



Homo Sapiens since inception have showcased their creativity through various objects designed by them for decorating either themselves or their homes. If we look at the evolution of human beings since stone age we will find very interesting objects and painting created by them. The creative instincts are visible in small kids whenever they are capable of holding a pencil or a crayon. A visit to various museums across the world will show that human beings were at their creative best at all ages. So the design education is as old as the human beings themselves. However the creativity and design education has changed tremendously over a period of time and has taken altogether a new shape today owing to the vast development in technology. Modern desktop computers and laptops are capable of high resolutions and millions of color combination. Thousands of software's are available for designing various objects and paintings using which an amateur can create wonderful eye catching objects. Industry, Trade and Commerce is highly dependent on Designers to create innovative products, packaging materials, advertisement, brochures, films, garments, apparels and pamphlets etc. Jaipur is one of the largest commercial hubs having a very strong market in Gem & Jewelry, Textiles and Apparels, Tourism, Hospitality and Hotels etc. School of Design intends to provide the contemporary design education with right mix of knowledge and skills to produce globally competent designers not only for the job market but their own start-ups and entrepreneurial ventures as well. Important academic activities are class room projects, industry interface, research, peer learning, and emphasis on entrepreneurship. It lays emphasis on conceptual and practical skills required for the communication of ideas and understanding design as a process.

### Courses offered

- B. Sc. in Jewellery Design & Manufacturing** (3 yrs)
- B. Sc. in Interior Design** (3 yrs)
- B. Sc. in Graphic Design** (3 yrs)

### Course structure

#### **B. Sc. in Jewellery Design & Manufacturing**

**Semester I:** Design Foundation, Basic Art & Design, Jewellery sketching and rendering, Environmental Science, Fundamentals of Computer, Business Communication & Personality Development

**Semester II:** History of jewellery design and context, Gemology, Metallurgy, Computer Aided design I- Coral Draw, Jewellery Manufacturing techniques, Design Project – Gold Jewellery Design

**Semester III:** Diamond studies, Jewellery design marketing, Computer Aided design II- Coral Draw and orthography, Cost assessment techniques, Jewellery Manufacturing-II, Design Project- Diamond Jewellery, Workshop.

**Semester IV:** Jewellery design trend and forecast, Enamel and Enameling process, Computer Aided design III- Jewel Cad, Jewellery Manufacturing-III, Design Project- Kundan Meena Jewellery, Retail marketing and sales promotion,

**Semester V:** Computer Aided design IV- rhino/3design, Jewellery Manufacturing-IV, Project management and entrepreneurship, Brand development- colour jewellery, Business accounting and practice, Advertising and Brand development, Research Project and Seminar.

**Semester VI:** Industrial Project, Portfolio Development

### Career Prospects:

The program will develop students as designers in Jewellery Industry. They can work as:

- o Entrepreneur
- o Accessory Designer
- o Merchandiser
- o Design Managers
- o Brand Manager
- o Jewellery Stylist
- o Production Manager

## B. Sc. in Interior Design

**Semester I:** Design Foundation, Basic Art & Design, Graphic Representation, Environmental Science, Fundamentals of Computer, Business Communication & Personality Development

**Semester II :** Concept Studio, Architectural History-I (World), Building Materials, Basic Construction, Services-I, Interior Hardware & Software, Architectural Planning Studio, Workshop.

**Semester III :** Furniture Design & Style-I, Architectural History-II (Indian), Space Planning & Design-I (Residential), Interior Construction, Services-II, CADD-Auto CADD (2D & 3D), Seminar.

**Semester IV :** Furniture Design & Style-II, Estimating & Costing, Space Planning & Design-II (Office Spaces), Exhibition & Set Design, Retail Design, CADD-3DS Max, Seminar.

**Semester V :** Project Management & Entrepreneurship, Professional Practice, Space Planning & Design-III (Public & Commercial Spaces), Landscape Design, CADD-MSP & Photoshop, Modern Developments in design, Seminar, Research Project.

**Semester VI :** Industrial Project, Portfolio Development

### Career Prospects:

The program will develop students as designers in Interior & Architecture Industry. They can work as:

- Entrepreneur
- Interior Designers
- Event Designer/ Consultants
- Space Planners
- Set Designers
- Exhibition Designer
- Store Designer
- Furniture Designer
- Product Designer
- Visual Merchandiser
- Interior Trainers

## B. Sc. in Graphic Design

**Semester I :** Design Foundation, Basic Art & Design, Calligraphy & Typography(type design & application), Environmental Science, Fundamentals of Computer, Business Communication & Personality Development

**Semester II :** Advertising Art & Ideas, Graphic Design (Drawing mediums & techniques, Texture , color, Material, composition & layout), Basic Photography, Computer Graphic-I (Coral Draw), Computer Graphic-II (Illustrator), Computer Graphic-II (Photoshop), Design Project-I- Research Methodologies, Design Project-II- Understanding Various target audience, consumers(copywriting workshop)

**Semester III :** History of design, Contextual Photography (with adobe light room), Inter- design studies I – sign and symbols, Computer Graphic-III (Adobe Premier, Adobe effects), Computer Graphic-III (Flash), Computer Graphic-IV (In-design), Design Project- III- Signs & symbol design, Design Project- IV- Corporate Identity

**Semester IV :** Branding & Corporate Identity, Cinema & film History / basic of moving image, Printing and Production methods, Computer Graphic-V (3D Max), Computer Graphic-VI (VFX & Motion Graphics), Design Project III- Publication Design (print web), Design Project IV- Design for Brands, Design Project VI-Story telling/story boarding/making a small film.

**Semester V :** Project Management & Entrepreneurship, Professional Practice in design, Communication theory and media studies, Inter design studies II –study of New- Age Media, Computer Graphic- (Dreamweaver), Design Project-VI – Interaction design, Design Project-VII- packaging design, Design Project-VIII- Communication Campaign for social impact.

**Semester VI :** Industrial Project, Portfolio Development.

### Career Prospects:

The program will develop students as designers in Graphic Design Industry. They can work as:

- Entrepreneur

- Graphic Artist
- Visualiser
- Art Director
- Graphic Communicator for Media & Communication
- Corporate Branding & Consultation
- Advertising Agencies
- Set Designer
- Exhibition Designer