goals development- Swot analysis of self awareness-Importance of portfolio in the field of Interior Design-Skills	10 HRS
Unit II	Brief on Interior designer's Portfolio- Portfolio format- Briefing of the work along with project composition tools-Software that are preferred- Examples of best portfolios and CV'S.	05 HRS


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MDID 402	STUDIO	DIGITAL PORTFOLIO	0	0	0	240	160	0	0	2	2

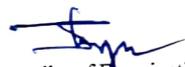
Unit III	Works to be reviewed and executed with a mini creative brief-Checklist of Projects- Role and importance of Descriptions with every project - Documenting and fixing your work- Presentation skills	05 HRS
Unit-IV	How portfolio will reflect your personality- Improvements to be improvised in their portfolios-will be briefing 6-7 projects along with their skills of Photography	05 HRS
Unit V	Product design- art work- Sheet work- Graphics design- sketching skills etc. to give a professional look to your portfolio- Best websites to upload our portfolio- How is our work best communicated	05 HRS

References Books :

1. Building Design Portfolios: Innovative Concepts for Presenting Your Work (Design Field Guide) by Sara Eisenman
2. Stand Out: Design a personal brand. Build a killer portfolio by Denise Anderson
3. Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should (Voices That Matter) by Michael Janda Janda
4. Portfolio Design: A Modern Approach to Asset Allocation by Richard C. Marston


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MDID 403 - INTERIOR PROJECT MANAGEMENT

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			THEORY			STUDIO		L	T	S	CRE DITS
			END SEM University Exam	Two Term Exam	Sessional	End Viva	Internal Assessment*				
MDID 403	THEORY	INTERIOR PROJECT MANAGEMENT	60	20	20	00	00	2	0	0	2

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

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Course Educational Objectives (CEOs):

To understand the working sequence while execution, work out the activities and events in any interior design project.

Course Outcomes (COs):

This course is intended to provide an understanding of detailed process involved in executing any interior design project.

Syllabus

Unit I	Execution of work – planning, scheduling and control. Project monitoring, programming of works. Tools & techniques for project management; bar charts, network techniques, CPM , PERT analysis	05 HRS
Unit II	Project cost analysis – methods of estimating, total budgeting and schedule of payment of various agencies	05 HRS
Unit III	Survey of various interior designers, working procedures. Fee systems. Professional interior design societies , licensing & registering	05 HRS


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MDID 403	THEORY	INTERIOR PROJECT MANAGEMENT	60	20	20	00	00	2	0	0	2

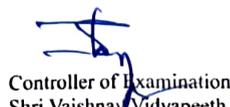
Unit-IV	Resources & team Client contact, coordination with various agencies.	05 HRS
Unit-V	A small project based on any actual site coordination through observational study. Analysis of any one live project and documentation of its process	10 HRS

References Books :

1. The Interior Design Business Handbook: A Complete Guide to Profitability ~ Mary V. Knackstedt
2. Architect's Essentials of Negotiation (The Architect's Essentials of Professional Practice) Becoming an Interior Designer, Piotrowski, Wiley Publications.


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MDID 404 - CREATIVE ENTREPRENEURSHIP

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			THEORY			STUDIO		L	T	S	CRE DITS
			END SEM University Exam	Two Term Exam	Sessional	End Viva	Internal Assessment				
MDID 404	THEORY	CREATIVE ENTREPRENEURSHIP	60	20	20	00	00	2	0	0	2

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Course Educational Objectives (CEOs):

Introduce the students to the defining characteristics of an entrepreneur and to the concepts related to Strategy, Finance and Planning essential for an entrepreneur to take into consideration for conceiving and launching an enterprise.

Course Outcomes (COs):

Student will have understanding of different regulations related to an Entrepreneur. Broad understanding of Institutional support available to an Entrepreneur.

Syllabus

Unit I	Entrepreneur – introduction – evolution of the concept of entrepreneur – characteristics of successful entrepreneurs – functions of entrepreneur – need for an entrepreneur – types of entrepreneurs – distinction between entrepreneur and manager – entrepreneurship – concept of entrepreneurship – role of entrepreneurship in economic development	06 HRS
Unit II	Nature and functions of management – importance of management – definition of management - functions of management – management a science or an art – management a profession – management and administration – levels of management – roles of a manager. Leadership – difference between a leader and a manager – characteristics of leadership – functions of a leader – approaches to leadership – leadership style in Indian organization	08 HRS


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MDID 404	THEORY	CREATIVE ENTREPRENEURSHIP	60	20	20	00	00	2	0	0	2

Unit III	Women entrepreneurship – concept of women entrepreneur – functions of women entrepreneurs – growth of women entrepreneurship in India – problems of women entrepreneurs – Developing women entrepreneurship – limitations of women entrepreneurship	08 HRS
Unit IV	Forms of business ownership – sole proprietorship – partnership – company – co-operative – selection of an appropriate form of ownership structure – factors affecting entrepreneurship growth – economic factors – non economic factors – government actions	08 HRS

References Books:

1. The interior design business handbook by Mary V. Knackstedt
2. How to Start a Home-Based Interior Design Business by Linda Merrill
3. Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Your Startup Design Business by Eric W. Reinholdt
4. The Business of Design: Balancing Creativity and Profitability by Keith Granet
5. Dynamic of Entrepreneurial Development and Management by Vasant Desai


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TUTORIAL - ELECTIVE

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			THEORY			STUDIO		L	T	S	CRE DITS
			END SEM University Exam	Two Term Exam	Sessional	End Viva	Internal Assessment*				
MDID 405(A)	TUTORIAL	Adaptive Reuse and Recycle	00	00	00	00	50	0	3	0	3
MDID 405(B)	TUTORIAL	Indian Handicrafts in Interiors									
MDID 405(C)	TUTORIAL	Trends in Interior Design									
MDID 405(D)	TUTORIAL	Interior Valuation									

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