

Key Indicator – 1.3 Curriculum Enrichment **(50)**

1.3.3 Percentage of Programmes that have components of field projects / research projects / internships during last five years

(5)

A large, faint watermark of the Sushant University logo is visible in the background of the page.

Criterion 1 – Curricular Aspects
(150)



**Evaluated project report/field work report
submitted by the students**

APPENDIX- IV

SCHOOLWISE SAMPLE

SOD

ACADEMIC INTERNSHIP REPORT

SEMESTER EIGHT 2020

APPENDIX IV
YEAR 2019 - 2020
YEAR 2020 - 2021
YEAR 2021 - 2022
YEAR 2022 - 2023

Submitted by:

JHANAK JAIN

Roll No.: 160BDESIA001

or: Abhishek Jagat, Chalk Studio, Project Manager

Mentor: Pritam Lenka, Associate Professor

SSD/BDes/2020-Even/01.....



SUSHANT SCHOOL OF DESIGN

ANSAL UNIVERSITY, GURGAON, INDIA



Sushant School of Design

Jhanak Jain



Sushant School of Design

Course Bachelors of Design (IA)
Semester Eight (Academic Internship)
Faculty Mentor Pritam Lenka, Associate Professor

Company Chalk Studio
Address E8/ 18, Arjun Marg, Phase- I, Arjun Marg, Gurugram
Industry Mentor Abhishek Jagat, Project Manager
Internship duration 06.01.2020-01.05.2020
Submission Date 04.05.2020

Bran





Plagiarism declaration

1. I am aware that Plagiarism is the unintentional or intentional presentation of someone else's ideas, words or information in any form part or whole (sketches, graphics, and images) as my own. I also acknowledge that using material not created by self or without giving due credit at right instances is against the Plagiarism policy acceptable at University.
2. I know that plagiarism not only includes to the letter copying from a non-credited source, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I am also aware that plagiarism covers material sourced from printed or digital media.
3. I acknowledge and understand that plagiarism is unprofessional and unethical.
3. I understand that my work as represented here must be duly approved by my industry mentor and my role stated in the report must be as per actual.
4. The component of each project that falls under the purview of my own work, drawn/executed or documented by me is indicated. I also confirm that no part of this has been sourced from any other person's academic or professional work. I am fully aware that buying or submitting work created by anyone other than self is also plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.
6. In undertook the following Job Responsibilities and Expected Activities during Internship
 - a. Ideation
 - b. Concept development
 - c. Presentation preparation
 - d. AutoCAD drawings
 - e. 3D model making in Sketch Up
 - f. Order placement with vendors
 - g. Preparation of BOQs


Name- Jhanak Jain Student roll no.- 160BDESIA001

Signed  Date- 04.05.2020





Industry Mentor- Abhishek Jagat Designation- Project Manager

Signed  Date- 04.05.2020

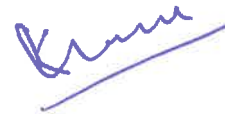






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Acknowledgement

The internship opportunity I had with Chalk Studio was a great chance for learning and professional development. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to Ms. Priyanka Singh, Founder and Studio Head of Chalk Studio who in spite of being extraordinarily busy with her duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to Mr. Abhishek Jagat, Project Manager for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Ms. Neha Sharma, Junior Interior Designer, Mr. Deepak Sharma, Senior Interior Designer, Mr. Vikas, 3D Visualizer, Ms. Ishita, Senior Interior Designer and Mr. Firoz, Junior Architect for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future,

Sincerely,

Name Surname: Jhanak Jain

Place: Gurgaon

Date: 02- 04- 2020



Internship objective

I have divided my internship objective into 3 broad categories

1. Academic Learning Objectives

- I. Application of already learnt concepts, theories and softwares while solving design problems.
- II. Learn and understand the methods involved in design research and documentation.
- III. Application of the principles of design in real life projects.

2. Professional Learning Objectives

- I. Development and learning of practical knowledge and understanding of new design concepts and softwares.
- II. Enhancement of design in terms of real practice.
- III. Development of the communication skills to understand and fulfill clients' needs.
- IV. Improvement of design and understand detailing

3. Personal Learning Objectives

- I. Determine if working for a design firm is an appropriate career goal for me.
- II. Familiarize myself with vendors, carpenters, vendors and related associations and develop contacts.
- III. Career and Past- Graduate Development.



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2. The Internship Narrative

The internship experience has been enriching and insightful. I was given the opportunity to be involved in all the 5 stages of design process namely Empathize, Define, Design, Prototype and Test. I was made to attend client meetings, prepare presentations, make AutoCAD drawings and 3D in Sketch Up along with communicating with vendors and contractors. I was also given the task to handle the organization's social media accounts. This helped me to learn about social media marketing process of a design firm.

Through the various projects, clients and site interactions, I got to learn the ropes of the job, I worked on a variety of projects ranging from residences to salon to daycare centre. Since, each project's brief and requirements were different from one another, I learnt to design contextually. The site visits imparted practical knowledge and aided me in becoming mindful of all the nooks and corners of a given site while defining a design problem and providing solutions for the same. The site visits also gave me tactile experience. Interaction with the clients helps me to understand the client requirements and keep into consideration budget constraints while preparing conceptual design presentations and BOQs.

The overall experience helped me to hone my already existing soft- skills and academic knowledge, be it in the area of software or ideating in general. It also proved to be instrumental for me in acquiring new skills. I learnt to negotiate with the vendors and the contractors. I also got to improve my presentation skills whilst pitching an idea to a client. Along with this, new applications like InDesign and Microsoft Excel were also explored by me while preparing presentations and BOQs.

As far as career goals are concerned, the hands- on industry experience helped me acquire new skills along with betterment of the already existing ones. This helped me with value- addition to my resume and profile. This has allowed better job opportunities open to me. This has helped me become a potential candidate for recruiters.

The constraint with on- campus learning was the lack of hands- on experience. This has been taken care of by the internship. Working in the industry, with the professionals, helped me get an outlook of how the design industry functions. It is majorly based on creativity, originality, collaboration and networking. Also since in real- life projects, precious time and money are involved, working on such projects allowed to become better at time-



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management. Working in collaboration with various professionals helped me to hone my communication skills and become an improved team- player.

All- in- all, exposure to the industry helped in value- addition to my professional skills and acquiring new skills which in turn will help me to bag better career opportunities. The internship period helped me in transitioning from a student to a responsible professional.



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3. Company Profile

3.1 About Chalk Studio

Chalk studio is an interior design consultancy firm in Gurgaon, Haryana. Chalk Studio was established in the year 2017 with an ambition to bring about the best in interior design scenario with a thoughtful and sophisticated combination of traditional disciplines and the modern sensibilities. The firm has relentless passion in meeting the expectation of the society through commitment to quality, understanding and its imagination, yet safe design is on priority.

Inspiration

The firm’s inspiration comes from creating something new with each project, just as one would draw new things on a piece of slate.

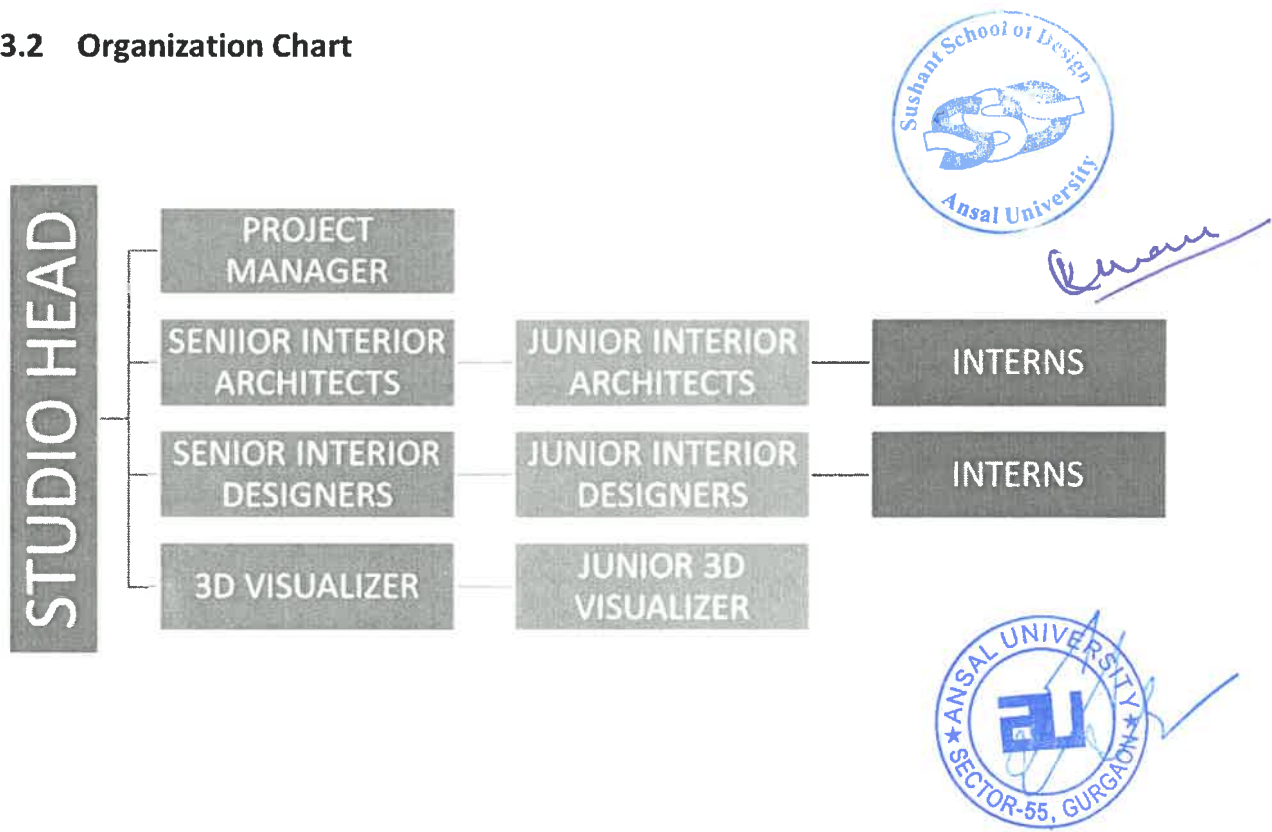
Design Process

The firm follows a research- based process, allowing it to carefully assess all parts of the design before execution. As the firm delivers turn- key projects, it has developed a habit of questing each execution method, allowing it to replace redundant methods with innovative and new solutions.

Core Value

The core value of this firm is to focus on the little details in every project. The working loads are usually distributed evenly among employees according to their specialties. Employees are enabled to get involved in different areas like schematic design to contract administration to project management to help garner increased exposure.

