Display systems for Retail Spaces [ELECTIVE]

Course Code	**MAID312A**	CIE Marks	100
Teaching Hours/Week(L:P:SDA)	1:0:2	SEE Marks	_
Credits	03	TOTAL	100

Course Objectives

To introduce visual merchandising and retail display systems
To understand the various types of display and the display systems
To understand related areas of visual merchandising
To understand the basic of design criteria for designing display systems

Pedagogy(Method and Practice of Teaching, Self Study**)**

3. The pedagogy will be project oriented
4. Live examples will be studied in the class
5. Guest lectures and expert talks will be arranged for the relevant topics

Module-1

RetaildisplayandVisualMerchandising.Elementsofstoredisplayandwheretodisplay

Teaching-Learning Process ***Direct method****: Lecture supported by conventional method of Blackboard and chalk to introduce the concept of visual merchandising and retail systems*

ICT and Digital support*: Power point presentation to introduce definition sand elements of store display and points of display*

Module-2

Types of Display: open, closed, point of purchase, architectural display and store decorations.
Display systems: Unibat system, the PG structure system, The Super Structure System, The Metro System, the Appli Cazioni system, Octa-norm system, Lietner System.

Teaching-Learning Process ***Direct method****: Lecture supported by conventional method of Blackboard and chalk to discuss types of display and display systems*

ICT and Digital support*: PPT and Videos demonstrating various display types and the display systems.*

Module-3

Digital and Graphical Display Systems: pavement & forecourt signs, poster frames, cablesystems, barriers,banners,flags&exhibition,printingservices,floordisplays,brochureholders&acrylicpos solutions, chalkboard displays, carnival signs, digital displays

Teaching-Learning Process ***Direct method****: Lecture supported by conventional method of Blackboard and chalk to introduce Digital and Graphical display systems.*

ICTandDigitalsupport*:PowerpointpresentationandVideostoexplainanddemonstratethevarious Types of graphical and digital display systems*

Module-4

Related areas of Visual Merchandising:
PointofPurchasedisplay,Exhibitandtradesshowdesign:IndustrialDisplay,Fashionshow,Trade organizations and sources,

Teaching-Learning Process ***Direct method****: Lecture supported by conventional method of Blackboard and chalk to discuss the related areas of visual merchandising*

ICT and Digital support*: Power point presentation and Videos to explain and demonstrate the various Other related area so visual merchandising.*

Module-5

Display unit design and design criteria for display units.
What to use for successful displays .Custom built and modified systems. Uprights & channels ,brackets& fittings, rails & fittings, ferrules & fittings, floor & wall display units

Teaching-Learning Process	***Directmethod****:Lecturesupportedbyconventionalmethodof Blackboardandchalk to discuss display unit design* ***ICT and Digital support****: Power point presentation and Videos to explain and demonstrate display unit design and design criteria for display units.* ***Collaborative and Cooperative learning***: *Students should work on individual projects with a focus on Interior landscaping, the observations and analysis which should be shared with the class*

Assessment Details (ONLY CIE)
Continuous Internal Evaluation: The CIE will be based on Internal Tests or Assignments. Internal tests:

- One Assignment for 50 marks or two assignments for 25 marks each or a combination of assignments and seminars for 50 marks will be considered for each CIA cycle.
- Assignments types will consist of Sketches for 10 marks and design exercises for 10 marks. It can also be for Quiz and for seminar presentation (20/25 marks each)
- Any combination of the above wills be considered for the 50 marks component.
- A total of 100 marks will be the final internal marks component.

Reference Books

S.No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Time Saver Standards for Interior Design and Space Planning,	Joseoh De Chiara,Julius Pinero, Martin Zelnik,	McGraw-HillBook Company	International editions, Singapore,1992
2	Times-Saver Details for Store Planning and Design	Broudy, CharlesE. and Filma Barr	McGraw-HillBook Company	New York 1988

Course outcome (CourseSkillSet)

At the end of the course the student will be able to:

CO	OOUTCOME	BLOOMS
CO1	To develop an understanding of visual merchandising and retail displays	L2
CO2	Develop and understanding of the types of display and the types of display systems	L2
CO3	Develop an understanding of graphical and digital display systems	L2
CO4	To design a display unit based on design criteria and requirements	L2

SMART TECHNOLOGIES IN INTERIOR DESIGN[ELECTIVE]

Course Code	**MAID312B**	CIE Marks	100
Teaching Hours/Week(L:P:SDA)	2:0:2	SEE Marks	-
Credits	03	TOTAL	100

Course Objectives

To introduce visual merchandising and retail display systems
To understand the various types of display and the display systems
To understand related areas of visual merchandising
To understand the basic of design criteria for designing display systems

Pedagogy(Method and Practice of Teaching, Self Study**)**

6. The pedagogy will be project oriented
7. Live examples will be studied in the class
8. Guest lectures and expert talks will be arranged for the relevant topics

Module-1

Smart tech in interiors. What is smart interior design?

