

# **Suresh Gyan Vihar University Jaipur**

## **Syllabus for Ph.D. Entrance Examination**

### **Subject: Arts and Design**

#### **Design Process and Design Thinking:**

Introduction to Design Process - Design Process; IDEO Human centered Design Process; Design Thinking - Edward De Bono's Design Philosophy: Six Thinking Hats.

#### **History of Art and Design (Global Perspective):**

- History of Western Art – Egypt (3000 BC – 300AD), Classical Art – Greece (500 – 30BC), Classical Art – Rome (500 BC – 500 AD)
- Early medieval (Byzantine – 4th century to 12th century AD), Medieval (Romanesque – 10th to 12th century AD), Late medieval (Gothic – 12th to 15th century AD), Renaissance (14th to 16th Century AD)
- Modernism and Design Practice - Baroque (17th century AD), Rococo (18th century AD), Neoclassicism (18th century AD), Romanticism (19th century AD)
- Impact of Industrialization on design and life - Victorian Era (mid 19th century), Arts and Crafts Movement (Late 19th century), Art Nouveau, Impressionism, Post impressionism (Late 19th century AD), Modernism (Expressionism, Fauvism, Cubism – early 20th century AD), Modernism (Dadaism, Art Deco, Surrealism, Pop Art).
- Bauhaus- History, Style and Development; Bauhaus Masters and their contribution, Influence of the global stage
- Le Corbusier and Modernism in Design

#### **Elements of design and Principles of design:**

- Introduction to Elements of Design: Point, Line, Shape, Volume / Mass & Texture.
- Colour: Scale & Interaction, Colour wheel, Hue & Temperature, Value & Intensity / Saturation, tints and shades, Colour psychology & Colour compositions.
- Color Schemes: Achromatic, Monochromatic, Analogous, Complimentary, Split Complementary & Contrast.
- Introduction to Basic Principles of Design: Space and its types, Repetition, Symmetry, Movement, Unity, Balance, Form and Shape; Scale and proportion.

#### **Sustainable practices in Design:**

- General awareness of environmental factors such as climate, population, water, vegetation, pollution, weather, natural resources etc., and their implications on the design of products and environment.
- Awareness of social and cultural connection with design, socially responsible and environmentally sustainable design responses.
- The concept of Circularity in Design – Circular economy.

#### **Intellectual Property Rights in Design:**

Intellectual property rights: Copyrights, Design registrations, Trademarks, Patents, Geographical indications.