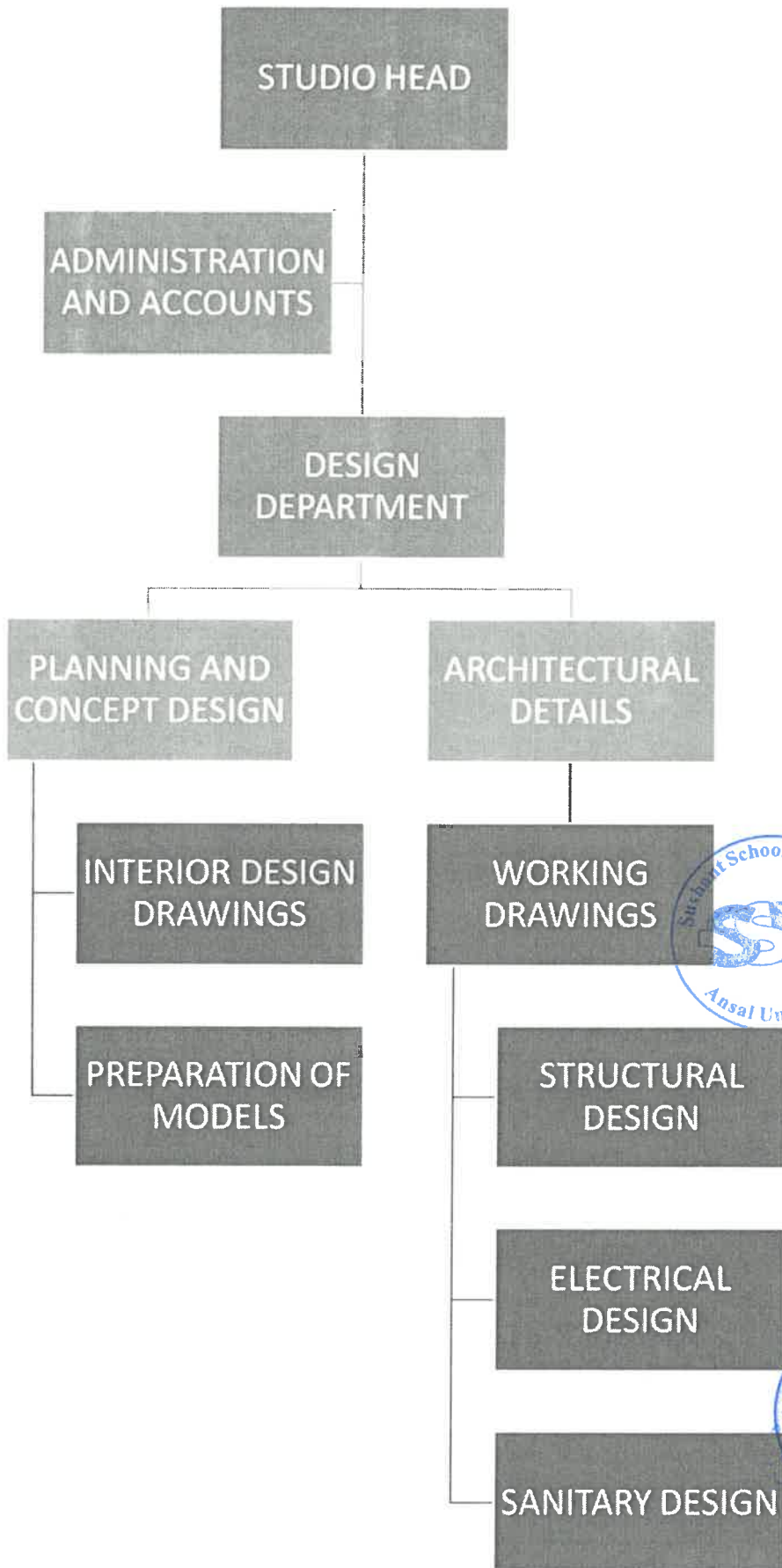
3.2 Organization Chart



Signature



3.3 Design Process Chart



3.4 Firm's Clients

DLF

IPSAA DAY- CARE

SKN COMMERCIAL PROPERTIES

M3M

FANKAAR INTERIORS

FURNITURE TECH

3.5 Firm's Projects

RESIDENTIAL
THE CAMELLIAS
THE SKY COURT
PINNACLE APARTMENT
DLF NEW TOWN HEIGHTS- 1
GOLF ESTATE
DLF NEW TOWN HEIGHTS- 2
DLF ULTIMA

COMMERCIAL
SKY SALON
PARK CAFE
THE GOLF SALON
IPSAA AEROCITY
IPSAA PRESTIGE POSEIDON
FURNITURE TECH OFFICE
DLF ULTIMA KIDS CLUB



Signature



4. Major Projects undertaken

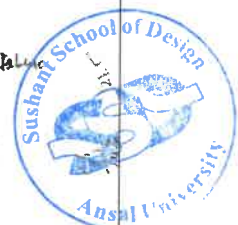
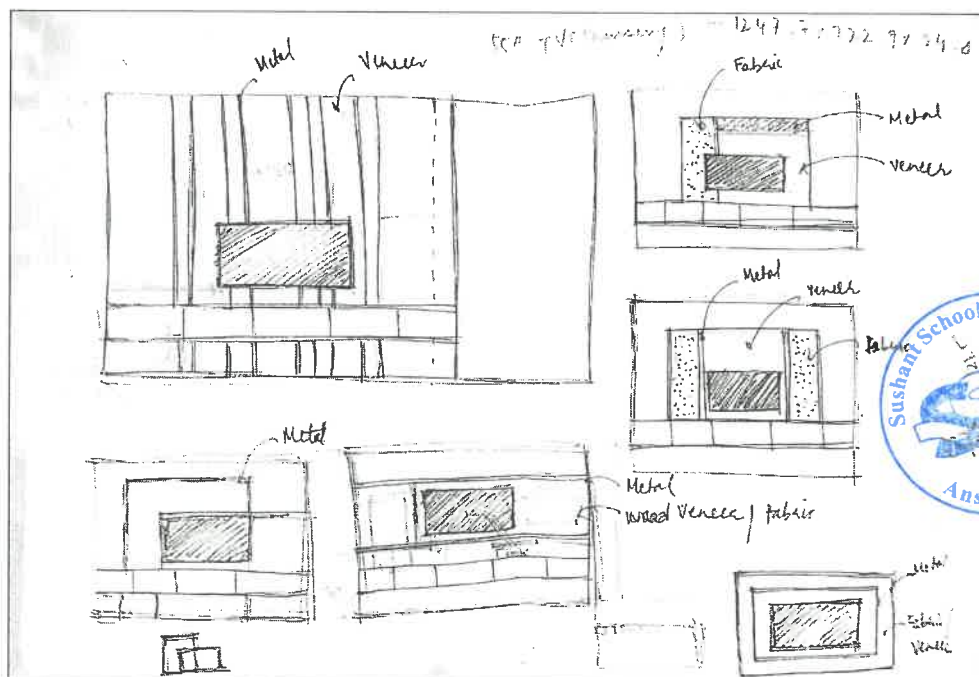
4.1 Phase- 4 residence

This is a residential complex spanning over 3 floors. This project is under construction at the time of writing this report. The scope of the firm is designing the whole area. The execution of the project is also under the purview of the firm. I designed three rooms of the project which constituted 2 guest rooms and one of the two family lounges.

My contribution:

1. Participation in client meeting to understand the client requirements.
2. Researching for reference images.
3. Preparation of presentation.
4. Visit to the client's house for measurement of existing furniture.
5. Making plans, elevations, details, RCP, electrical and looping plans in AutoCAD.
6. Preparing 3D in Sketch Up for better understanding of the client regarding the intended look and feel.
7. Deciding the materials and textures in consultation with the mentor.
8. Working in team with the 3D visualizer to develop renders of the space and getting the changes made as per client feedback.
9. Doing site visit during the stages of civil work, RCP, HVAC, electrical conduiting and looping.

