

**Dr. M.G.R**  
**EDUCATIONAL & RESEARCH INSTITUTE**  
**UNIVERSITY**

(Declared as Deemed -to- University, u/s. 3 of UGC Act 1956)



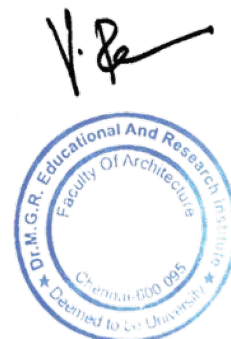
**BACHELOR OF DESIGN**  
**Curriculum**

**Dr. M.G.R**  
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(S. VILASINI)



*C. B. Palanivelu*  
**REGISTRAR**  
**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
(Deemed to be University)  
Periyar E.V.R. High Road,  
Maduravoyal, Chennai 600 095



# BACHELOR OF DESIGN 2017

## B. Design

The programme is of 8 semester duration. It has 7 specialisations however syllabus for 6 semesters is common to all specialisations 7<sup>th</sup> & 8<sup>th</sup> semesters relate to particular specialisation.

### SEMESTER- I

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17101	History of Design - I	3	0	0	3
BDE17102	Theory of Design	3	0	0	3
BDE17103	Elements of Interior Space	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE17L01	Materials and Construction – I*	1	0	3	3
BDE17L02	Graphics – I*	1	0	3	3
<b>STUDIO</b>					
BDE17L03	Design Studio - I	0	2	16**	10
<b>Total Credit</b>		<b>11</b>	<b>2</b>	<b>22</b>	<b>25</b>

### SEMESTER- II

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17104	History of Design - II	3	0	0	3
BDE17105	English Composition and Communication	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE17L04	Materials and Construction – II*	1	0	3	3
BDE17L05	Graphics – II*	1	0	3	3
<b>STUDIO</b>					
BDE17L06	Model Making Workshop *	1	0	3	3
BDE17L07	Design Studio - II	0	2	15**	10
<b>Total Credit</b>		<b>9</b>	<b>2</b>	<b>24</b>	<b>25</b>

### SEMESTER- III

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17106	Interior Services - I	3	0	0	3
BDE17107	Interior Landscape Design	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE17L08	Furniture Design*	2	0	2	3
BDE17L09	Materials and Construction – III*	1	0	3	3
BDE17L10	Computer Application in Design – I*	1	0	3	3
<b>STUDIO</b>					
BDE17L11	Design Studio - III	0	2	15**	10
<b>Total Credit</b>		<b>10</b>	<b>2</b>	<b>23</b>	<b>25</b>

### SEMESTER- IV

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17108	Lighting and Colour in Interiors	3	0	0	3
BDE17109	Interior Services - II	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE17L12	Furniture Construction and Detailing*	2	0	2	3
BDE17L13	Workshop*	1	0	3	3
BDE17L14	Computer Application in Design – II*	1	0	3	3
<b>STUDIO</b>					
BDE17L15	Design Studio - IV	0	2	15**	10
<b>Total Credit</b>		<b>10</b>	<b>2</b>	<b>23</b>	<b>25</b>

### SEMESTER- V

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17110	Estimation & Costing	3	0	0	3
BDE17111	Contemporary Interior Designers	3	0	0	3
<b>BDE17E</b>	<b>Elective - I</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>THEORY CUM STUDIO</b>					
BDE17L16	Design Contextual studies*	2	0	2	3
<b>STUDIO</b>					
BDE17L17	Computer Graphics*	1	0	5	3
BDE17L18	Design Studio - V	0	2	15**	10
<b>Total Credit</b>		<b>11</b>	<b>2</b>	<b>22</b>	<b>24</b>

### SEMESTER- VI

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17112	Project Management	3	0	0	3
BDE17113	Interior design codes	3	0	0	3
BDE17114	Interior Services III	3	0	1	3
<b>THEORY CUM STUDIO</b>					
<b>BDE17EL</b>	<b>Elective - II</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>
<b>STUDIO</b>					
BDE17L19	Design Studio - VI	0	0	21**	10
<b>Total Credit</b>		<b>11</b>	<b>0</b>	<b>24</b>	<b>22</b>

- Curriculum and Syllabus up to six semesters is common for all specializations of B. Design programme.

## SPECIALISATIONS

### 1. Interior Design & Components

The course focuses on designing interior spaces of all kinds of human needs together with that of furniture and accessories and integrating both in efficient, aesthetic and harmonious manner.

