

**FACULTY OF DESIGN**  
**SYLLABUS – Ph.D. ENTRANCE EXAMINATION**

**ARCHITECTURE**

**Advanced Building Technologies:** Evolution of building technology and advancements Passive building technologies, Construction technology and lean construction Building management system (BMS)

**Climatic Design:** Climate responsive settlements, Design considerations in different climatic zones.

**Disaster Management:** Hazard, Risk, Vulnerability, Disaster and Disaster Management. Types of Disasters: Hazard and vulnerability profile of India.

**Ecology and Landscape Design:** Eco- System and development activities, settlement patterns, Conservation of ecological balance. Introduction to landscape design, types of landscapes and their characteristics, linkages with nature and built environment. Elements and materials of landscapes, characteristics of various types of plants, topography and their suitability of landscaping. Landscape conservation

**High Rise Buildings:** Introduction, high rise buildings in urban environment, physical planning considerations, space planning and design standards, buildings byelaws and codes. Structural systems and services.

**History of Architecture:** Development of architecture in India from the earliest times up to the end of the fourteenth century. Characteristic styles of modern architecture up to First World War. Characteristic styles of modern architecture after the Second World War. Contributions made by pioneers and notable architects

**Conservation of Heritage Buildings & Monuments:** Defining Heritage – Cultural value and Cultural capital – Terminologies, Attitude and Approaches to conservation. Various criteria for listing buildings, Use and structural issues of historic buildings, Explore legislation for the heritage from an international perspective, Role of various Agencies and Bodies that promote conservation

**Human Settlements:** Physical form, structure, socio cultural and political aspects, growth and decay of settlements during ancient, medieval and Renaissance periods,

**FACULTY OF DESIGN**  
**SYLLABUS – Ph.D. ENTRANCE EXAMINATION**

Industrial evolution and its impacts, Utopian concepts in settlement planning , Contemporary issues.

**Project Management:** Introduction to project management, probability theory and its application in construction, planning and project management

**Sustainable Architecture:** Concepts and Context, Factors in Sustainable Design, Design Precedents from a Sustainability Perspective, Re-adapting a Language of Sustainable Design, Green building movement.

**FINE ARTS**

**Art and Aesthetics:** General principles of Indian art, art & beauty, six limbs of Indian painting (Shadanga), Rasa theory and their relevance in understanding art making and viewing. Compositional aspect of art, perspective, form and content.

Western approaches- Theories of Plato, Aristotle, Vasari, Reynolds, Croce, Tolstoy etc. Writing by artists and manifestos of modern art movements. Implication of theories of Semiotics, Structuralism, Post Structuralism, Post-Modernism and Feminism on Art thinking and writing.

**Art History:**

**Indian Paintings:** Formal & stylistic aspects of pre-historic, Ajanta-Ellora Caves, Manuscript paintings (Indian & western), Mughal school, Rajasthani school, Pahari school, Bengal school, company school, Bazar painting.

Contemporary & Modern artists, Progressive artists' groups in Calcutta, Madras, Bombay and Delhi. Indian Art in 1960's and 70's with contributions of artists in paintings, sculptures, printmaking, murals, commercial art etc.\

Western Art: Greek, Roman, Early Christian, Byzantine, Gothic, Renaissance, Baroque, Neo Classicism, Romanticism, Realism, Impressionism, Post Impressionism, Symbolism, Fauvism, Cubism, Expressionism, Dadaism, Surrealism, Expressionism, Op-Art, Pop Art and minimalism.

**Fine Art Techniques and Technology:**

Traditional and modern mediums and materials in making visual arts: Painting, Sculpture, Print Making, Mural, Graphic Design, Visual Communication and Advertising.

**FACULTY OF DESIGN**  
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Inventions, adaptations and developments of these mediums and materials from pre-historic period to modern day.

Different way of handling of color pigments (like Impasto, glazing, drip) etching, relief, surface printing, fresco, etc.

Modern process including Graphic Design, Computer Graphics, Advertising Media's & Mediums, Photography, Visual Communication tools like Posters, Scripts, Indian Cinema, Printing & Designing.

**Fundamentals of Visual Art:** Elements of Design, Principles of Design, Laws of Gestalt (Gestalt Theory)

**Art of Advertising:** History of Advertising, Effects of Industrial Revolution, World War I & II. Introduction to Advertising, Publicity, Advertising and Marketing Plan, Consumer Behavior, Evaluation of different types of media, Advertising Agency, Campaign Planning, Advertising as a part of Integrated Marketing Communications, Advertising Objectives and Goals, Advertising Research and Testing, Advertising ethics.

**Communication Research:** Nature and characteristics of research, definition and elements, Role, function, scope and importance of communication research, survey method, observation method, case studies, and content analysis, Tools and methods of data collection - media sources, books, questionnaire and schedules.

Market Research, Motivation Research, Role, function, scope and importance of communication research. survey method, observation method, case studies, and content analysis.

**Methods of Production:** Letterpress, Lithography and Offset, Reproduction, Planning and Prototype

**Visualization:** Invention of Advertising Ideas, Picture vs. Words Communication, Visual Communication Concept, Visual Language – Syntactic, Critical Study of Visual Elements.

**Development of Media:** Early communication systems in India. Traditional and Folk Media, Role of media in social, political and economic development, Technological innovations. Birth of Cinema in the World and in India, Film as an agent of social change in Independent India. Evolution of Parallel Cinema, Commercialization of Cinema in India.

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**SYLLABUS – Ph.D. ENTRANCE EXAMINATION**

**FASHION DESIGN**

**Historic costumes:** Theories of clothing, costumes of Egypt, Greece, Rome, England, France. Indian costumes from ancient period to present time, regional costumes of India.

**Historic textiles of India:** Woven, printed, dyed, embroidered and painted with reference to used fibers, colors, motifs and techniques.

**Fashion dynamics:** Fashion terminologies, fashion cycle, fashion theories, fashion adoption, fashion forecasting and factors affecting fashion. Elements and principles of design and its application to apparel.

**Pattern making:** Drafting, draping and flat pattern making techniques, pattern alteration and dart manipulation techniques.

**Body measurements:** Procedure, need, figure types and anthropometry.

**Equipment and tools used for manufacturing garments:** Types of machines used and their parts. Advancements and attachments used for sewing machine.

**Apparel manufacturing:** Terminology, seams, techniques and machines used, process of fabric to apparel manufacture.

**Apparel Quality testing:** Quality standards and specification, Quality parameters and defects of fabrics and garments.

**Textile terminologies:** Fibre, yarn, weave, fabric etc., classification of fibers, yarns and weaves, Identification of fibres and weaves.

**Types of fabrics:** Woven, knitted and non-woven. Their properties and end use.

**Textiles finishes:** Classification, processing and purposes of finishes.

**Dyeing and printing:** Classification, method of block printing, tie and dye, batik, roller printing, screen printing, discharge, heat transfer printing and digitized printing.

**Merchandising:** Fundamentals of merchandising, responsibilities of the merchandiser, merchandise planning: target markets, market segmentations and marketing research.

**Visual Merchandising:** Elements and functions of Visual Merchandising.