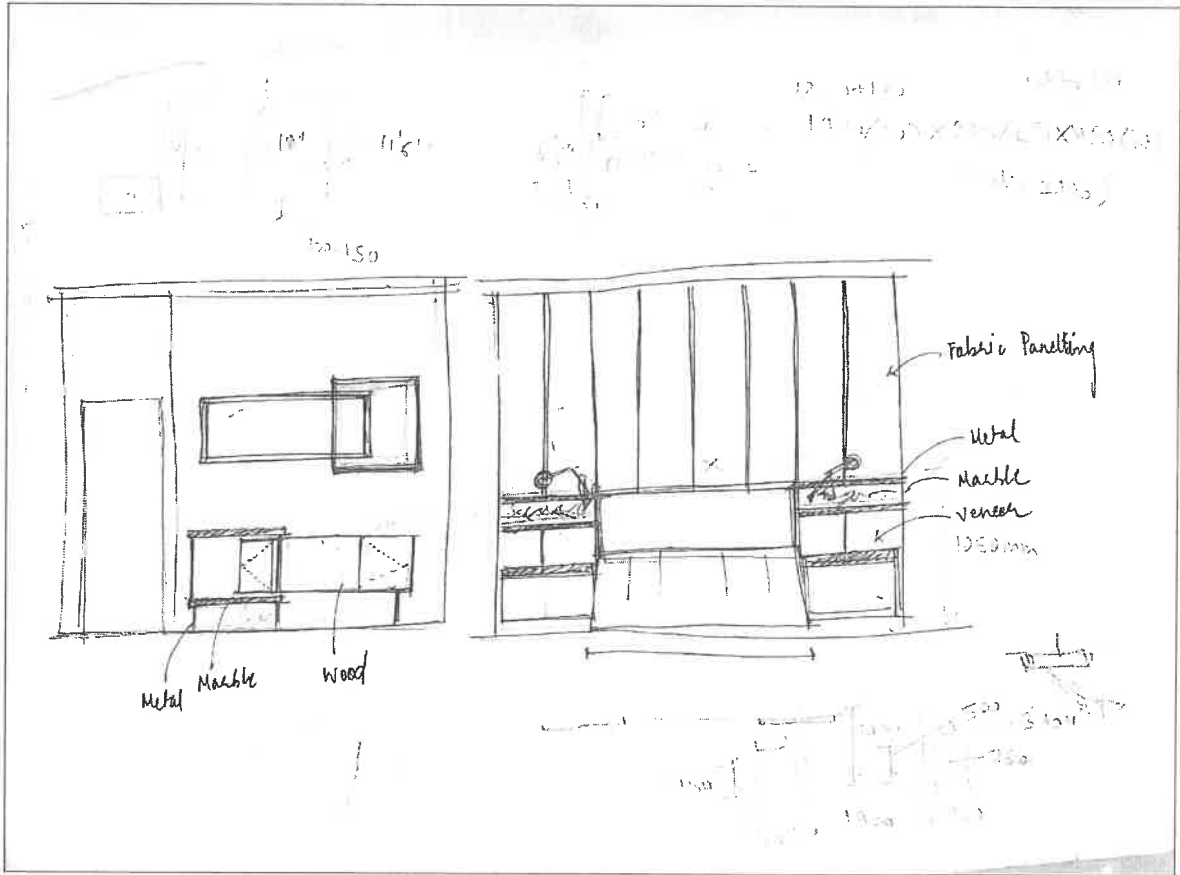
I. DESIGN SKETCHES



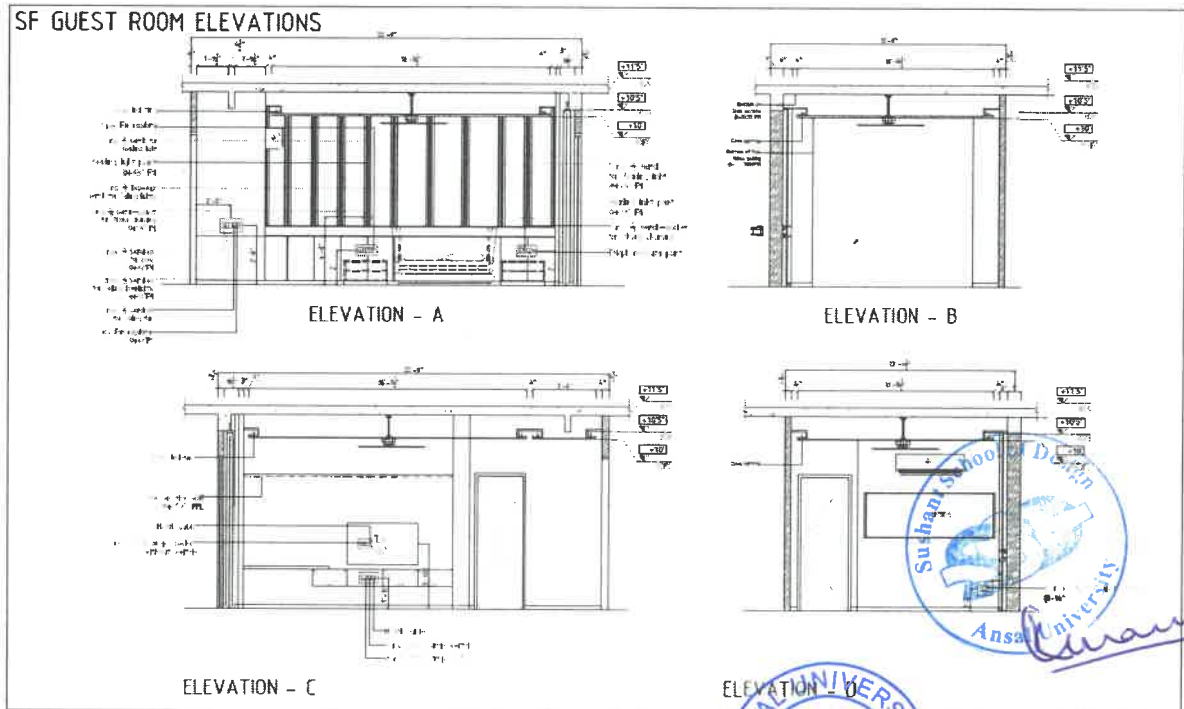
Kiran



I. DESIGN SKETCHES

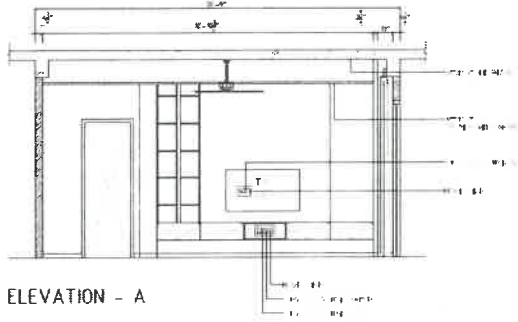


II. ELEVATIONS

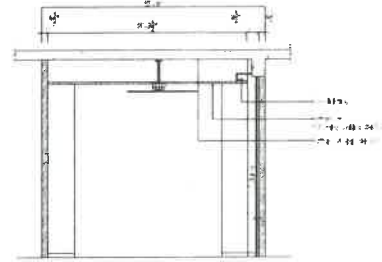


ELEVATIONS

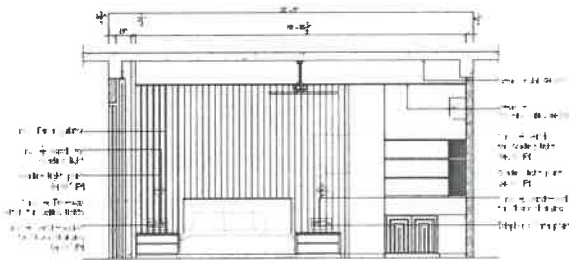
FF GUEST BEDROOM ELEVATIONS



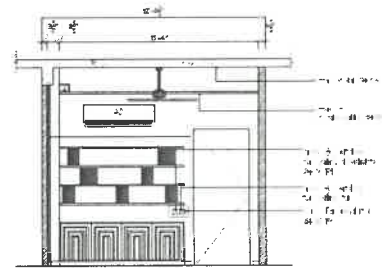
ELEVATION - A



ELEVATION - B

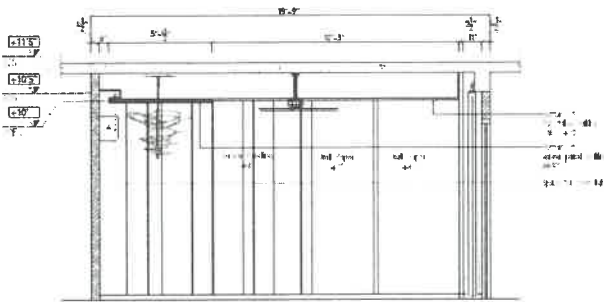


ELEVATION - C

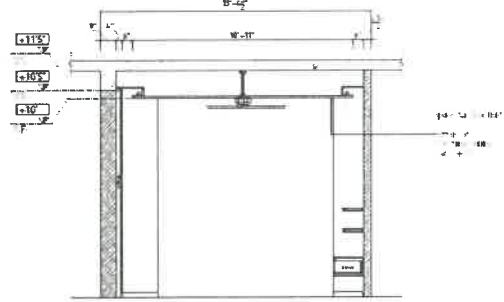


ELEVATION - D

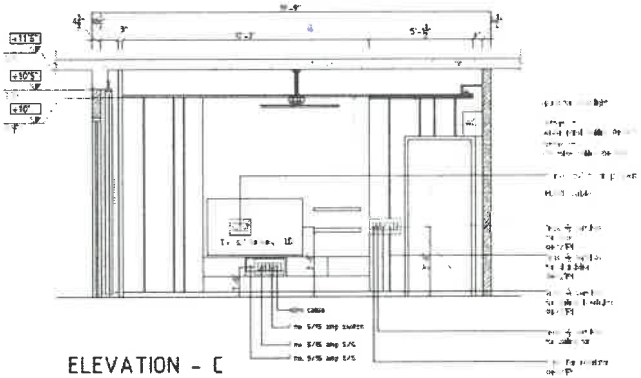
SF FAMILY LOUNGE ELEVATIONS



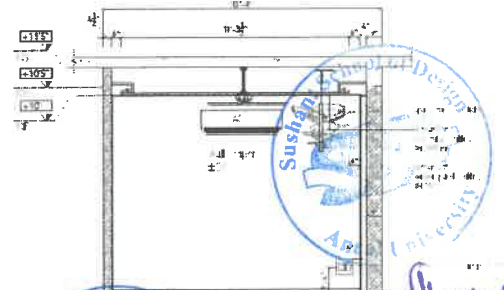
ELEVATION - A



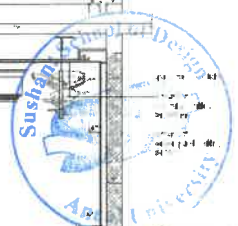
ELEVATION - B



ELEVATION - C

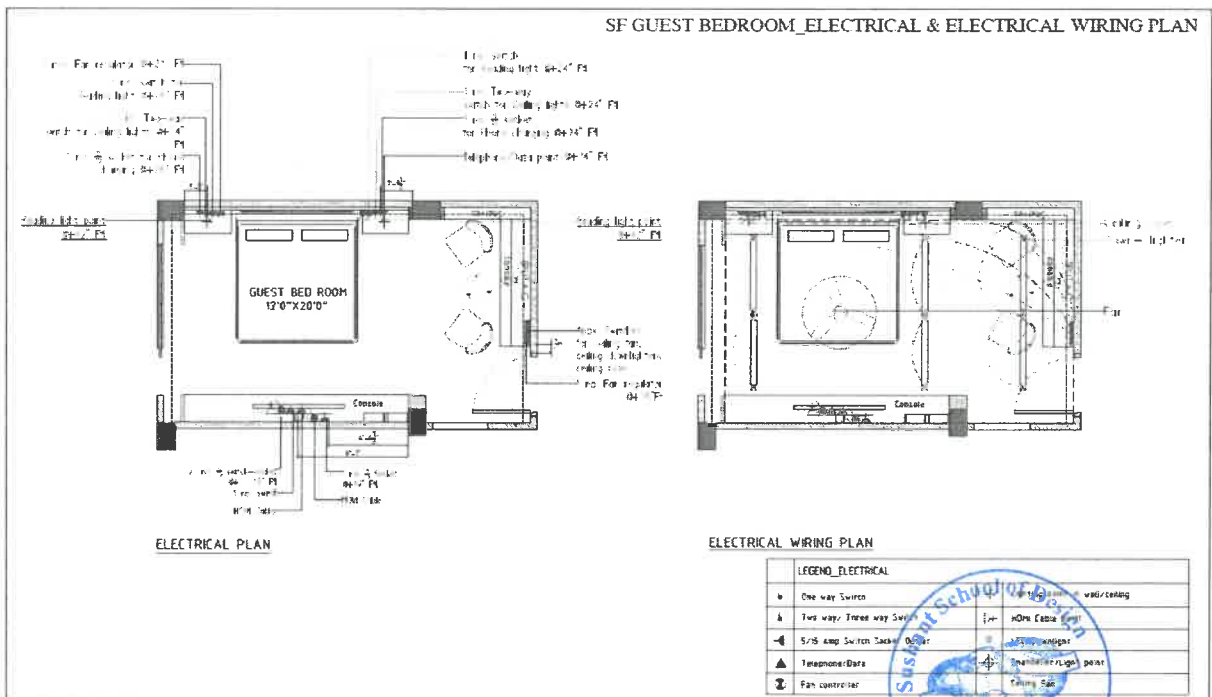
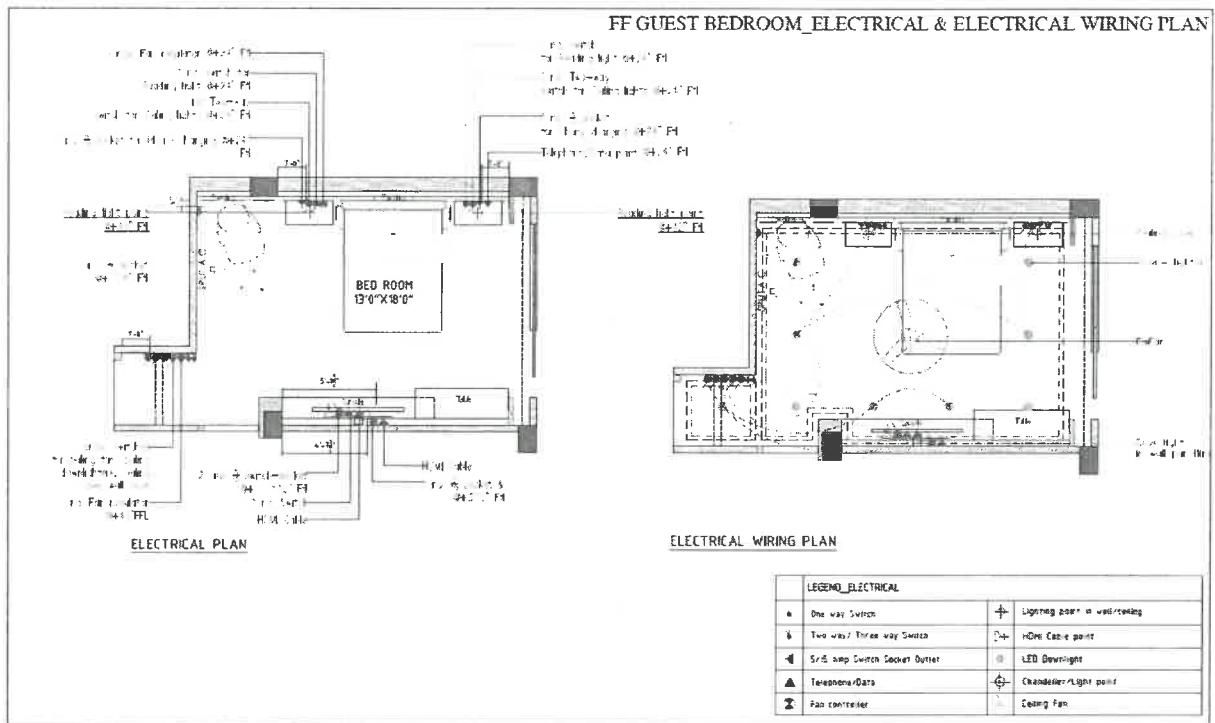


