

GUJARAT TECHNOLOGICAL UNIVERSITY
BRANCH NAME: BACHELOR OF INTERIOR DESIGN
SUBJECT NAME: BASICS OF DESIGN AND VISUAL AESTHETICS
SUBJECT CODE: 2X15102
1st Year: Semester: 1

Prerequisite:

It is a beginner course. There is no prerequisite for this course.

Rationale:

- Color as an element of Interior design
- Light as an element of Interior design

Teaching and Assessment Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks	University Exam Type
Field work	Lectures	Studio		External exam		Internal exam			
				(ESE)Theory	(ESE) Viva	(PA)Theory	(PA)Viva		
02	0	02	04	NA	N A	60	40	100	VIVA

Content:

Sr. No	Conte nt	Total Hours*	% Weightage*
1	<p>Elements of Art, Design and Space</p> <ul style="list-style-type: none"> • Learning about elements of Art, Design and Space through exercises that develop the understanding of their characteristic nature. • Art and Aesthetics : learning about art aesthetics, semantics and visual perception. • Design and Colour - Colour wheel, Colour theory, Grey scale, Tints, Tones, Shades, Interaction and Terminologies in colour. Study, comparison and application of color systems: Pluto, Munsell , Prang , Pantone and others. Color in Nature. Color and materials. Color and Texture. (Various types of dyes, pigments and paints.) • Space and Light : The understanding of light as a material that impacts space. 	36	55

2	Light and Lighting: Modifying Factors <ul style="list-style-type: none"> ● Light: Quality and quantity of light. ● Surface quality: Natural verses artificial light. ● Distance: Ability to reflect / absorb light. Diminishing effect of light. Effect to perception of hue according to varying chroma content. ● Light and effects: Illusion, Dramaturgy of light etc Effect of changing eye 	16	25
3	Principles of Design Composition <ul style="list-style-type: none"> ● 12 Basic Principles: Contrast, Balance, emphasis, Proportions, Hierarchy, repetition, rhythm, pattern, white space, movement, variety and unity 	12	20

*: indicative

Thrust / Projects:

- Study of colors from nature and its abstraction
- Understanding aspects of color: Hue, Value, Intensity.
- Color wheel – color chart from black to white with color.
- Color schemes: Monochromatic, complimentary, split complimentary, analogous, triad and tetrad.
- Techniques of using colors to create different effects such as harmony, discordant, etc.
- Understanding manipulation of scale and distance through color.
- Experimenting light color theory and comparing additive and subtractive color theory.

ReferenceBooks:

- Harriet Goldstein- Art in Everyday Life
- Jonathan Itten- Art of Color
- Jonathan Itten- Elements of Color
- Jeane Allen-Designers guide to Color
- Jonathan Poore-Interior Color by Design
- Tina Sutton and Bride H. Whelam-The Complete Color Harmony

*- this is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy