

Raja Mansingh Tomar Music & Art University, Gwalior (M.P.)
(2020-2021)

**RAJA MANSINGH TOMAR
MUSIC AND ARTS
UNIVERSITY,
GWALIOR (M.P.)**

**B.DESIGN
(FASHION DESIGN)**

BATCH 2017 – 2021

SEMESTER EXAMINATION

Duration – 4 years

8 semesters

Pani
15/10/2020
M.Mand.

VII SEMESTER & VIII SEMESTER

SYLLABUS

SUBMISSION DETAILS (PRACTICAL)

B. DESIGN FASHION DESIGN YEAR IV

Semester — VII

SUBJECT	SIZE	MIN. ASSIGNMENT	TOPIC & MEDIUM
Creative Pattern Making	Full Scale	6	Pencil, Fabric
Range Development	A3	-	Poster Color, Dry Pastels

SCHEME OF EXAMINATION

B. DESIGN FASHION DESIGN YEAR IV

Semester — VII

Paper	Time	Size	Ext. Marks	C.C.E.	Total
Retail & Visual Merchandising	3 Hrs.	-	70	30	100
Apparel Manufacturing Process	3 Hrs.	-	70	30	100
Quality Assurance	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal Assignment	
Creative Pattern Making	5 Hrs.	Full Scale	110	90	200
Range Development	3 Hrs.	A3	110	90	200
				Total	400
				Grand Total	700

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B. DESIGN FASHION DESIGN YEAR IV

SEMESTER - VII

PAPER I (THEORY) - RETAIL & VISUAL MERCHANDISING

UNIT 1

- Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising

UNIT 2

- Theories of Visual Merchandising: Color and Texture, Line and composition, Lights and lighting

UNIT 3

- Areas of display: The store exteriors, Window display, Store interiors

UNIT 4

- Means of visual communication: Furniture's & Fixtures, Props, Graphics & Signage, Mannequins

UNIT 5

- Introduction to retail: Introduction to the world of retailing; roles performed by a retailer
- Types of retailers: retail formats, Multi- channel retailing, Customer buying behavior
- Retail branding & customer relationship: The value delivery process: customer value, perceived value, customer expectations, customer satisfaction & delight, customer loyalty, customer lifetime value, Retail branding: brand equity, brand identity prism

Suggested Reading

1. The New Strategic Brand Management (Creating And Sustaining Brand Equity Long Term) by J. N. Kapferer
2. Retailing Management by Michael Levy, Barton Weitz, Ajay Pandit
3. Visual Merchandising and Display by Martin M. Pegler
4. Point of Purchase by Marta Serrats
5. The Aesthetics of Merchandise Presentation by Joseph Weishar

PAPER II (THEORY) - APPAREL MANUFACTURING PROCESS

UNIT 1

- Structure of the Clothing Industry - Size Structure, Manufacturing Structure
- Sectors of the Clothing industry — Introduction, Garment Types

UNIT 2

- Product Types and Organization - Unit Size, Production Run, Change in Fabric, New Operations,
- Operator Skills, Salary Levels, Engineering, Marketing and Design

UNIT 3

- Design Department — Forecasting - Fashion Trends & Designing, Collection Planning, Pattern Making - The Block Pattern & The. Garment Pattern, Technology, Production of Sample Garments, Pattern Grading
- Marketing Department — Marketing, Merchandising & Sales

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- Finance Department - Management Information, Budgeting, Garment Costing (Bill of Materials), Administration
- Purchase Department — Information, Suppliers, Prices, Progressing, Verification, Speculative Buying, Storekeeping, Stock Management, Purchase Order

UNIT 4

- Production Department - Production Department, Manufacturing Functions, Service Functions, Production Engineering, Personnel and Training, Machinery and Equipment Maintenance, General Maintenance, Technical Stores, Control Functions, Production Planning and Control, Budgetary Control, Quality Control
- Operations Department - Company Calendar, The Seasons, The Time Axis, The Mills, The Clothing Manufacturer, The Timing of Activities, Pre-Production Planning and Control, Order Concentration, Production Block Planning, Raw Materials, Production Order, Marker and cut Planning, Marker Planning, Cutting room production planning, Production Plans

UNIT 5

- Garment Costing - Direct Material, Direct Labor, Factory Overhead, General Overhead
- Merchandise Pricing - Pricing Policies, Departmental Pricing, Pricing for the Small Retailer, Merchandising Mathematics, Individual Initial Markup, Markup on Retail, Markup on Cost, Cumulative Markup, Average Markup, Maintained Markup, Reasons for Markdowns, Markdowns as a means of evaluating buyers, Timing Markdowns, Amount of Markdown, Markdown Calculations, Merchandise Inventory (Stock) Turnover, Calculating Turnover, Advantages of Good Turnover, Shortcomings of Turnover Information

Suggested Reading

1. Apparel Manufacturing: Sewn Product Analysis by Ruth E. Glock, Grace I. Kunz
2. Garment Manufacturing: Processes, Practices and Technology by Prasanta Sarkar

PAPER - III (THEORY) - QUALITY ASSURANCE

UNIT 1

- What is quality? Why quality is _important?
- Inspection-
 1. Raw material inspection
 2. In process inspection
 3. Final inspection
 4. How much to inspect
 5. Definitions of fabric defects
 6. Packaging
 7. British standards of interest to garment manufacturers
 8. ISO standards of interests to garment manufacturers
- Textile Testing & Product Evaluation
 1. Precision & Accuracy of Test Methods
 2. Atmospheric conditions for testing
- Testing Standards for Yarns used for making fabrics
 1. Yarn strength and elongation
 2. Yarn number