ELEVATION - D



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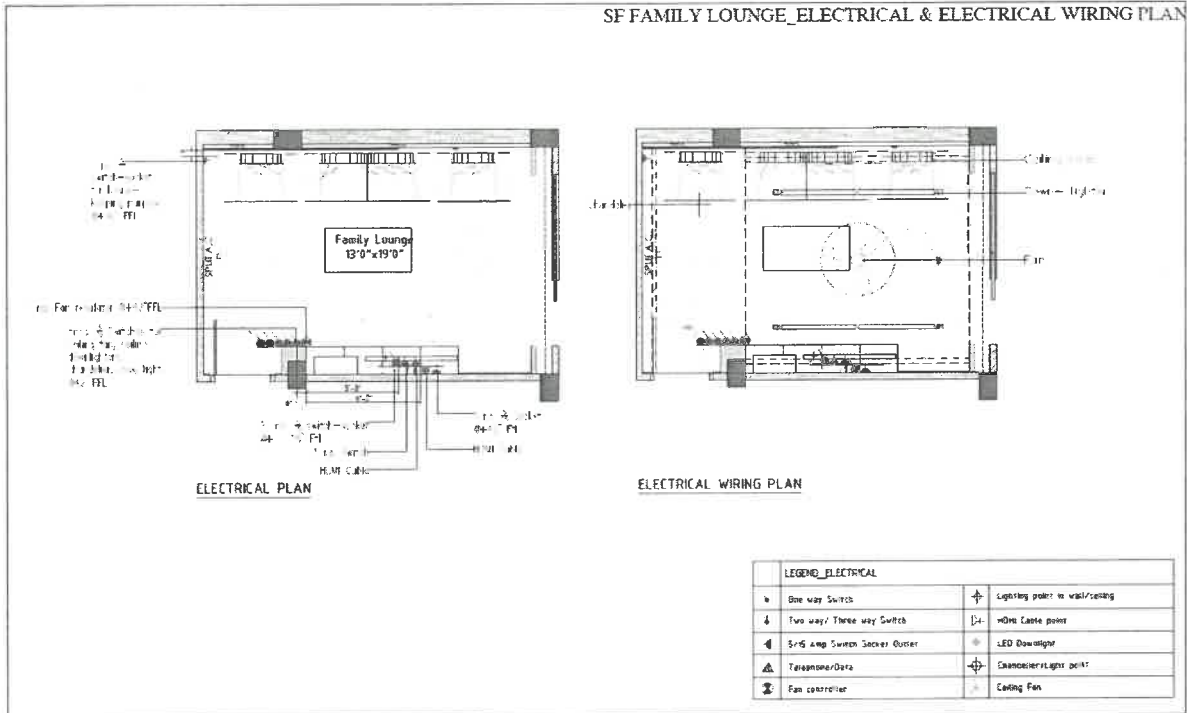
III. ELECTRICAL AND ELECTRICAL WIRING PLAN



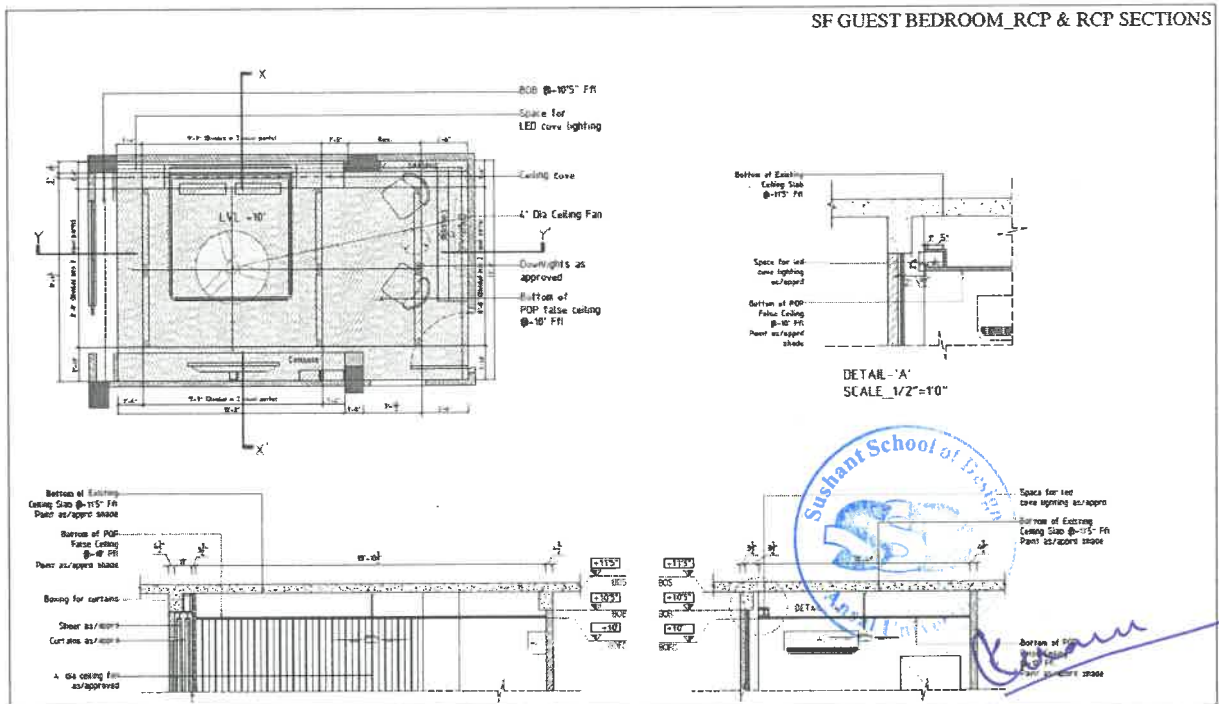
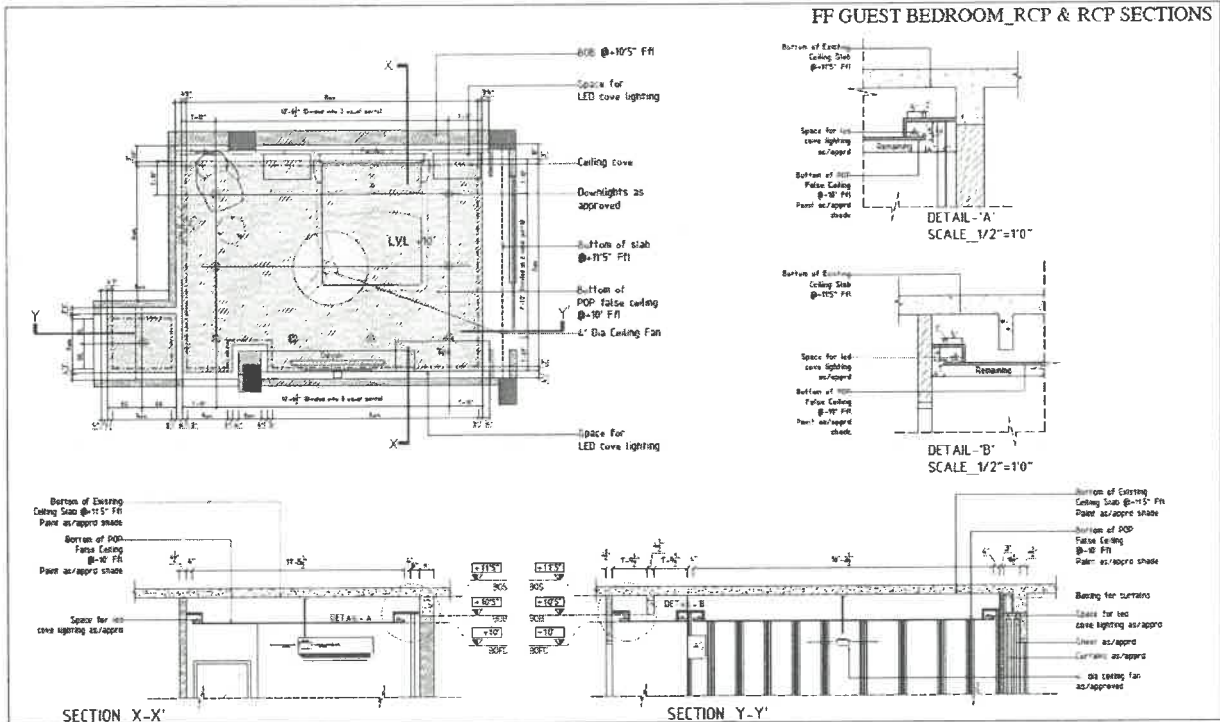
Kuram

ELECTRICAL AND ELECTRICAL WIRING PLAN

SF FAMILY LOUNGE_ELECTRICAL & ELECTRICAL WIRING PLAN



IV. RCP AND RCP SECTIONS



SKETCH UP 3D RENDERED IN LUMION



Kiran



ACADEMIC INTERNSHIP REPORT

SEMESTER EIGHT 2021

Submitted by:

SHWETA AMBAWAT

Roll No.: 170BDESID020

Industry Mentor: Priyanka Singh, Chalk Studio, Studio Head

Faculty Mentor: Pritam Lenka, Designation

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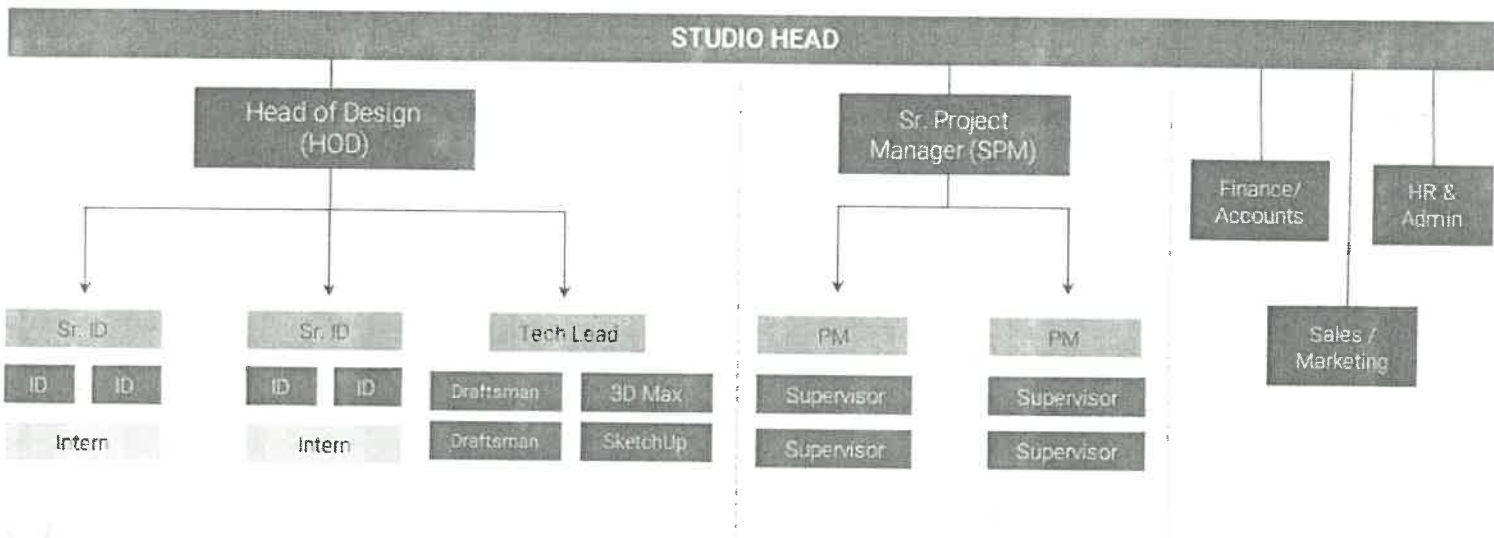
SUSHANT SCHOOL OF DESIGN

