

EMPHASIS :

- Introduction to Behavioural Science
- Developing an awareness about how social dimensions play an important role in interior design.
- Developing an awareness towards the psychological responses created due to particular type of environment.
- Understanding society and its elements. Culture & its understanding.

CONTENTS :

- Essential elements of Society - Bio-socio-cultural societies., Characteristics of human society.
- Social Norms, their origin and classification, Status and role, ascribed and achieved statuses,
- Primary groups and Secondary groups, Family and its problems.
- Characteristics of Urban Social life, Process of Urbanization in India, Urbanization and industrialization.
- Social problems of Urban life.
- Definition and scope of environmental psychology, unit of built environment-factors affecting it.
- Colour and human behaviour, size and shape of room, ambient environment.
- Personal space and territoriality., Furnishing and Furniture.
- Single Family Housing and Multiple Family Housing.
- Institutions - Hospitals.
- Commercial Environment, Offices - behaviour in work places.