



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Interior Design

Level: UG

Branch: BID

Course / Subject Code : 2X55109

Course / Subject Name : Psychology and Human Behaviour

w. e. f. Academic Year:	2024 - 2025
Semester:	5
Category of the Course:	Elective

Prerequisite:	To familiar with environmental psychology concepts can be beneficial, as this field explores the relationship between people and their surroundings. Courses in general psychology provide a valuable understanding of cognitive processes, emotional responses, and social behaviors, all of which are critical for creating spaces that meet the psychological and emotional needs of occupants.
Rationale:	This course Provides an overview of the relationship between user and Space, behavior patterns of human beings in physical interior space. Aims to inculcate in the students the language of aesthetics and perception of spaces in relation to human psychology and behavior.

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	1	1	2	NA	50	NA	50	100

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Unit 1: Environmental Psychology, Perception and Aesthetics Perception of the space through understanding associative aspects relating to space. Relationship of spatial elements to psychology. Introduction to the Western and Indian aesthetics, and how aesthetics can create illusions, drama, for spaces.	16	50



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	Change of patterns in various cultures and groups in relation to physical space.		
2.	Unit 2: Human Behaviour in Physical Environment Reflection of Social behavior patterns, Traditional thinking, culture into the physical environment. Human Being and his behaviour in various public and private spaces, Gender behaviour in spaces Specially abled user understanding for spaces Equity/democracy/secular understanding in space making	16	50
	Total		100

Thrust / Projects:

- To understand the factors affecting functional aspects of design.
- To apply fundamental understanding of human psychology and aesthetics in Interior Design
- To explore and analyse various studies to understand Environmental Psychology and Human

Reference Books:

- Ways of Seeing-By John Berger
- Art through the ages-By Helen Gardner, Published by Taylor & Francis, 1996.
- Encyclopaedia of Social and Cultural Anthropology -By Alan Barnard & Jonathan Spencer, Published by Taylor & Francis, 1996

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

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