#### SEMESTER- VII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17115	Parameters of Interior Design & Components	3	0	0	3
BDE17E08	Entrepreneurship Development***	2	0	0	2
<b>BDE17E</b>	<b>Elective - III</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L20	Working Drawing - ID	1	0	5	3
BDE17L21	Interior Design & Components Studio	0	0	21**	10
<b>Total Credit</b>		<b>7</b>	<b>0</b>	<b>28</b>	<b>20</b>

#### SEMESTER- VIII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
<b>BDE17E</b>	<b>Elective - IV</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L22	Pre Project	0	0	6**	3
BDE17L23	Graduation Project Work	0	0	21**	10
BDE17L24	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

### 2. Art Design

The specialization focuses on designing of sets for motion pictures, television, news media, theatres and corporate events through drawing ground plans and other pre visualization methods. They will look on projects that will give them hands on experience at the design process solving real world problems with skills they learn in class.

#### SEMESTER- VII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17116	Parameters of Art Design	3	0	0	3
BDE17E08	Entrepreneurship Development***	2	0	0	2
<b>BDE17E</b>	<b>Elective - III</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L25	Working Drawing - AD	1	0	5	3
BDE17L26	Art Design Studio	0	0	21**	10
<b>Total Credit</b>		<b>7</b>	<b>0</b>	<b>28</b>	<b>20</b>

**SEMESTER- VIII**

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17E	Elective - IV	2	0	0	2
<b>STUDIO</b>					
BDE17L27	Pre Project	0	0	6**	3
BDE17L28	Graduation Project Work	0	0	21**	10
BDE17L29	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

**3. Crafts and Design- Product Design**

The course involves innovative design of craft in various scenarios to suit the culture, context, function giving due thought to the technological advances, materials, sustainability and the needs of the society at large.

**SEMESTER- VII**

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17117	Parameters in Crafts and Design	3	0	0	3
BDE17E08	Entrepreneurship Development***	2	0	0	2
BDE17E	Elective - III	1	0	2	2
<b>STUDIO</b>					
BDE17L30	Product Design Workshop	1	0	5	3
BDE17L31	Crafts and Design Studio	0	0	21**	10
<b>Total Credit</b>		<b>7</b>	<b>0</b>	<b>28</b>	<b>20</b>

**SEMESTER- VIII**

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17E	Elective - IV	2	0	0	2
<b>STUDIO</b>					
BDE17L32	Pre Project	0	0	6**	3
BDE17L33	Graduation Project Work	0	0	21**	10
BDE17L34	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

**4. Corporate Design**

This specialization is an advanced design course with an emphasis on corporate brand identity development. The course offers hands on experience in logo development, product packaging, marketing and advertising collaterals, web branding and broadcast advertising development.

**SEMESTER- VII**

Code No	COURSE TITLE	L	T	P	C
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<b>THEORY</b>					
BDE17E08	Entrepreneurship Development***	2	0	0	2
<b>BDE17E</b>	<b>Elective - III</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>THEORY CUM STUDIO</b>					
BDE17L35	Parameters in Corporate design	2	0	3	3
<b>STUDIO</b>					
BDE17L36	Designing And Illustrations*	1	0	3	3
BDE17L37	Corporate Design Studio	0	0	21**	10
<b>Total Credit</b>		<b>6</b>	<b>0</b>	<b>29</b>	<b>20</b>

### SEMESTER- VIII

<b>Code No</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>					
<b>BDE17E</b>	<b>Elective - IV</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L38	Pre Project	0	0	6**	3
BDE17L39	Graduation Project Work	0	0	21**	10
BDE17L40	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

### 5. Digital Concepts

Digital concepts is the course that trains in the use of computer modeling, programming, simulation and imaging to create both virtual forms and physical structures in design.

### SEMESTER- VII

<b>Code No</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>					
BDE17E08	Entrepreneurship Development***	2	0	0	2
<b>BDE17E</b>	<b>Elective - III</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>THEORY CUM STUDIO</b>					
BDE17L41	Parameters in Digital Concepts	2	0	3	3
<b>STUDIO</b>					
BDE17L42	Advanced Digital Studio	1	0	3	3
BDE17L43	Digital Design Studio	0	0	21**	10
<b>Total Credit</b>		<b>6</b>	<b>0</b>	<b>29</b>	<b>20</b>

### SEMESTER- VIII

<b>Code No</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>					
<b>BDE17E</b>	<b>Elective - IV</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L44	Pre Project	0	0	6**	3
BDE17L45	Graduation Project Work	0	0	21**	10
BDE17L46	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

## 6. Transportation Interiors

The course deals with all aspects of interior designing with focus on the specialized needs for transportation hubs of – Air, Rail and Road and automobile showrooms.

