

BACHELOR OF DESIGN.  
REVISED SYLLABUS OF FINAL YEAR  
SET DESIGN

**TEACHING SCHEME:** Total contact period per week – lectures 2 + studio 6 = 8.

**EXAMINATION SCHEME:**

Paper: Nil

Oral: 50

Sessional Assessment: 50(Internal).

**Aim:** The dissertation II shall help the students to define the graduation project synopsis based on the research undertaken by the students in dissertation I. In case of Live Brief identified by the student, the brief shall be reviewed to ensure it qualifies for the scale of the graduation project and needful research should be undertaken by the respective student.

**Objectives:**

To enable the student to define with innovative response the aim, objective, and feasibility of the project in the form of a well articulated synopsis to define the graduation project.

**Course Content:**

- The identification of the case studies, literature, content as a response to the genre identified in the dissertation I.
- To undertake research of a small case study (it will include study of architecture, painters, paintings, photographs) analyse it to synthesize in to the clarity of area of intervention.
- The research shall synthesis into a well defined aim, objective, look and feel of the project in the form of a well articulated synopsis to define the graduation project.

**Assignments:**

1. Students shall submit a copy of the report duly signed by the subject teacher.
2. The report shall consist of three main parts.
  - a. Initial Pages in the following sequence:
    1. Title page
    2. Acknowledgement.
    3. Table of content.
  - b. Main body of the report.
    1. Introduction.
    2. Define the project.
    3. Research – Literature, Architecture, Paintings, Photographs, etc.
    4. Trends in industry.
    5. Conclusions and synopsis.
    6. Bibliography.

**Formatting of the report.**

- a. The report shall be presented in A4 landscape.
- b. The font shall be either Calibri or Bookman old style or Arial.
- c. Chapter titles .... 18 point upper case bold .Sub heading 16 point title case bold, text 14 point sentence case. Line spacing shall be 1.5lines.

**Recommended Reading:**

All the books relevant for the research and synthesis of the graduation project work.

**SD173644 SET DESIGN MANAGEMENT.**

**TEACHING SCHEME:** Total contact period per week – lectures 2 + Studio 1 = 3

**EXAMINATION SCHEME:**

Paper: Nil

Oral: 00

Sessional Assessment: 50(Internal).

**Aim:**

To introduce the students to set design as a profession.

To expose the students to the particulars of Professional Practice of Set Design.

**Objectives:**

To make students understand the working of the art department.

To make students aware about the professional ethics, conduct and professional bodies, organizations like Association of cine and television art directors and costume designers, Akhil Bhartiya Chitrapat Mahamandal,

To make students understand the formation and working of the professional setup of the art director.

**Course Contents:**

- Introducing students to the role & responsibilities of the set designer and coordination within art department and other departments.
- Introducing students to the paper work needed for communication, management and execution of a project to the concerned departments for efficient execution of set in studio and on site/location.
- Professional bodies, organization... Their vision, mission, aims and objectives.
- Remuneration and service charges.

**Assignments:**

A seminar paper presentation.

**Reading List:**

- The Art Direction Handbook for Film by Micheal Rizzo..Focal Press.
- The Filmmaker's Guide to Production Design by Vincent LoBrutto.. Allworth press,New York.

<b>SD 173645      SET COSTING AND ESTIMATION.</b>
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**TEACHING SCHEME:** Total contact period per week – lectures 2 + Studio 3 = 5

**EXAMINATION SCHEME:**

Paper: Nil

Oral: 50

Sessional Assessment: 50(Internal).

**Aim:** This course enables the students to understand the concept and importance of costing and estimation from the perspective of set design and its execution.

The students should be able to prepare and propose an estimate of a set in their professional practice.

**Objectives:**

To make students understand how to break down a design solution into parts/elements to prepare a worksheet for cost analysis.

To make students understand the parameters to be considered in the decision making with respect to the materials and construction processes which determine the budget of the set .

To enable the student to understand the impact of the cost of the materials used in the process of the execution on the estimate of the set.

To prepare a detailed cost sheets and final estimate of a film set.

**Course Contents**

- Identification of a simple set for cost analysis.
- Introduction to the units of measurements and the logic of it.
- Breaking down of the set into components to understand the parts, elements and the materials with process of making and how it shall influencing the Cost.
- Introduction to key parameters responsible for the costing of set.
- Preparation of cost sheets for process and sub processes to compile the data collected to estimate the cost.
- The students shall be made to understand through analysis of existing set design the implications of design decisions on the cost of the same.
- The subject understanding shall be assessed based on the estimation of the cost prepared by the student of film set designed by the students in the prior completed Design Projects or the film set identified.

