

GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Interior Design

SEMESTER-4

SUBJECT NAME – INTERIOR DESIGN STUDIO - IV
SUBJECT CODE – 1045101

EMPHASIS:

- Design for commercial activities in urban and semi-urban areas.
- Study of evolution of pockets of commercial activities.
- Design of visual merchandizing with respect to targeted economic group.

CONTENT:

- Different types of commercial activities, their characteristics in relation to the targeted socio-economic-cultural environment.
Types of shopping, manufacturing of products and their grouping, display, signage, storage and sale within the premises and at the street level.

THRUST/PROJECTS:

- Creating an appropriate spatial experience and visual language in response to the given commercial activity as well as the immediate site context such as residential, commercial, industrial, religious, etc.
- Comprehensive study and analysis of global economy, commerce and corporate world.
- Design of commercial establishments such as café, restaurants, banks, offices, markets, shops, showrooms, retail outlets, etc.

REFERENCES:

- Pegler, Martin M.: Contemporary Restaurants & Bars.
- Weathersby, John P. William: International Clubs & Resorts.
- Yee, Roger: Corporate Interiors-6.
- Design Media: World Shop Front Design.
- Designer Books: Working Is Fun.
- Ahmed Kasu: Interior Design-An introduction to Art, Craft Science, Technique of Professional of Interior Design.
- Time Savers Standards for Interior Design and Space Planning.