ANSAL UNIVERSITY, GURGAON, INDIA

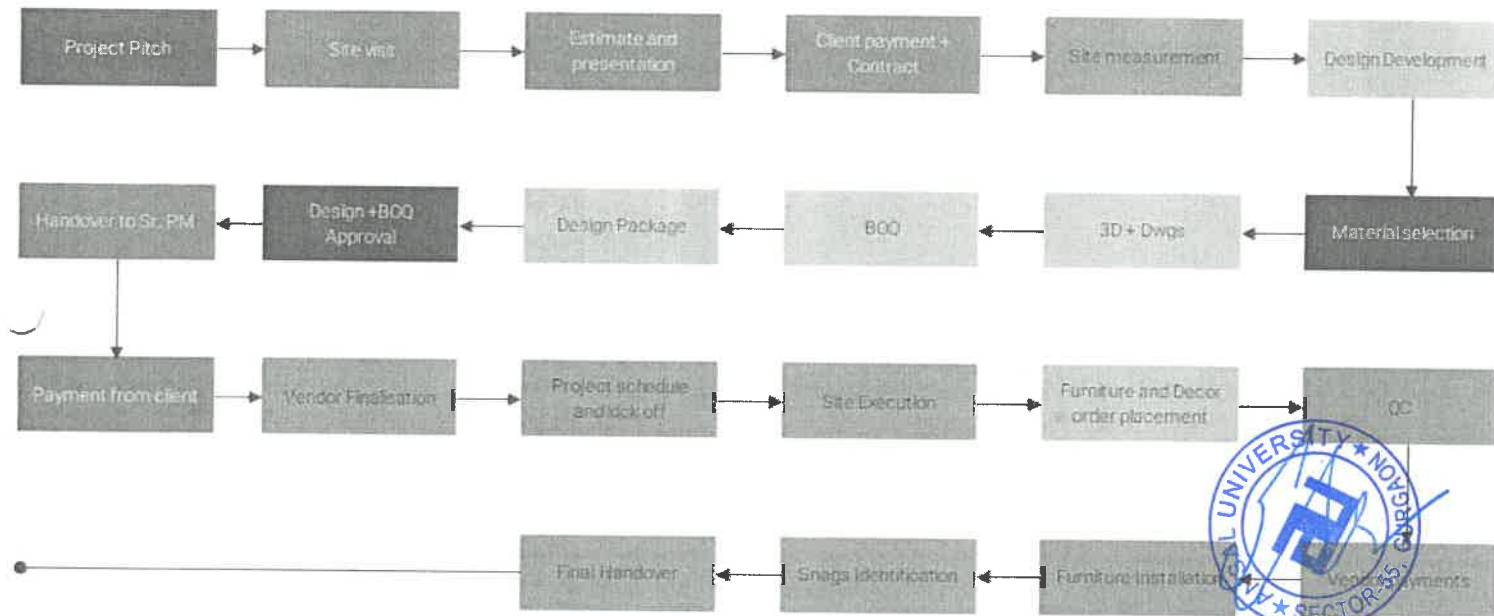


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2.2 Organization Chart



2.3 WORK FLOW

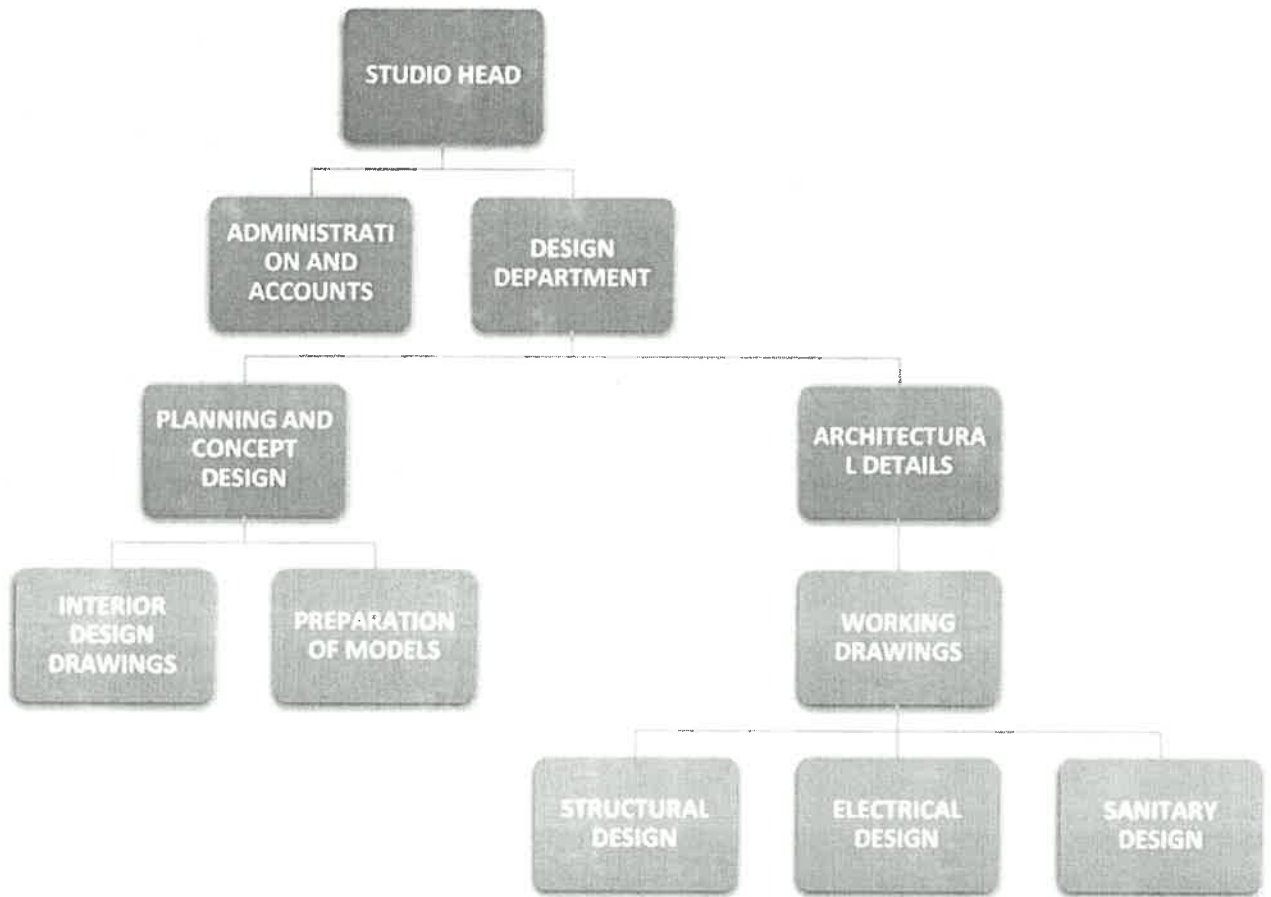


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2.4 Design Process Chart



2.5 Firm's Clients

DLF	
IPSAA DAY-CARE	
M3M	
SKN COMMERCIAL PROPERTIES	
FANKAAR INTERIORS	
FURNITURE TECH	
ARAYA	



Kumar



2.6 Firm's Projects

RESIDENCE



THE CAMELIAS



SKY COURT



ARAYA



PINNACLE A-062



DLF NEW TOWN HEIGHTS



DLF PHASE 3 RESIDENCE



DLF PHASE 4 RESIDENCE



ULTIMA L-051



M3M

COMMERCIAL



SKY SALON



PARK CAFE



THE GOLF SALON



DLF MIDTOWN COMMUNITY CENTRE



IPSAA AEROCITY



IPSAA PRESTEIGE



DLF KIDS CLUB



GO GOURMET



Kumar



3. Major Projects undertaken

Major projects undertaken were:



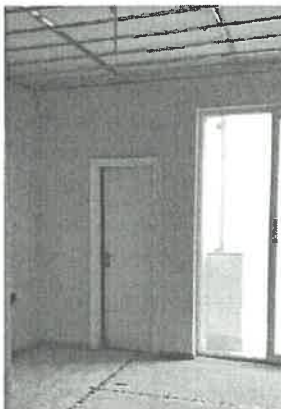
3.1 DLF ULTIMA K-162 (4BHK APARTMENT)

This residential has 3 bedrooms, 3 bathrooms, kitchen, living area, dining area, lounge and servant's room. This project is under construction at the time of writing this report. The scope of the firm is to design the whole area. The execution of the project is also under the purview of the firm.

My contribution:

1. Participation in client meeting to understand the client requirements.
2. Researching reference images and making client presentations.
3. Going for site visits.
4. Preparing the floor plan with multiple options in autocad.
5. Rendering the autocad plan in photoshop.
6. Furniture items rendering in photoshop.
7. Furniture details and elevations in autocad.
8. Deciding the colour and material palette of each space.
9. Doing Research for artworks.
10. Making of Client Docket for clients.
11. Making Furniture specification for furniture vendor.
12. Made RCP and wall finishes plan in autocad.
13. Making furniture drawing and details in autocad.
14. Making plans and elevation for details.
15. Prepare BOQ for décor items selected.
16. Choosing the light fixtures and upholstery.

I. SITE VISIT



Signature



II. INDESIGN PRESENTATIONS

LIVING ROOM - FURNITURE



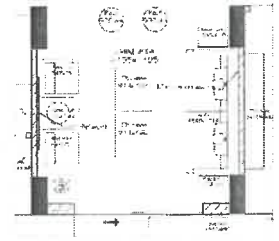
CENTRE TABLE WITH STORAGE



SIDE TABLE WITH MARBLE TOP



EXISTING ARMCHAIR



4 SEATER SOFA



PEDESTAL TABLE WITH MARBLE TOP



UPHOLSTERED POUFFE WITH BACKREST



DINING AREA - FURNITURE



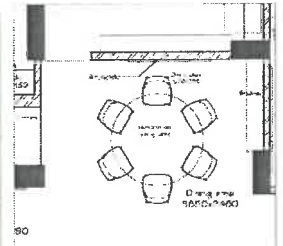
BAR UNIT- SHELVES AND FARMING



EXISTING BAR UNIT



DINING CHAIR



PUJA UNIT WITH SHELVES



DINING TABLE WITH MARBLE TOP



ACADEMIC INTERNSHIP REPORT

SEMESTER EIGHT 2022

 **LAZYPAY**

Submitted by : Akshat Deva
180BDESVC005 | SOD | B.Des | 2018-22
Industry Mentor : Kanupriya Jain / Head of Design PayU
Faculty Mentor : Dr. Sachin Datt

SCHOOL OF DESIGN
SUSHANT UNIVERSITY, GURGAON, INDIA

 **Sushant**
University
Erstwhile Ansal University Gurugram



Quam



First time adults

Financial and personal independence.

