

New Added courses – B.Voc.ID – First Year- 2020-21

Semester : 1- Skill Component Subjects

Subject: **Design Thinking**

Code No.	BVID-104	Credit- T-1, P-6= 4
Course Objectives	<ol style="list-style-type: none"> 1. To understand what is design 2. To study phases of design 3. Design thinking is an essential tool & right way to reach good out put in every design, for designers 	
Learning outcomes	<ul style="list-style-type: none"> • KNOWLEDGE :• the student know how to approach innovation challenges from a human• centered perspective they understand that the best innovation are uselly the ones that address deep human needs which point to meaning & the human experience. The acknowledge that a multidisciplinary approach to innovation is a powerful way to incorporate the perspectives of many different kinds of people & spaces. • SKILL:• - The student are able to empathize with a board group of stakeholders to understand their needs through the ethnographic method. - The student are able to define & redefine innovation challenges by asking the right answers. - The students are able to develop many creative idea through structured brainstorming session. - Develop rapid prototypes to bring their ideas into reality as quickly as possible & obtain feedback. 	
Course content	<ol style="list-style-type: none"> Design thinking 1. What is the design 2. What is design thinking (think inside & out side the box) 3. Design thinking phases Empathise Define need & problems Ideate Prototype Solution Test 4. The problem with ingrained pattern of thinking 5. An example of problem solving (the encumbered vs. the fresh mind) 6. The power of story telling behind every design 7. Science & rationality in design thinking 	
Assignments	<ol style="list-style-type: none"> 1. Design rethink reflection on activities in class 2. Create a file - detailing your weekly activities & learning (Multimedia) 	
Reference Books	<ol style="list-style-type: none"> 1. DESIGN THINKING – the beginner’s guide 2. Rethinking design thinking - DON NORMAN 2013 3. Bill moggridge “ design thinking : Dear Don” By AarisSherin 3.The Elements of Design -Rediscovering Colours, Textures, Forms and Shapes by Loan Oei and Cecile De Kegel, 2002 	
Specific outcome	<ul style="list-style-type: none"> • This is the main subject in the curriculum, which focuses on the Design • Thinking, method & activities , & problem solving. 	

Elective courses- Discipline centric-

Subject: Fundamental of English

Code no.	BVID -105	Credits- T-4 , P-0= 4
<p>Objectives - To prepare the students to communicate effectively and fluently in English</p> <ol style="list-style-type: none"> 1. To enable students to master reading, writing, speaking and listening skills. 2. To strengthen grammatical accuracy. 3. To prepare the students to deal with customers, professionals, counselors etc. in correct grammatical, idiomatic English 4. To provide personality development training through situational role play, interview techniques, group discussions, seminar presentation etc. 		
Unit – 1	<p>1. Grammar</p> <ul style="list-style-type: none"> • Tenses, Narration, Voice • Degrees of Comparison • Question tag • Simple, Compound, Complex Sentences • Transformation of sentences. • Assertive, Interrogative, Exclamatory, No sooner than, either or, neither nor, unless, until etc. • Phrasal verbs. 	
Unit- 2	<ul style="list-style-type: none"> • An unseen passage will be given for analysis. Questions will be based on comprehension of content and vocabulary. Answers must be written in the students' own language, with minimum use of words and phrases from the passage. Answers should not be copied ditto from the unseen passage. This passage can either be a prose piece or a simple poem. • Simple questions on style and techniques may also be set in case of a poem. • Report Writing • Formal Reports. • Types of Reports : Long, Short, Formal, Informal <ul style="list-style-type: none"> • Why is a report required - who asks for a report 	