Teaching-Learning Process

Direct method*: Lecture supported by conventional method of Blackboard and chalk to introduce the concept of visual merchandising and retail systems*

ICT and Digital support*: Power point presentation to introduce definition sand elements of store display and points of display*

Module-2

Building Automation System (BAS). Home automation and BMS
Concept and Application of BMS and Automation and its application in Interior design. Familiarize with the components and technologies involved in a typical Building Automation System. Building Types and Key Requirements. Different types of sensors and meters and their mounting types. Temperature sensors, pressure sensors, Light sensors and Air flow sensors.

Teaching-Learning Process

Direct method*: Lecture supported by conventional method of Blackboard and chalk to discuss types of display and display systems*

ICT and Digital support*: PPT and Videos demonstrating various display types and the display systems.*

Module-3

Internet of Things - governing interior systems like lighting, temperature, safety, and security.
Components of Access Control Systems, Access control system Design and topology, RFID & card based systems, Biometric systems, Exit Switch & Status Detectors. Types of CCTV systems, Types of CCTV cameras, DVRS & their selection criteria for interiors.

Teaching-Learning Process

Direct method*: Lecture supported by conventional method of Blackboard and chalk to introduce Digital and Graphical display systems.*

ICTandDigitalsupport*:PowerpointpresentationandVideostoexplainanddemonstratethevarious Types of graphical and digital display systems*

Module-4

Services integration for Smart Interiors Communication and Precision systems
Design consideration of EPBX system and its components, integration of all the above systems to design BMS as applicable in Interior Design. Precision systems like Water leak detection systems (WLDS), Precision Air Conditioning systems (PAC), Indoor air quality (IAQ), Sensor based Energy Conservation Control Systems as part of specialized interior design projects.

Teaching-Learning Process

Direct method*: Lecture supported by conventional method of Blackboard and chalk to discuss the related areas of visual merchandising*

ICT and Digital support*: Power point presentation and Videos to explain and demonstrate the various Other related area so visual merchandising.*

Module-5

Case Study and Report of Smart interior systems
Drawing and layout of various systems involved in Interior design, Create specifications to procure estimates from the vendors and Bill of Quantities (BOQ) of the system to aid in procurement

Teaching-Learning Process	***Directmethod****:Lecturesupportedbyconventionalmethodof Blackboardandchalk to discuss display unit design* ***ICT and Digital support****: Power point presentation and Videos to explain and demonstrate display unit design and design criteria for display units.* ***Collaborative and Cooperative learning***: *Students should work on individual projects with a focus on Interior landscaping, the observations and analysis which should be shared with the class*

Assessment Details (ONLY CIE)
Continuous Internal Evaluation: The CIE will be based on Internal Tests or Assignments. Internal tests:

- One Assignment for 50 marks or two assignments for 25 marks each or a combination of assignments and seminars for 50 marks will be considered for each CIA cycle.
- Assignments types will consist of Sketches for 10 marks and design exercises for 10 marks. It can also be for Quiz and for seminar presentation (20/25 marks each)
- Any combination of the above wills be considered for the 50 marks component.
- A total of 100 marks will be the final internal marks component.

Reference Books

S.No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Understanding Building Automation Systems (Direct Digital Control, Energy Management, Life safety, Security, Access Control, Lightning, Building Management Programs)	Reinhold A. Carlson and Robert A. Di Giandomenico.	Means, R. S. Company, Incorporated	1991
2	CCTV (Newnes),		Vlado Damjanovski	1999).
3	Building Control Systems, Application Guide	CIBSE Guide	CIBSE	2000.
4	Smart Buildings	Jim Sinopoli, Butterworth-Heinemann	imprint of Elsevier,	2nd ed 2010.
5	Intelligent Building Systems	Albert Ting-Pat So, WaiLok Chan	Kluwer Academic publisher,	3rd ed 2012
6	Intelligent Buildings and Building Automation	Shengwei Wang,	Routledge	2009

Course outcome (CourseSkillSet)

At the end of the course the student will be able to:

CO	OOUTCOME	BLOOMS
CO1	To develop an understanding of Smart Interior Design	L2
CO2	To develop an understanding of building automation systems	L2
CO3	Develop and understanding of the governing interior systems likes lighting, temperature, safety, and security.	L2
CO4	Develop an understanding of the services integration for smart interiors	L2
CO5	To design a smart home incorporating the latest tech	L6

*** END OF III SEMESTER***