Optimistic | Young

Top of the world



Money is both a great power and great responsibility

Need helmets, want racing bikes



Utilitarian, Emotional & Expressive benefits sought

Better savings, spendings.
Feel safe and free. Gain respect from parents, peers and society

Utilitarian

Interest rates, lock-in period, charges - looked at.

Nothing "made for" young per se

Emotional

FDs provide safety. Credit cards, feel predatory.

Stocks, MFs can make you feel smart and skilled.

Expressive

Products currently aren't designed to gain respect or showcase taste, achievement, potential.

MFs, cards, rewards - don't reflect lifestyle choices or personalities



Mental accounting

Money is not fungible

Surplus money, capital vs dividends

Demarcation accounts



Trust deficit

Reliability, Safety, Value, Assurance.

Milk Sniff test products



Youthful banking

For the young achievers

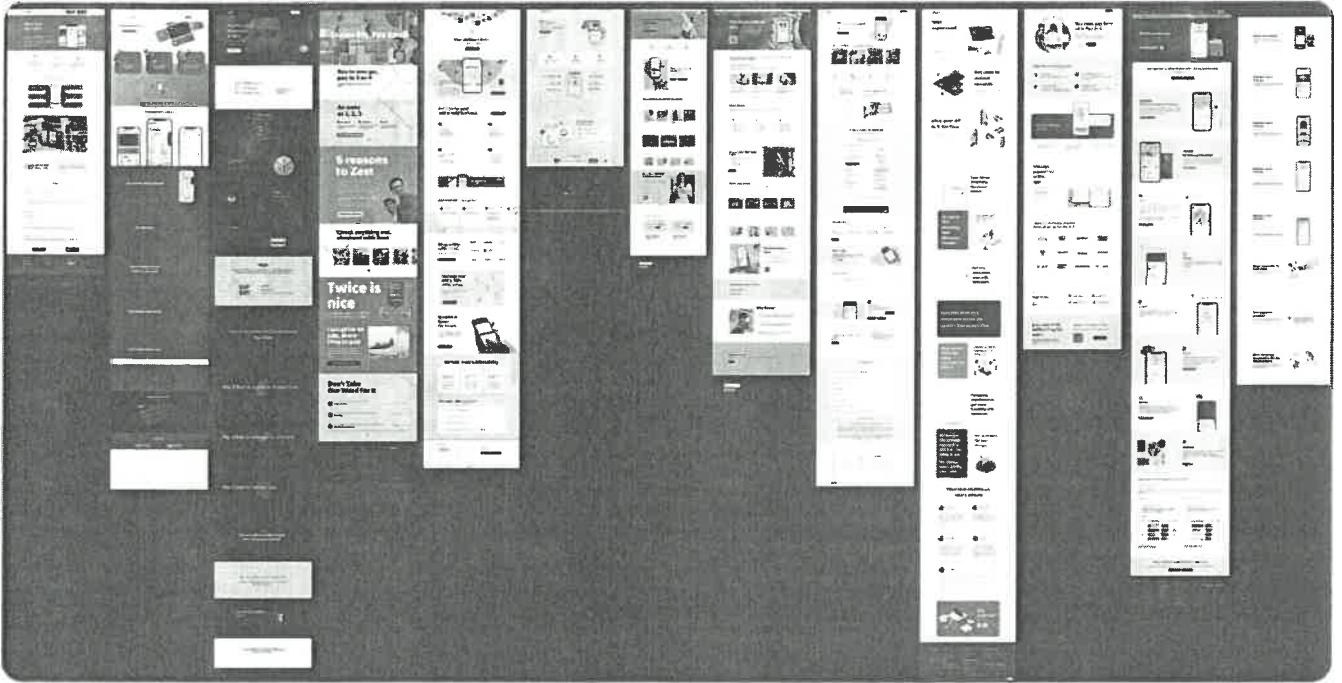
Desires respect like adults receive

Wants to be seen for their potential

Khans



- Now that I had a better idea about who I was gonna be designing the web pages for I also wanted to have a look at what our competitor were upto with a brief competitor analysis with the team.

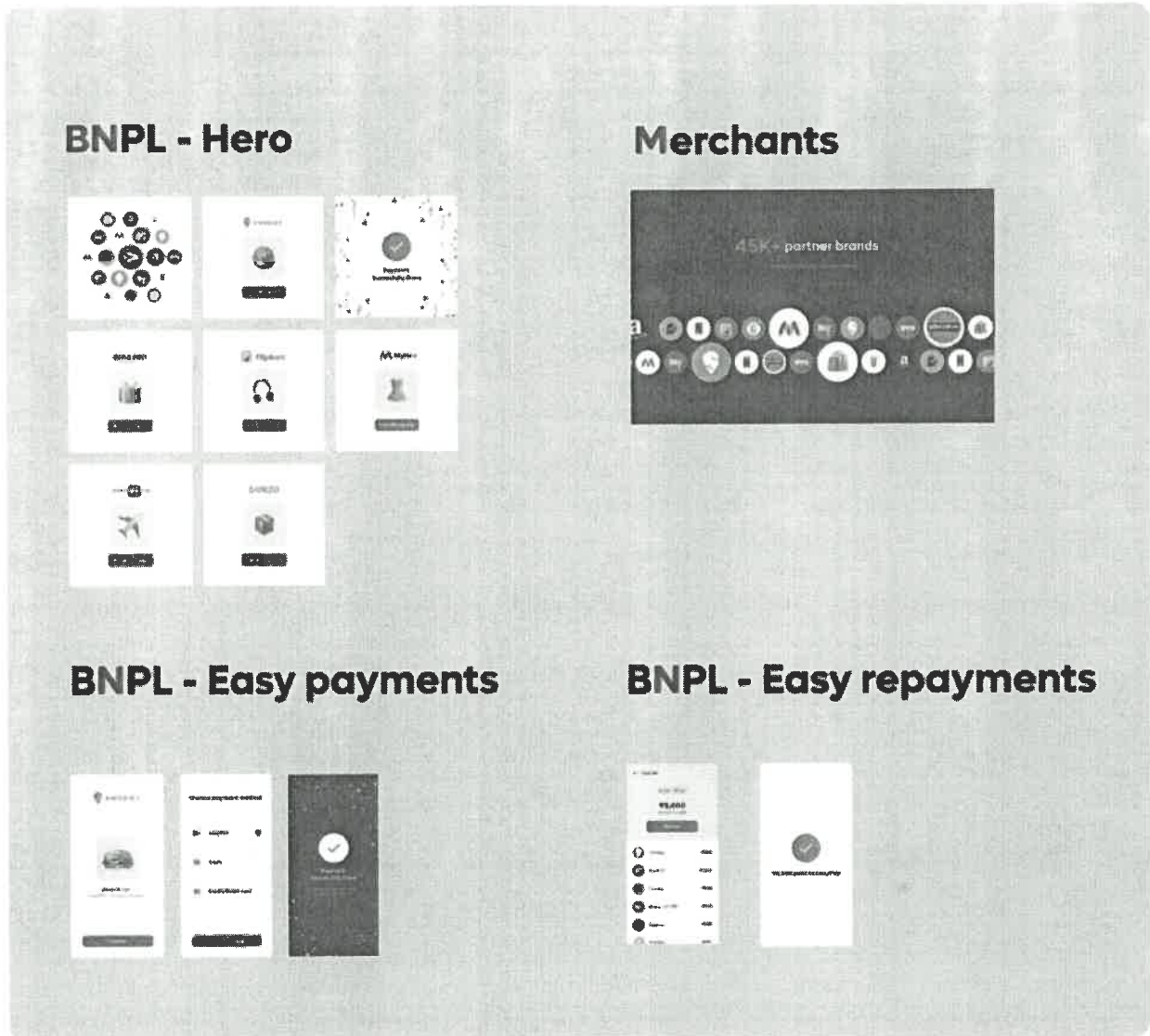


- After gathering all the insights from the persona study and the competitor analysis I worked on forming the possible hierarchy for different types of uses

Customer Profiles

<p>Looking for convenience</p> <p>Needs</p> <ol style="list-style-type: none"> 1. Look for ease 2. Better service or user experience 3. Look for merchants <p>Behaviour</p> <ol style="list-style-type: none"> 1. Always in hurry and have a buying first mindset 2. This kind of user look for comfort and peace of mind <p>Ideal Hierarchy</p> <ol style="list-style-type: none"> 1. Hero - Emphasis on convenience of BNPL, <ol style="list-style-type: none"> a. Shop now, pay 15 days later b. Accepted across 2500+ merchants (mention popular) c. Offers on merchants d. Merchant category discovery 2. How it works 3. Safety and transparency 4. Cross sell 5. Get our app <p style="text-align: center;">BNPL use case- social proof/ data (fast, convenient)</p>	<p>Looking for rewards</p> <p>Needs</p> <ol style="list-style-type: none"> 1. Look for best deals & rewards 2. Look for merchants that accept 3. Better service or user experience <p>Behaviour</p> <ol style="list-style-type: none"> 1. Spends time looking for the best deals/rewards on their purchases <p>Ideal Hierarchy</p> <ol style="list-style-type: none"> 1. Hero - Emphasis on the benefits of BNPL, <ol style="list-style-type: none"> a. Shop now, pay 15 days later b. Offers on merchants c. Accepted across 2500+ merchants (mention popular) d. Merchant category discovery 2. How it works 3. Safety and transparency 4. Cross sell 5. Get our <p style="text-align: center;">Merchants and offers - how much you can save</p>	<p>Looking for safety/convincing</p> <p>Needs</p> <ol style="list-style-type: none"> 1. Needs convincing about credit 2. Safety assurance 3. Transparency 4. Look for merchants (good number of popular merchants helps convince) <p>Behaviour</p> <ol style="list-style-type: none"> 1. Doesn't trust credit due to lack of transparency 2. Looks for safety & communication <p>Ideal Hierarchy</p> <ol style="list-style-type: none"> 1. Hero - Emphasis on the benefits & safety of BNPL, <ol style="list-style-type: none"> a. Shop now, pay 15 days later b. Accepted across 2500+ merchants (mention popular) c. Safety and transparency d. Merchant category discovery 2. How it works 3. Safety and transparency 4. Cross sell 5. Get our app <p style="text-align: center;">Building trust - community, transparency</p>
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- The scope of my project also included me storyboarding the animations to be used to the web pages.



- After landing on a pivotal design it was time to SEO (Search engine optimisation) the webpage's copy so that the adoption of the products increases.
- We looked at the top 15 most searched/visited keywords and adjust the copy of the website after collaborating with a UX writer so that we used the correct tone of voice and brand voice.