**Assignments:**

The submission of the assignments shall be in the report format.

**Reading List**

- The Art Direction Handbook for Film by Micheal Rizzo..Focal Press.
- The Filmmaker's Guide to Production Design by Vincent LoBrutto.. Allworth press,New York.

<b>SD173646</b> <b>ELEMENTS OF DESIGN II.</b>
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**TEACHING SCHEME:** Total contact period per week – lectures 2 + studio 4 = 6

**EXAMINATION SCHEME:**

Paper: Nil.

Oral: 50.

Sessional Assessment: 50 (Internal).

**Aim:**

This course aims to equip the students with the understanding of their role as set designers in the special effects in the film making process. (VFX).

**Objectives:**

**Course Content:**

1. Introduction to the concept/idea of special effects past, present and likely future.
2. What, Why and how of VFX at an introductory level.
3. Why a set designer should know about the special effects.
4. What role does a set designer play in the process of special effect shots?

Recommendation: Students should be taken on a visit to experience the working of the special effects if possible.

**Assignments:**

- A report.

Recommended reading:

<b>SD173647      DESIGN PROJECT V</b>
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**TEACHING SCHEME:** Total contact period per week – lectures 3 + studio13 = 16

**EXAMINATION SCHEME:**

Paper: Nil.

Oral: 50.

Sessional Assessment: 100(Internal) 50(External).

**Aim:** This course aims at making students **understand the process of Set design to articulate the solution with creative ideas for Cinema, Television, Web Series**

**Objective:**

1. To give exposure to cinematic space and time or an event of the scale of around 1000 sq.ft area of set.
2. To develop the skill of creative use of visual elements to create the expected look and feel.

**Course content:**

1. Understanding the concept of cinematic time and space.
2. Analysis of a film from set designer's perspective focusing on genre, period and environment.
3. Working on film script with the mapping of opportunities for location, properties and set construction.
4. Formulation of design program.
5. Translating the narrative into visual ideas with word, mood and inspiration boards.
6. Concept generation and explorations for location and properties with quick explanatory model
7. Finalization of the concept with design development and detailing.
8. Final rendered presentation drawing.
9. The photo documentation of the finished model of the set with effective lighting.

**Assignments and Assessment:**

The assessment of Design Project to be done at the following assignment stages with due weightage to each stage

**Stage I:** Analysis of a film from set designer's perspective....**25%**

**Stage II:** Research of application area and Design program –**25%**

**Stage III:** Design development- Ideation with exploration and study model -**25%**

**Stage IV:** i) Final Design Solutions with views ii) Technical drawing with materials and construction details **15%**

**Stage V :** Photo documentation.. **10%**.

<b>SD 173648 - A INDUSTRIAL TRAINING. (Training)</b>
<b>SD 173648 - B INDUSTRIAL TRAINING. (Assessment)</b>

**TEACHING SCHEME:** Total contact period per week – lectures 1 + studio 1 =2 (30 Hours.)

**EXAMINATION SCHEME:**

Paper: Nil

Oral: 75

Sessional Assessment: 75(Internal).

### **SEMESTER VII.. REPORTED/NOT REPORTED AND SEMESTER VIII ASSESSMENT.**

**Aim:** The aim of introducing a period of 80 days of Industrial training for the students is to enable them undergo practical training to gain exposure of the Professional Practice and get hands on experience.

**Objectives:** It shall give the students the first hand experience of dealing with the live projects of various typologies, domain, Genres.

The students should be able to learn and understand about project management, resource management and execution challenges.

This rich experience is expected to enhance the student's ability to think comprehensively and prepare them for undertaking the graduation project.

#### **Course Content:**

- The period for the Industrial /Practical Training will commence in the seventh semester of the fourth year immediately after the completion of the 8 weeks of the conduction of the courses of the seventh semester and will continue till the beginning of the eight semester.
- The students are expected to work with a firm/industry/organization where Furniture design and its related practice are being carried out. The student shall work under the guidance of a professional who has an experience of working in the respective field of product design of not less than five years.
- The student (If needed in consultation with faculty member OR Training and Placement cell ) will decide very carefully and meticulously about their placement as they are expected to learn best ethics in Professional Practice and produce quality work.
- The total duration of the training will be minimum of 17 working weeks/ 80 working days excluding the holidays.
- The evaluation of the work done during the Industrial/Professional Training shall be evaluated at the end of eight Semester of the fourth year.