### SEMESTER- VII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17118	Parameters in Transportation Interiors	3	0	0	3
BDE17E08	Entrepreneurship Development***	2	0	0	2
<b>BDE17E</b>	<b>Elective – III</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L47	Advanced Digital Studio	0	0	7	3
BDE17L48	Transportation Design Studio	0	0	21**	10
<b>Total Credit</b>		<b>7</b>	<b>0</b>	<b>28</b>	<b>20</b>

### SEMESTER- VIII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
<b>BDE17E</b>	<b>Elective – IV</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>STUDIO</b>					
BDE17L49	Pre Project	0	0	6**	3
BDE17L50	Graduation Project Work	0	0	21**	10
BDE17L51	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

## 7. Interiorscape and Gardening

The course deals with design of interior spaces and landscape environment and also teaches the art of gardening, planting techniques, interiorscape services.

### SEMESTER- VII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE17119	Parameters in Interiorscape and Gardening	3	0	0	3
BDE17E08	Entrepreneurship Development***	2	0	0	2
<b>BDE17E</b>	<b>Elective – III</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>THEORY CUM STUDIO</b>					
BDE17L52	Hard Scape & Water Scape	1	0	5	3
<b>STUDIO</b>					
BDE17L53	Interiorscape and Gardening Design Studio	0	0	21**	10
<b>Total Credit</b>		<b>7</b>	<b>0</b>	<b>28</b>	<b>20</b>

### SEMESTER- VIII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
<b>BDE17E</b>	<b>Elective – IV</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>STUDIO</b>					

BDE17L54	Pre Project	0	0	6**	3
BDE17L55	Graduation Project Work	0	0	21**	10
BDE17L56	Model/3D Presentation	0	0	6**	3
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>33**</b>	<b>18</b>

**Total credits for B Design programme for all Specializations = 184**

\* For all the lab subjects, excepting the \*\* Design studio and \*\*Graduation Project work, Pre Project, Model/3D Presentation, the assessment shall be internal only based on continuous assessment and VIVA VOCE held at the end of the semester.

\* For 'Personality Development' the assessment shall be internal only based on continuous assessment and VIVA VOCE held at the end of the semester.

\*\* Studio hours are variable.

### ELECTIVES

S.No	Semester/Elective	Code	Course Title	L	T	P	C
01	V Semester Elective - I	BDE17E01	Textile Design	2	0	0	2
		BDE17E02	Adaptive reuse and recycling	2	0	0	2
02	VI Semester Elective - II	BDE17EL1	Creative arts and crafts*	2	0	2	3
		BDE17EL2	Presentation techniques*	2	0	2	3

### Specializations

S.No	Semester/Elective	Code	Course Title	L	T	P	C
03	VII Semester Elective - III	BDE17E03	Marketing Techniques	2	0	0	2
		BDE17E04	Traditional Design Principles	2	0	0	2
		BDE17E05	Sustainable Design	2	0	0	2
		BDE17E06	Site analysis and planting design	1	0	2	2
		BDE17E07	Landscape Economics, Management & Horticulture	2	0	0	2
		BDE17E08	Entrepreneurship Development***	2	0	0	2
		BDE17EL3	Soft Sculpture*	1	0	2	2
		BDE17EL4	Publishing – Electronic Web*	1	0	2	2
		BDE17EL5	Advertising laboratory*	1	0	2	2
		BDE17EL6	Set Design Workshop*	1	0	2	2
04	VIII Semester Elective - IV	BDE17EL7	Interior Design Photography*	1	0	1	2
		BDE17E09	Human Psychology	2	0	0	2
		BDE17E10	Personality Development	2	0	0	2

\*\*\*BDE17E08 Core Elective Compulsory for all Specializations.



## B. DESIGN 2021

### SEMESTER- I

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE2101	Introduction to Design	3	0	0	3
BDE2102	History of Design I	3	0	0	3
<b>THEORY / STUDIO</b>					
BDE21L01	Graphics-I	1	0	3	3
BDE21L02	Design Sketching	1	0	3	3
<b>STUDIO</b>					
BDE21L03	Design Studio - I	1	0	3	3
BDE21L04	Basic Model	0	2	15**	10
<b>Total credits</b>		<b>9</b>	<b>2</b>	<b>25</b>	<b>25</b>