Top 15 SEO keywords: BNPL

bnpl	shop now pay later
buy now pay later	pay later loan
pay later	bnpl means
paylater	best pay later apps in india
bnpl full form	what is bnpl
buy now pay later india	best pay later apps
buy now pay later apps	pay later services
buy now pay later in emi	

Top 15 SEO keywords: UPI

upi	what is upi payment
bhim upi	upi qr code
upi meaning	how upi works
what is upi	what is upi account
what is upi id	cashless payments
what is upi pin	upi online
upi payment	benefits of upi
digital payments	



ACADEMIC INTERNSHIP REPORT

SEMESTER FOUR 2023

Submitted by:

SHRUTI DANGWAL

Roll No. - 210MDESID009

Industry Mentor: Shankar Singh Kunwar / Golden Space Architects,
Principal Architect

Faculty Mentor:

SoD/MDes/2023-Even-04

SCHOOL OF DESIGN
SUSHANT UNIVERSITY, GURGAON, INDIA

Sushant
University
Eratwaha Ansal University Gurugram



Kunwar

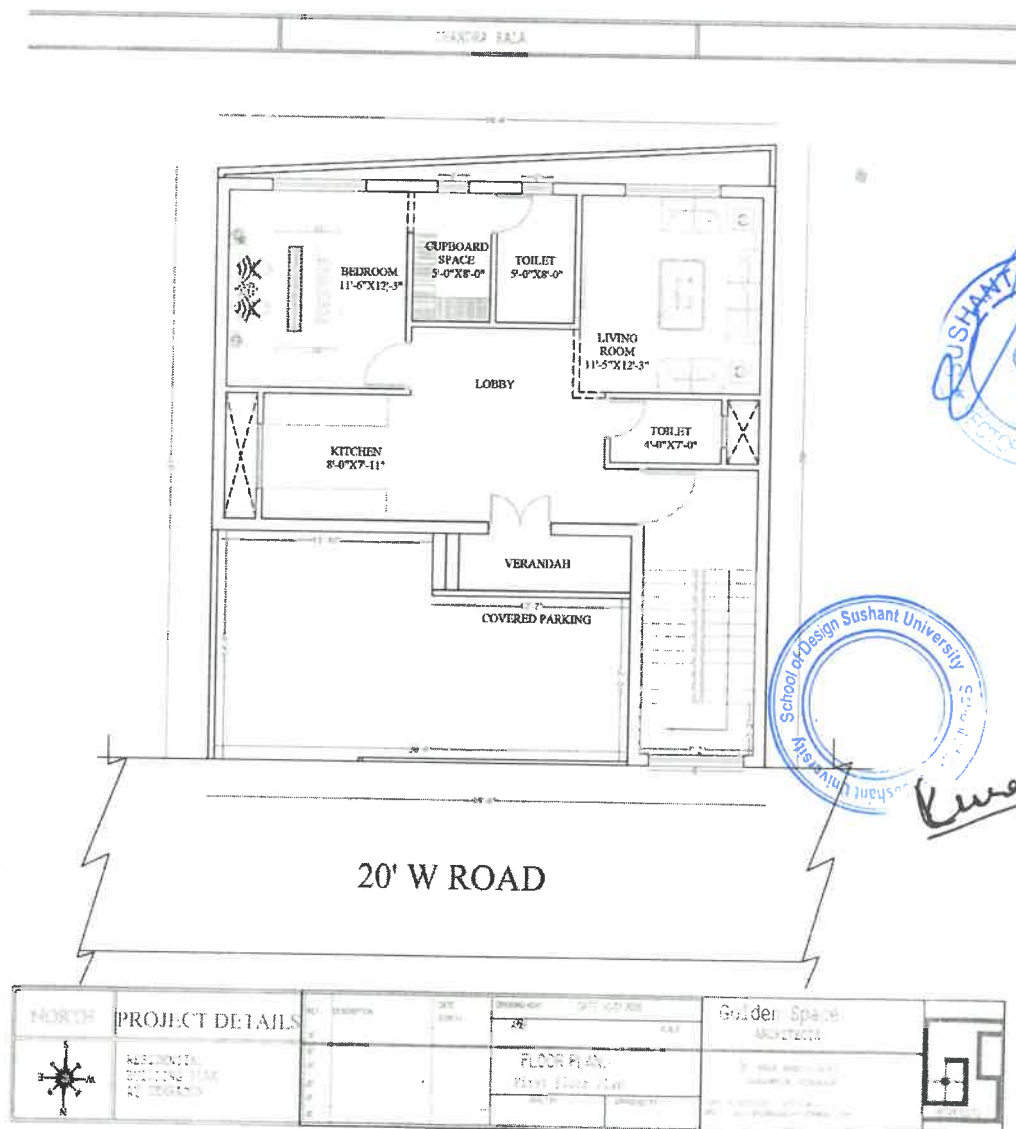
3. Major Projects Undertaken

3.1 CHANDRA KALA, RESIDENTIAL PROJECT

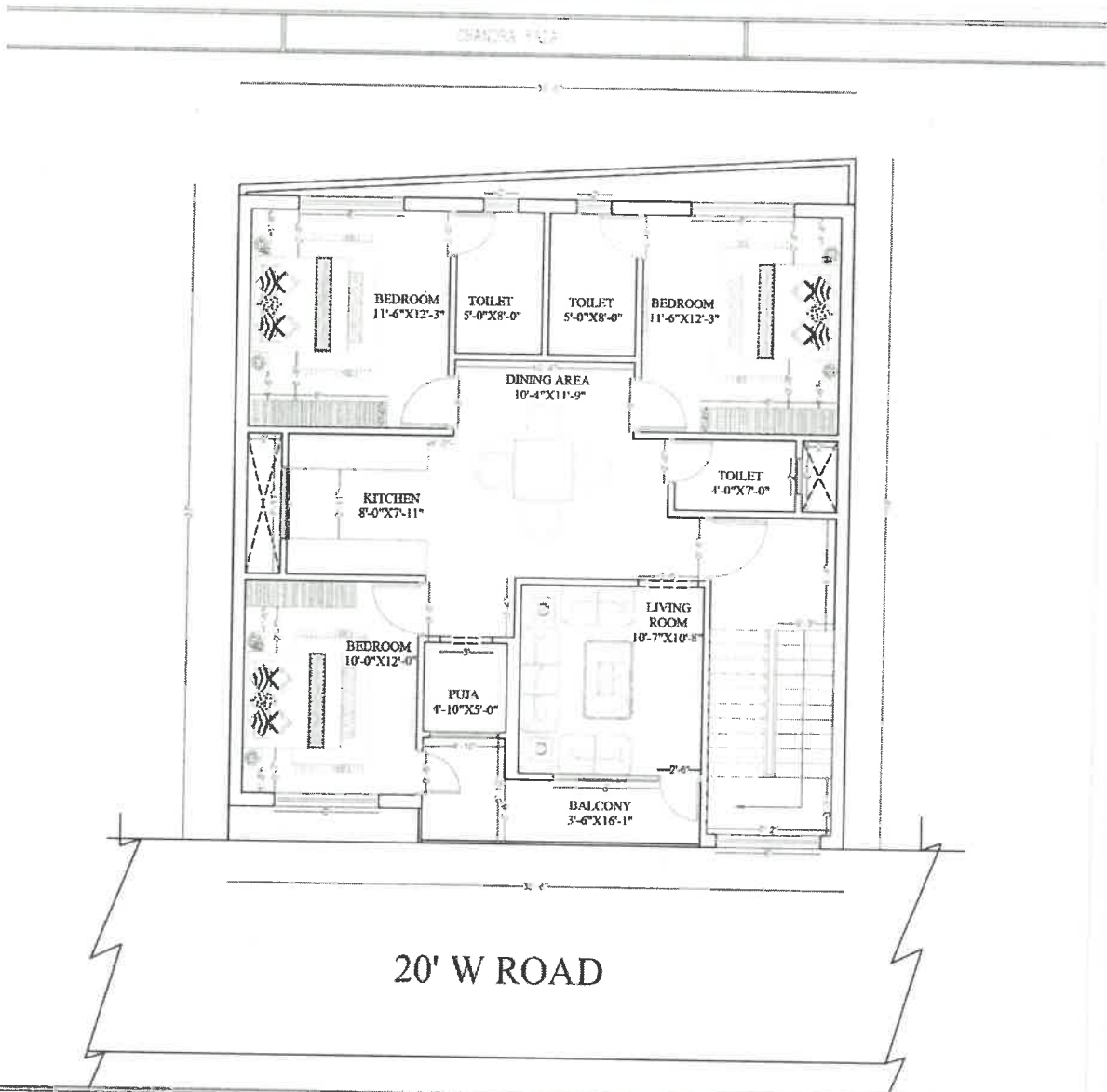
PLOT AREA: 1350 SQFT

PROJECT BRIEF: Chandra Kala is a residential project. The main idea of the client was to create a multi-story house with similar floor plans with stilt parking for rent purposes as well as for themselves. Then as the planning stage progressed the client concluded to eliminate the idea of stilt parking solely to cut down the cost and went ahead with a double-storey house with a 1bhk set on the ground floor with parking and a 3bhk set on the first floor.

