**Interior Design Project II**

**Course Code: Maj/H.Eco-ID-404**

**Credit hrs. 3(0+3)**

 **Checklist of Course Content**

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| **Course Content** | **Sources of Course Material** |
| **Practical:**  |  |
| Planning / conception, execution of a commercial project (Retail Store) through conception of an idea full scale drawing model ¼ scale of a project, construction and application of various techniques learned through the academic years. **Project: 3D architectural Model (Window Display of Retail Store) & Prototype of Display item** | **Book: Basics of Interior Design 01: Retail Design,** **Ch. 6 Design Detail, Shop Façade pg.142-151** <https://www.slideshare.net/doriscisneros50/interior-architecture-basics-retail-design>**lecture on Visual merchandising and store display** (ppt)<https://www.eriesd.org/cms/lib/PA01001942/Centricity/Domain/1344/m_e_ch_18.pdf>**Video Lectures:** 1.How to Merchandize a Retail store <https://www.youtube.com/watch?v=fvJ1Uv0YXJY>2.How to design a Retail store<https://www.youtube.com/watch?v=CG1z6FZeK5w> 3. Designing Retail Space<https://www.youtube.com/watch?v=4RMpWnbf1rA>**Recorded Lecture:**<https://youtu.be/yrAml4B8BQ8>**Tutorials:** 1.Architectural Model making Techniques<https://www.youtube.com/watch?v=itD5U_WIqao>2. Architectural Model making tips<https://www.youtube.com/watch?v=rGRIAIVEMzs> |
| Conceiving and planning of a space and presenting ideas through varied visual techniques **Project: Perspective Drawing of Retail Store** | **Book: Basics of Interior Design 01: Retail Design** , Ch. 4 & 6<https://www.slideshare.net/doriscisneros50/interior-architecture-basics-retail-design>**Module 13: Retail image: Layout and Visual merchandizing**1.Store Design <https://courses.lumenlearning.com/wmopen-retailmanagement/chapter/store-design/>2. Store Layout<https://courses.lumenlearning.com/wmopen-retailmanagement/chapter/store-layout/> 3.Window Display <https://courses.lumenlearning.com/wmopen-retailmanagement/chapter/rewarding-shopping-experiences/>4.Store Interior Design <https://courses.lumenlearning.com/wm-retailmanagement/chapter/aspects-of-interior-store-design/>**Video Lectures:**1.Retail management & Visual merchandising<https://www.youtube.com/watch?v=em7dqAHhgRY>2. Visual Merchandising Secrets: How to design a store that delights and converts shoppers<https://www.youtube.com/watch?v=RbtekNjTpaM>**Tutorials:**1. The Beginning artist's guide to perspective drawing <https://www.artistsnetwork.com/art-mediums/drawing/learn-to-draw-perspective/>2. How to sketch Interior Design<https://www.youtube.com/watch?v=ERusQsCMWOw>3. Architectural sketching<https://www.youtube.com/watch?v=5Ujj-fe24Ps> |
| Feasibility report.  | **Retail store Designing feasibility report contents**<https://courses.lumenlearning.com/wmopen-retailmanagement/chapter/assignment-retail-pricing-and-sales-strategies/> |