### SEMESTER- II

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE2103	Communication studies in Design	3	0	0	3
BDE2104	Physical Ergonomics	3	0	0	3
<b>THEORY /STUDIO</b>					
BDE21L05	Graphics II (Visualization and Illustration)	1	0	3	3
BDE21L06	Form studies	1	0	3	3
<b>STUDIO</b>					
BDE21L07	Material and Hand Tools Workshop	1	0	3	3
BDE21L08	Design Studio- II (Form space and structure)	0	2	15**	10
<b>Total credits</b>		<b>9</b>	<b>2</b>	<b>25</b>	<b>25</b>

### SEMESTER- III

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE2105	Critical Thinking & Creative Writing	3	0	0	3
BDE2106	Material Studies in Design	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE21L09	Computer Application in Design – I*	1	0	3	3
BDE21L10	Design Documentation	1	0	3	3
<b>STUDIO</b>					
BDE21L11	Model Making Workshop-II	1	0	3	3
BDE21L12	Design Studio –III (Product Design)	0	2	15**	10
<b>Total Credit</b>		<b>9</b>	<b>2</b>	<b>25</b>	<b>25</b>

### SEMESTER- IV

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE2107	Introduction to Communication & Graphic Design	3	0	0	3
BDE2108	Consumer Psychology	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE21L13	Computer Application in Design – II	1	0	3	3
BDE21L14	Branding & Identity	1	0	3	3
<b>STUDIO</b>					
BDE21L15	Model Making III	1	0	3	3
BDE21L16	Design Studio IV (Graphics Design)	0	2	15**	10
<b>Total Credit</b>		<b>9</b>	<b>2</b>	<b>25</b>	<b>25</b>

### SEMESTER- V

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE2109	Theory & History of Interior Design	3	0	0	3
BDE2110	Parameters of Art Design	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE21L17	Material and Construction (set & I.A)	1	0	3	3
BDE21E	Elective -I	2	0	2	3
<b>STUDIO</b>					
BDE21L18	Model Making Workshop-IV	1	0	3	3
BDE21L19	Design Studio V (Interior /Set Design)	0	2	15**	10
<b>Total Credit</b>		<b>10</b>	<b>2</b>	<b>22</b>	<b>25</b>

### SEMESTER- VI

Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE2111	Design and Technology	3	0	0	3
BDE2112	Strategic Design Management	3	0	0	3
<b>THEORY CUM STUDIO</b>					
BDE21L20	Materials & Process in Design	1	0	3	3
BDE21E	Elective -II	2	0	2	3
<b>STUDIO</b>					
BDE21L21	Working Drawing	1	0	3	3
BDE21L22	Design Studio VI (Industrial Design)	0	2	15**	10
<b>Total Credit</b>		<b>10</b>	<b>2</b>	<b>23</b>	<b>25</b>

### SEMESTER- VII

Code No	COURSE TITLE	L	T	P	C
<b>THEORY CUM STUDIO</b>					
BDE21L23	Swayam / NPTEL (MOOC Course)	2	0	0	2
BDE21L24	Practical Training	0	0	**	12
<b>Total Credit</b>		<b>2</b>	<b>0</b>	<b>**</b>	<b>14</b>

### SEMESTER- VIII

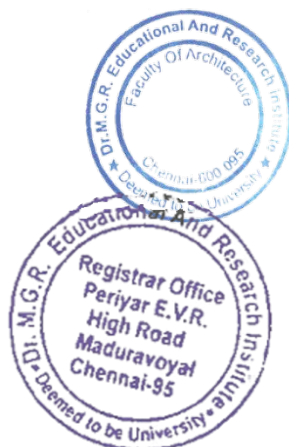
Code No	COURSE TITLE	L	T	P	C
<b>THEORY</b>					
BDE21E	Elective -III	2	0	2	3
BDE2113	Entrepreneurship development	3	0	0	3
<b>STUDIO</b>					
BDE21L25	Graduation Project (thesis)	0	0	21**	10
<b>Total Credit</b>		<b>5</b>	<b>0</b>	<b>23**</b>	<b>16</b>

### ELECTIVES

S.No	Semester/Elective	Code	Course Title	L	T	P	C
01	I Semester	BDE21EL1	Creative art and craft	2	0	2	3
		BDE21EL2	Interior Photography	1	0	2	3
	Elective - I	BDE21EL3	Interior services	2	0	2	3
02	Elective - II	BDE21EL4	Advanced Cad	1		3	3
		BDE21EL5	Furniture design	2		2	3
	VI Semester	BDE21EL6	Ergonomics for industrial design	3		0	3
03	Elective - III	BDE21EL7	Soft sculpture	1	0	3	
		BDE21EL8	Estimation & costing	3	0	0	
	VIII Semester	BDE21EL9	Textile design	2	0	2	

  
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