GROUND FLOOR PLAN

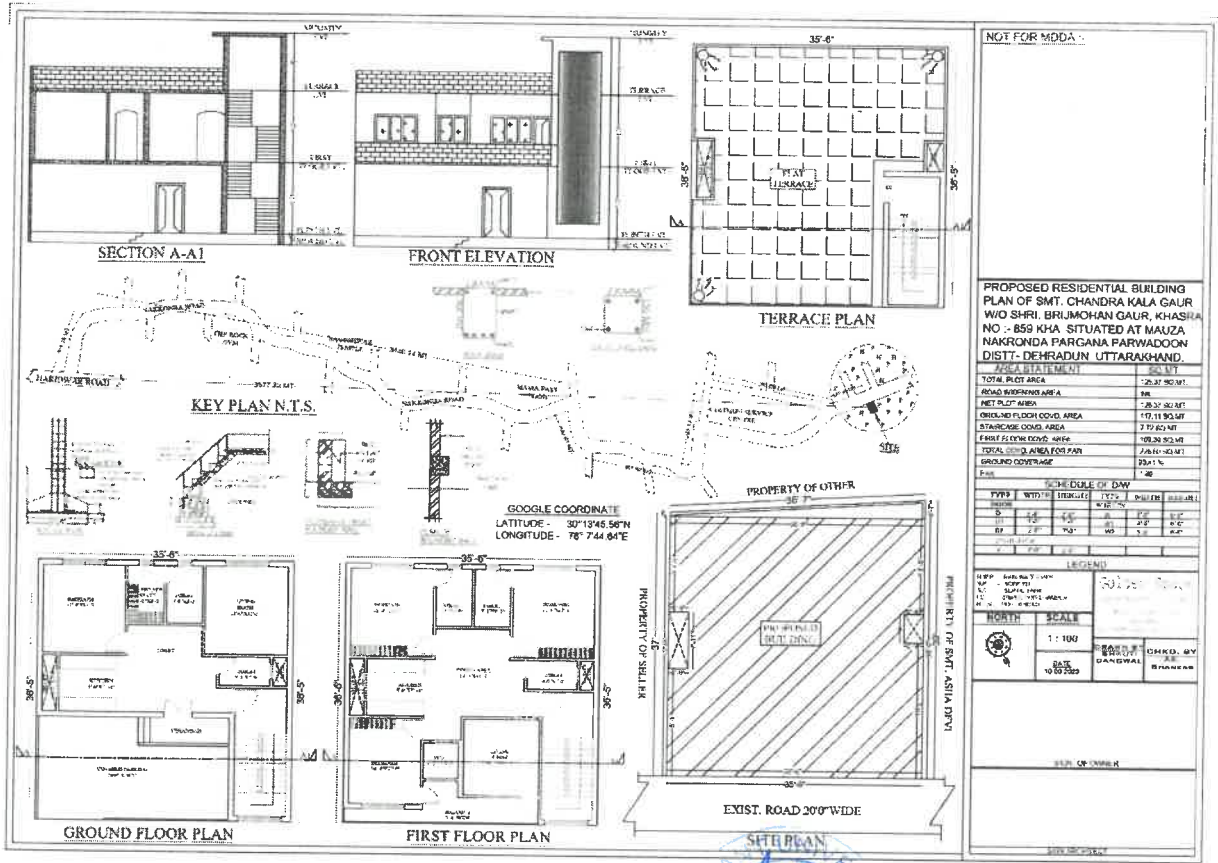


FIRST FLOOR PLAN

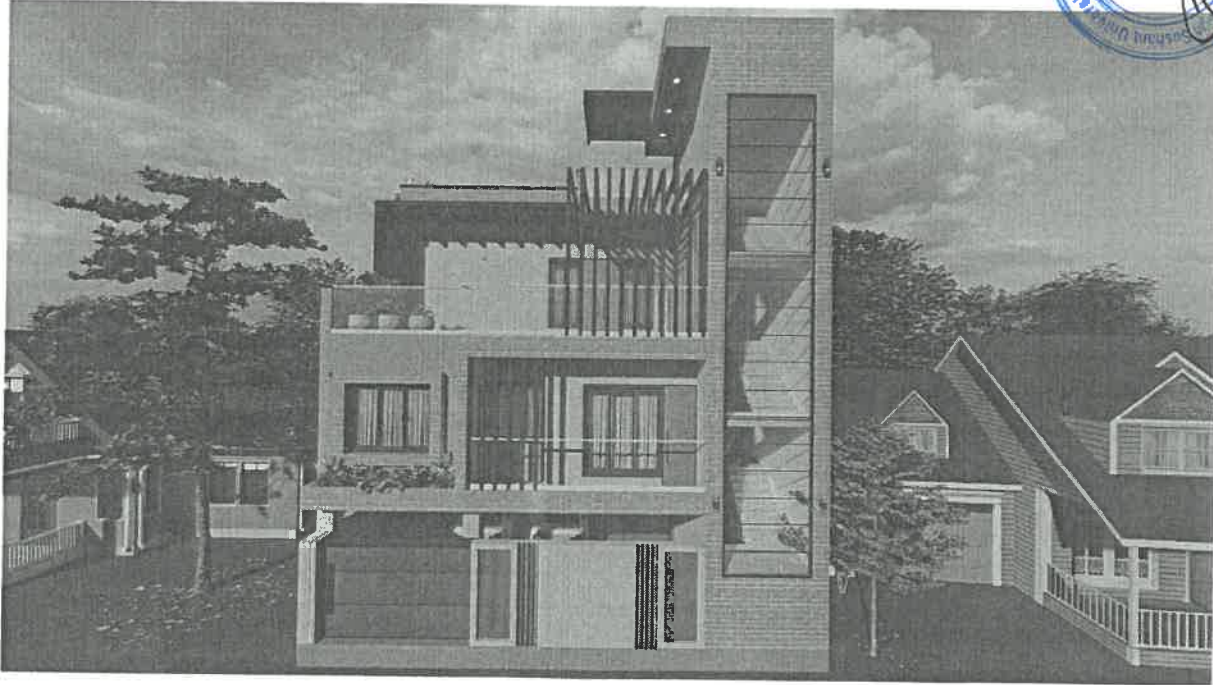


<p>NORTH</p>	<p>PROJECT DETAILS</p> <p>RESIDENTIAL BUILDING PLAN AT DEHRADUN</p>	<p>REF. DESCRIPTION</p>	<p>DATE</p>	<p>DRAWN BY</p>	<p>CHECKED BY</p>	<p>Golden Space ARCHITECTS</p> <p>W. ANSAL WALLS & INTERIOR FINISHES</p> <p>OFF: 101/102, 103/104, 105/106, 107/108, 109/110, 111/112, 113/114, 115/116, 117/118, 119/120, 121/122, 123/124, 125/126, 127/128, 129/130, 131/132, 133/134, 135/136, 137/138, 139/140, 141/142, 143/144, 145/146, 147/148, 149/150, 151/152, 153/154, 155/156, 157/158, 159/160, 161/162, 163/164, 165/166, 167/168, 169/170, 171/172, 173/174, 175/176, 177/178, 179/180, 181/182, 183/184, 185/186, 187/188, 189/190, 191/192, 193/194, 195/196, 197/198, 199/200, 201/202, 203/204, 205/206, 207/208, 209/210, 211/212, 213/214, 215/216, 217/218, 219/220, 221/222, 223/224, 225/226, 227/228, 229/230, 231/232, 233/234, 235/236, 237/238, 239/240, 241/242, 243/244, 245/246, 247/248, 249/250, 251/252, 253/254, 255/256, 257/258, 259/260, 261/262, 263/264, 265/266, 267/268, 269/270, 271/272, 273/274, 275/276, 277/278, 279/280, 281/282, 283/284, 285/286, 287/288, 289/290, 291/292, 293/294, 295/296, 297/298, 299/300, 301/302, 303/304, 305/306, 307/308, 309/310, 311/312, 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MDDA DRAWING



FRONT ELEVATION



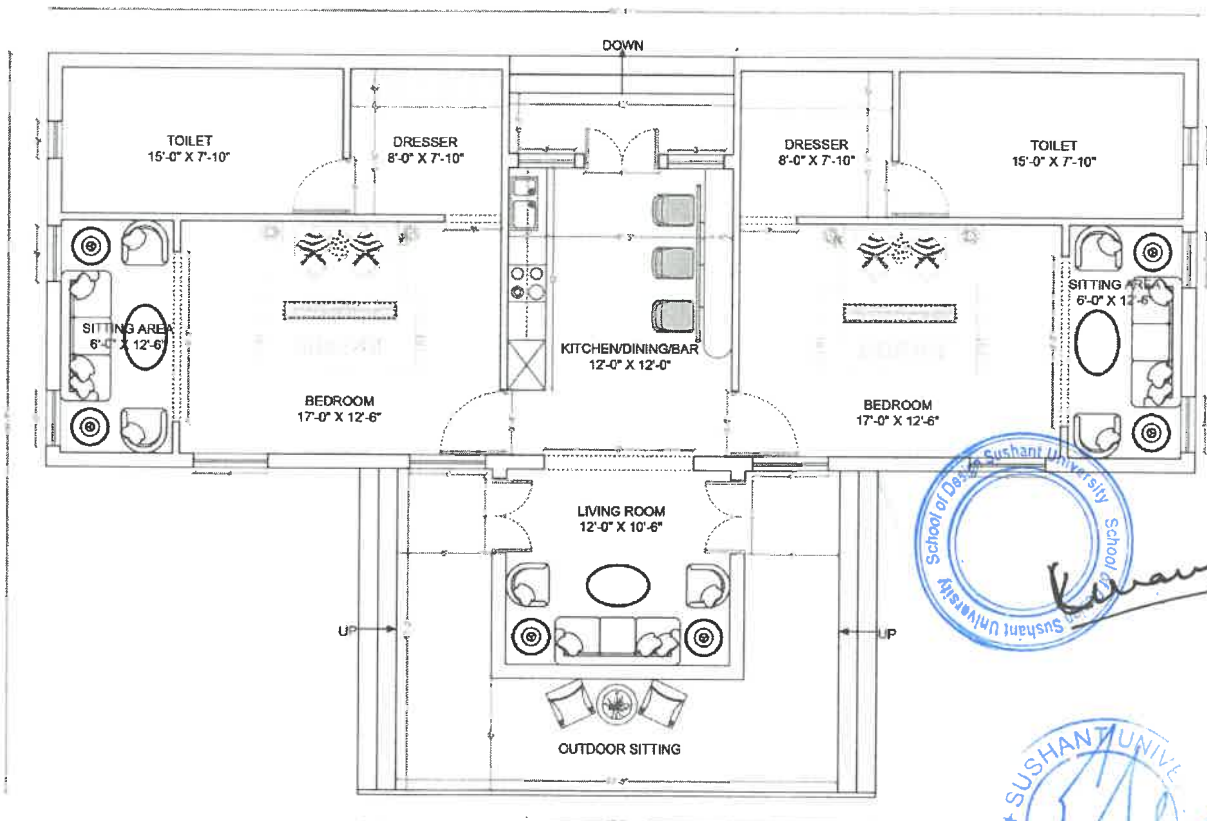
ROLE IN THIS PROJECT:

- Client interaction and design pitching.
- Planning
- Preparation of MDDA file.
- Coordination with the structural engineer for the MDDA drawing as well as for structure.
- 3D front elevation

3.2 COTTAGE, CHAMBA, UTTARAKHAND

PROJECT BRIEF: This 2bhk COTTAGE is a part of resort being designed in the town of Chamba, Uttarakhand. There are two types of cottages in this resort, one being a 1bhk and other is a 2bhk with a main building. The idea of this resort is to take advantage of the location which is on a hill slope and take inspiration from step farming designing these cottages on the steps. The main building would be designed at the lowest level with cottage at the higher steps.

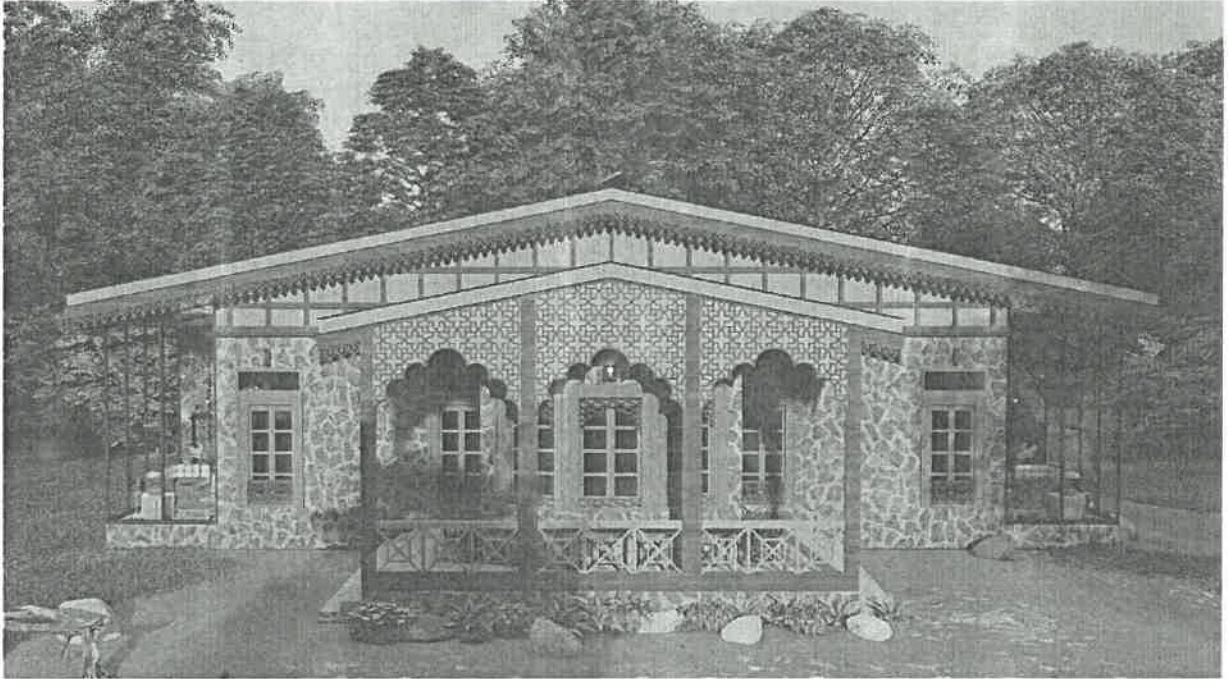
FLOOR PLAN



Sushant University
School of Design
Sushant University
School of Design
Kohli

SUSHANT UNIV
SUSHANT UNIV
5, GURUGRAM

3D ELEVATIONS



ROLE IN THIS PROJECT (TILL DATE):

- Planning of 1bhk and 2bhk cottage
- Interaction with client for cottage planning finalization
- Study of vernacular architecture of Uttarakhand
- Creating concepts of exterior as well as interiors of the cottage
- 3d view of exterior of 2bhk cottage.

