

EMPHASIS:

- Understanding of Commercial requirements in terms of scale, nature and importance with an insight customer psychology – their expectations and aspirations, ambience
- Beginning of an attempt at basic conceptualization in terms of general layout, related services, overall theme.
- Small commercial spaces like fast food corners, saloons, shops etc.

CONTENT:

- Design efficiency in terms of movement pattern, relationship between display, storage and sales; exploring customer-owner behavioral pattern, efficiency in function in function and activities.
- Material exploration, colour, texture of finishing and furnishing materials.
- Basic understanding of construction techniques and sequence.

SKILLS:

- Presentation skills with special emphasis on methods of display and its analysis, design of display and furniture units, its materials and colour and finishing items.
- Understanding of construction techniques.