#### **Submissions:**

- The Students shall prepare an exhaustive Training report documenting the work done in the respective offices/firms/industry/organization week by week which will cover detailed records of the work done in the office, site or field research report, interviews or data collected, interaction with principal Designer, vendors or clients etc. The report shall be duly signed by the Principal Designer with the seal of the organization.

- The work certificate on the official letterhead of the respective office clearly mentioning the duration and students performance duly signed by the Principal Designer.
- The log book issued by the institute shall be filled weekly and duly signed by the Principal Designer.
- The student shall produce the above mentioned training report (digital or printed), work certificate and log book at the time of Viva Voce examination. She/he shall also produce the drawings done by him/her with the permission of the employer to indicate the kind of work he/she has carried out.

SESSIONAL ASSESSMENT AND VIVA VOCE..... The sessional and viva voce assessment shall be done jointly by the internal and external examiner and the allocation of the marks shall be as stipulated in the syllabus.



<b>SD173649</b> <b>GRADUATION PROJECT</b>
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TEACHING SCHEME: Total contact period per week – lectures 1+ studio 3 = 4

EXAMINATION SCHEME:

Paper: Nil

Oral: 100

Sessional Assessment: 250(Internal) 150(External).

Types of Graduation projects:

1. Graduation project based on synopsis formulated in Dissertation.
2. Graduation project based on a proposal of a commercial or nonprofit organization.(live brief)

**Aim:** This course is with the intent of exposing and providing an opportunity to the students to extend the findings of the research carried under the subject dissertation or under the guidance of the firm/industry offering live brief of the design project and execute a complete set design process with holistic approach including genre understanding, literature research and understanding, case study research and understanding, identifying area of application with reasoning, formulating design brief and design demonstration.

**Objectives:**

To enable students undertake a set design and development process independently. She/he should be able to demonstrate Process, knowledge and skills acquired in the previous years of academic learning.

**Course outline:**

The Graduation Project shall consist of design research, synthesis and design demonstration through the self initiated process demonstrating all the knowledge and skills learned in the previous academic years.

1. Scale in terms of area should be greater or equivalent to the design project handled in the last semester.
2. Scale can also be defined in terms of its conceptual intensity or detailing done or to be done ,to glorify the required character of the project.
3. Scale can also be defined volumetrically , or spatially (by space planning).

**Submission work:**

The sessional work for the graduation project shall consist of the

**A. Design research report.**

**B. Log book duly signed by the guides.**

**C. The presentation of the research on A3 size sheets, ideations sheets, final product renders and technical drawings.**

**D. Study models, proof of concept and prototypes.**

**Graduation project Report guidelines:**

Students shall submit a copy of the report duly signed by the guide, Head of the department and Principal.

The report shall consist of three main parts.

a. Initial Pages in the following sequence:

1. Title page.
2. Certificate
3. Acknowledgements.
4. Table of content.

b. Main body of the report.

5. Introduction.
6. Define the project.
7. Trends in industry.
8. Research – Literature, Architecture, Paintings, Photographs, etc.
9. Analysis and findings from the research.
10. Synthesizing and prioritizing the research observations leading to design brief.
11. Formulating the design brief.
12. Translating the narrative into visual ideas with explanatory models.
13. Concept generation and explorations with psychological understanding.
14. Finalization of the concept with design development and detailing.
15. Establishing the environment for cinematic storytelling/event.
16. Develop storyboard of 20 frames with shot size, angle and lenses.
17. Hand and computer Renderings and finished model of the final design solution.
18. Photographic documentation of final model with proper lighting.
19. Conclusions and synopsis.
20. Bibliography.

**Formatting of the report.**

- a. The report shall be presented in A4 landscape.
- b. The font shall be either Calibri or Bookman old style or Arial.
- c. Chapter titles .... 18 point upper case bold. , Sub heading 16 point title case bold, text 14 point sentence case. Line spacing shall be 1.5lines.
- d. Report shall be types on one side of the page.
- e. Black binding with golden embossing.
- f. Standard convention for giving references, writing bibliography, annotating figures /tables shall be followed.

**SESSIONAL ASSESSMENT:**

1. The internal assessment of the graduation project shall be carried out stage wise as decided by the individual institute.
2. The final assessment in the examination shall be done by both the Internal and external Examiner/s in which the student shall display his work.
3. The individual college shall make the guides specializing in the various disciplines who will make themselves available to the students.
4. The academicians or professional guiding the students must possess minimum of five years of teaching or professional experience.

**Recommended Reading:**

All the books relevant for the research and synthesis of the graduation project work.