	<ul style="list-style-type: none"> • Stages of Report Writing : • Assembling the material, planning the report, drafting the report, editing the report • Elements of a Report • Introduction, Main data or facts, conclusion, recommendation to the Superior. 								
Unit – 3	<ul style="list-style-type: none"> • Business Proposals : will be taught how to draft a proposal for setting up a new venture or new business the terminology used for formal commercial dealings, writing to banks, applying for loans and/or extension of credit etc. • Paragraph Writing : <ul style="list-style-type: none"> ○ This question will involve writing a few lines (10-15) on any given topic or writing a paragraph completing a given set sentence. ○ This topic will test the descriptive vocabulary and constructive logical narrative capabilities of the student. 								
Unit - 4	<ul style="list-style-type: none"> • Letter Writing: Students should be trained thoroughly in dealing with business correspondence and writing all types of letters. <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">a) Sales Letter</td> <td style="width: 50%;">b) Enquiry letter</td> </tr> <tr> <td>c) Quotation Letter</td> <td>d) Complain Letter</td> </tr> <tr> <td>e) Adjustment letter</td> <td>f) Letter to the Editor of a newspaper</td> </tr> <tr> <td colspan="2">g) Job application letter with bio-data / resume.</td> </tr> </table>	a) Sales Letter	b) Enquiry letter	c) Quotation Letter	d) Complain Letter	e) Adjustment letter	f) Letter to the Editor of a newspaper	g) Job application letter with bio-data / resume.	
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Assessment	<p>A. Telephone Conversational Skills will be taught. Role play method is recommended. The student will be assessed during the 'role play' - practicals.</p> <p>B. Personal Interview / Viva</p> <p>The student will be given training on how to appear for an interview, what kind of common questions to expect, the kind of language required for appropriate formal responses etc. Role play method is</p>								

	recommended here. Group Discussion
Reference Books	<p>1.English Grammar, Composition and usage by J.E.Nesfield adapted by N.K.Aggarwal and F.T.Wood, Published : Machmillar India Limited.</p> <p>2.English Idioms by Jennifer Seidi and W. Mcmordie Published : Oxfort University Press</p> <p>3.Persuasive Reports and Proposals by Andrew Leigh University Press (India Ltd., Distributed by Orient Longman).</p> <p>4.A Practical English Grammar by A.J.Thomson and A.V.Martinez Published : Oxford University Press</p> <p>5.Strengthen your English by M.P.Bhaskaran and D.Hosburgh Published : Oxford University Press</p>

Elective courses- Discipline centric-

Subject : **Basic Computer**

Code no.	BVID- 106	Credit- T-2, P-4 = 4
Course Objectives	<ol style="list-style-type: none"> 1. To study about the basic knowledge of computer for office work 2. To upgrade the technical knowledge in related field. 	
Learning outcomes	<ul style="list-style-type: none"> • To study the use of MS word , Excel and power point . Students are practical to get them the use of • Utilize software for word processing for basic reports and specification writing. • Use spreadsheet and graphic presentation software applications. • Use graphic symbols for interior material finishes. 	
Course content	<ol style="list-style-type: none"> 1.Computer applications to business 2. Characteristics, Log diagram, Number system, Data representation schemes, Flowcharts, Types of computers. BOQs, estimates cost sheets, process implementation 3. MS-Word- Basics, File operations, Working with document, Text formatting, Advance formatting, Tables, inserting objects & page design, Mail merge, printing, views, creating styles, power point presentation 	

	4. MS-Excel- Working with sheets, Formulas, Self formatting, Functions, Graphic objects charts, Data base • MS Power point- Slide shows, Animation, Transition 5. Windows Basics 6. Internet uses
Assignments	1. Power point presentation on any course subject.
Reference Books	1.Computer General Awareness by Alok Kumar (Paperback - 2008) 2. Computer Fundamentals by P. K. Sinha (Paperback - 30 November 2004)

Elective Generic course

Subject: Drawing and Sketching – I

Code no.	BVID -107	Credits- T-0, P-8 = 4
Course Objective- 1. It provides students with a set of universal skill and knowledge of drawing and sketching . 2. To aquire knowledge of different types of techniques		
Unit – 1	<ul style="list-style-type: none"> • Principles of drawing • Basics of drawing techniques • Pencil Drawing, Objects, water color Dry and wet painting • Memory Drawing 	
Unit- 2	<ul style="list-style-type: none"> • Three Dimensional shapes • Human Body and forms • Hand and legs movements • Body movements 	
Unit – 3	<ul style="list-style-type: none"> • Basics of shading • Light Effects • Charcoal Pencil shading • Colour Pencil shading 	
Unit - 4	<ul style="list-style-type: none"> • Rendering with pen and ink • Geometrical Shapes • Time sketches with pencil shades 	
Reference Books	<ul style="list-style-type: none"> • Bhartiya Chitrkala ka Etihas: (2000): Aditya N. Chari • History of Indian Painting and Sculptures(2018): Dr. Rita Pratap. • Freehand Drawing (2011): M.M. Mehta 	

