

AMID 02- INTRODUCTION TO ART AND INTERIOR DESIGN

Objectives of the Course:

To analyze various art forms and understand their application in interiors. To analyze the influences of social and cultural aspects on interior design.

Expected Skills / Knowledge Transferred:

Understanding various art forms, appreciation of art along with social and cultural influences on design.

Course Contents:

Unit – I

Purpose and relevance of Art

Unit – II

Development of art: A survey of history of art forms: pre historic times to present times: changing nature of art through time in terms of content: form and material.

Unit - III

Exploration of art forms – study of traditional and contemporary art forms – painting , sculpture, architecture, decorative arts, design arts, digital art. Relationship between art and design from earliest time. Study of famous and influential Artists, Craftsmen and people who pioneered innovations in their own fields and their influence on design and other fields. For egg: Van Gogh, Dali, William Morris, etc.

Unit – IV

Study of ornament in Interior Design. Different types of ornamentation in the interiors. Study and evaluation of artifacts and historic examples and their applicability.

Assignment: to document artifacts, historical sites, and to understand them with respect to the surround environment; to incorporate them in the design aspects to present day context or usage

Unit – V

Introduction to Heritage Interiors: Evolution of Interiors in different regions of India with examples. Heritage and identity at different spatial scales. Dimensions and scope of Heritage Interiors. Users and uses of Heritage interiors

Unit – VI

Industrial Revolution and its influence on society and culture. Perception of our society and culture – scientific knowledge of what is sociology, anthropology, culture etc. Major role of these aspects in Interior Design and how they create design bound dimensions.

Unit – VII

Various elements of society – modernization and change in society, change in thought process and behavior patterns. Role of communication media in change patterns. Behavior patterns and its correlation to design elements. Perception of Indian value systems and assimilation of „East & West“.

Unit – VIII

General understanding of Interior Design and integration with architecture. Role of Interior Designer in a building project. The changing role of Interior Designer, his relation with other consultants, contractors and client, technical knowledge and other skills required as inputs. Scope of Interior Design. Various subjects to be learnt by Interior Design students and their relevance to practice.

Reference Books:

- Alan Barnard & Jonathan Spencer, Encyclopedia of social and cultural anthropology, Taylor & Francis, 1996
- Niggel Rapport, Social and Cultural Anthropology: The Key Concepts, Routledge, 2000 Philip Carl
- Salzman, Understanding Culture: An Introduction to Anthropological Theory, Waveland press, 2001.
- Clifford Geertz, The Interpretation of Cultures, Basic Books, 1977.
- Charles. V. Stanford, Studies in Indian society, culture and Religion, South Asia Books, 1988.
- Human Behavior in the Social Environment: A Social Systems Approach, Gary Lowe, Irl Carter, Ralph Anderson, Aldine Transaction, 1999
- Elizabeth. D. Hutchinson, Sage publications, Dimensions of Human Behavior, person and Environment, 2007.
- Kumar Raj (Ed) Essays on Indian Art and Architecture. Discovery pub., New Delhi, 2003 Fisher E.
- Robert. Buddhist Art and Architecture. Thames and Hudson, London. 1993.
- Ghosh. A (Ed). Jain Art and Architecture Vol 1-3. Bharatiya Jnanpith. New Delhi. Christine M.
- Piotrowski, Becoming an Interior Designer, John Wiley and Sons, 2003.
- Arnold Friedmann , Forrest Wilson, John F. Pile, Interior Design, Elsevier Publishing company, 3rd edition, 1982.
- Henry Wilson, India: Decoration, Interiors, Design, Watson Guptill, First American edition, 2001
- Michael Freeman, India Modern, Periplus editions, 2005
- Sunil Sethi, Angelika Taschen, Indian Interiors, TASCHEN America Ltd; 25th ed. edition, 2009

