

GANPAT UNIVERSITY										
FACULTY OF ARCHITECTURE DEISGN & PLANNING										
Programme		Bachelor of Design				Branch/Spec.		Bachelor of Interior Design		
Semester		IV				Version		1.0.0.0		
Effective from Academic Year			2016-17			Effective for the batch Admitted in			June 2016	
Subject code		IVA01DS		Subject Name		Design Studio- IV				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	-	-	8	-	8	Theory	-	-	-	
Hours	-	-	9	-	9	Practical	480	320	800	
Pre-requisites:										
Design for commercial activities in semi-urban and urban areas. Study of contextual needs to establish a premise in evolving of commercial activity pockets and visual merchandising according to economic group it targets.										
Learning Outcome:										
Theory syllabus										
Unit	Content								Hrs	
1	Understanding different forms/types of commercial activities, their localization, their characterizations along with underlined socio- cultural frame work. Understanding "Commercial activity pockets and developing needs of various socio- economic groups of the society."									
2	Developing program for types of shopping/transactions required – production/manufacturing of goods/products, grouping of goods/products and storage, display and sale of goods/products. Deriving specialized product display system, showcase windows at street level, product communication at a street level, signage and advertisement for masses of people.									
Practical content										
Exploration of urban design or semi-urban design for commercial activities. The studio focuses on building up on thematic expressions, the basic spatial and formal typology and its resultant morphologies within the understanding of the site location in society. Immediate context could involve – residential, religious and commercial usages. Comprehensive study and analysis of global economy, commerce and the corporate world. Projects would include a range of commercial activities like marketing, sales finance, production and manufacturing in the form of establishments like cafe, restaurants, banks, offices, bazaars, markets, shops showrooms, retail outlets etc.										
Text Books										
1	NA									
Reference Books										
1	Principle of form and design - wucius wong									