Elective courses- Discipline centric-

Subject- English and Communication Skill

Code no.	BVID -205	Credits- T-4 , P-0= 4
<p>Course Objective- 1. To prepare the students to communicate effectively and fluently in English 2.To enable students to master reading, writing, speaking and listening skills. 1. To strengthen grammatical accuracy. 2. To prepare the students to deal with customers, professionals, counselors etc. in correct grammatical, idiomatic English</p>		
Unit – 1	<p>Improving communicative competence through knowledge of communication. Type of communication</p> <ul style="list-style-type: none"> • Objective and methods of communication a. Channels of Communication b. Barriers of communication c. Importance of pronunciation d. Phonetics, Phonetic Transcription e. Types of oral & written communication f. Conversion of table or tree into paragraph 	
Unit- 2	<ul style="list-style-type: none"> • A Oral Communication • B Written Communication • Non Verbal • Body language • Dress code • Colours • Light • Sound • Charts • Graphics 	
Unit – 3	<p>Introduction of various general qualities amongst future designers.</p> <ul style="list-style-type: none"> • Introduction a. Learning : Concept and principles of learning b. Memory techniques: Dual store model of memory organization o c. Motivation : Introduction & Definition d. Time management : process of time planning 	

Unit - 4	<ul style="list-style-type: none"> • Presentation skills : To acquire convincing presentation skills • Leadership Skills • Group Discussions • Team work building • Interview Technique
Reference Books	<p>1. English Grammar, Composition and usage by J.E.Nesfield adapted by N.K.Aggarwal and F.T.Wood, Published : Machmillar India Limited.</p> <p>2. English Idioms by Jennifer Seidi and W. Mcmordie Published : Oxfort University Press</p> <p>3. Persuasive Reports and Proposals by Andrew Leigh University Press (India Ltd., Distributed by Orient Longman).</p> <p>4. A Practical English Grammar by A.J.Thomson and A.V.Martinez Published : Oxford University Press</p> <p>5. Strengthen your English by M.P.Bhaskaran and D.Hosburgh Published : Oxford University Press</p>

Subject – **Psychology of Design**

Code no.	206	Credit- T- 3, P- 2= 4
Course Objectives	<p>1. To understand what is Psychology 2. To study Psychology of design. As a design student- we can leverage psychology to build more intuitive human centered products and experiences Instead of forcing users to conform to the design of a product or experiences we can use some key principles from psychology as a guide for designing how people actually are.</p>	

Learning outcomes	<p>KNOWLEDGE :• student will demonstrate familiarity with the major concepts ,human mind's perspective & historical trends in design psychology</p> <p>RESEARCH:</p> <ul style="list-style-type: none"> • Understand• & apply basic design research, design data analysis & store. Critical thinking skills in design psychology.•
Specific Outcomes	<p>This is subject which focuses on the relation between human nature• & Design , method & activities How do build a habit in a particular space• & product design</p> <p>Develop the art of choosing materials according to design• & client's habits & nature</p>
Course content	<ul style="list-style-type: none"> • Design thinking What is the design Psychology Design Psychology phases Psychology principles that's will change the way of design 1. Mental model 2. The von restorff effect 3. Gestalt principles - Proximity - Similarity - Closure - Continuity - Figure & ground 4. Visual reactions 5. The psychology of colors • 6. The psychology of colors 7. Dual coding theory 8. Cost benefit analysis
Assignments	Create a DOCUMENT on - The psychology of colors
Reference Books	<p>1. The design of everyday things_ Donald a. Norman 2. Thinking fast & slow – Daniel Kahneman 3. Designing for emotions - Aaron Walter</p>

Elective Generic course

Subject- Drawing and Sketching – II

Code no.	BVID -207	Credits- T-0, P-8= 4
Course Objective-		
<ol style="list-style-type: none"> 1. To gain knowledge of cloths color shading with different medium. 2. To gain knowledge of different types of drawing and painting techniques 		
Unit – 1	<ul style="list-style-type: none"> • Garment drawing with different types of folds, frills, fringes and pleats • Draping on human figure • Different Brushing techniques 	
Unit- 2	<ul style="list-style-type: none"> • Rendering with water colour • Basic fabric rendering • Embellished fabric rendering 	
Unit – 3	<ul style="list-style-type: none"> • Landscape Painting • Portrait Drawing • Canvas Painting 	
Unit - 4	<ul style="list-style-type: none"> • Glass Painting • Oil Painting • Face & body Painting 	

Reference Books	<ul style="list-style-type: none">• Bhartiya Chitrkala ka Etahas: (2000): Aditya N. Chari• History of Indian Painting and Sculptures(2018): Dr. Rita Pratap.• Freehand Drawing (2011): M.M. Mehta• Portrait Techniques
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