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3. Yarn twist

UNIT 3

- Testing Standards for fabrics used for apparel
 1. I. Strength properties
 2. Fabric stretch properties
 3. Dimensional changes in apparel due to laundering, dry cleaning, steaming & pressing.
 4. Needle cutting / yarn severance
 5. Sew-ability of fabrics
 6. Bow and skewness (Bias) in woven and knitted fabrics
 7. Soil and stain release testing
 8. Fabric thickness
 9. Abrasion resistance
 10. Wear testing
 11. 1 1. Color fastness

UNIT 4

- Testing Standards for related accessories used in apparel
- Testing of usable interlinings
- Testing of zippers
- Elastic waistband testing
- Sewing Threads

UNIT 5

- Quality cost & Quality Management
- Standards - Introduction, benefits, levels, sources (ASTM, 151, 1351, ISO)

Suggested Reading

1. Quality Assurance for Textiles and Apparel by Sara J. Kadolph
2. An Introduction to Quality Assurance for the Retailers by Pradip V. Mehta
3. The Fundamentals of Quality Assurance in the Textile Industry by Stanley Bernard Braham.

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B. DESIGN FASHION DESIGN YEAR IV

SEMESTER - VII

PRACTICAL

PRACTICAL I - CREATIVE PATTERN MAKING

- To make patterns of women's Trouser & its variations, Denim Jeans
- To make patterns of Men's Shirt with cuff and collar Variations
- Conversion of dart fullness into creative pattern making for upper and lower garments —
 1. Lines (straight, Diagonal, curved, zigzag)
 2. Darts (Multiples, Parallel, Curved, Graduating, Radiating, Asymmetrical, Tuck Dart)
 3. Dart conversion into gathers, pleats.
- Sleeve variations, Sleeve Bodice Combinations (Raglan, Kimono, Batwing)

Suggested Reading

1. Metric Pattern Cutting for Menswear by Winifred Aldrich
2. Metric Pattern Cutting for Women's wear by Winifred Aldrich
3. Metric Pattern Cutting for Children's Wear and Babywear by Winifred Aldrich
4. Pattern making for Fashion Design by Armstrong
5. The Art of Fashion Draping by Connie Crawford
6. Draping for Fashion Design by Hilde Jaffe and Nurie Relis
7. Integrating Draping, Drafting and Drawing by Bina Abling and Kathleen Maggio
8. Pattern making for Fashion Design by Armstrong
9. Flat Pattern Design by Allyne Bane
10. Dress Pattern Designing: The Basic Principles of Cut and Fit by Natalie Bray

PRACTICAL II - RANGE DEVELOPMENT

Develop Range for the Following Three Topics —

MENS WEAR

- Study of designers whose trends in Men's Wear
- Describe their style & importance along with appropriate work presentation using images of their work -
 - a) Gucci b) Pierre Cardin c) Valentine d) Jean Muir e) Ralph Lauren' f) Giorgio Armani g) Kenzo h) Emilio Gucci i) Tommy Hilfiger j) Calvin Klein
- Select any six from the above list and any four of your choice in addition to that.
- Make a presentation of various categories Men's Casual wear and Men's Formal wear. This presentation must include the sub categories of the given categories with appropriate images and written style description of all. This enables student to understand present styles that fall under the category of Men's Wear.
- Develop a collection for Men's casual wear and formal wear with following details

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1. Market Research (For which market & its requirements)
2. Inspiration (Refer Latest Forecast)
3. Mood Board/Story Board-Color, Fabrics, Silhouette, Styles, Surface Ornamentation.
3. Design Development Sheet(Min12design)
4. Final rendered design min 6 sketches along with flats & specs, Cost Sheet

WOMENS WEAR

- Study of designers whose trends in Women's Wear-
- Describe their style & importance along with appropriate work presentation using images of their work
 1. Jean Patou
 2. Coco Chanel
 3. Christian Dior
 4. Missani
 5. Valentin
 6. Alexander Mc Queen
 7. Donna Karan
 8. Prada
 9. Roberto Cavalli

Select any six from the above list and any four of your choice in .addition to that.

- Make a presentation of various categories of Women's Casual wear and Women's Formal wear. This presentation must include the subcategories of the given categories with appropriate images and written style description of all. This enables students to understand present styles that fall under the category of Men's Wear.
- Develop a collection for Women's casual wear and formal wear with following details.
- Market Research (For which market& its requirements)
- Inspiration (Refer Latest Forecast)
- Mood Board/ Story Board- Color, Fabrics, Silhouette, Styles, Surface Ornamentation.
- Design Development Sheet(Min12design)
- Final rendered design min 6 sketches along with flats & specs, Cost Sheet

KIDS WEAR

- Study of designers whose trends in Kid's Wear —
- Describe their style & importance along with appropriate work presentation using images of their -
 1. Minti Kids Clothing
 2. Cotton On Kids
 3. American Apparel Kids
 4. Gap Kids
 5. Monster Kids
 6. Lilliput
 7. Catmoss
 8. Zapp
 9. Palm Tree
 10. Gini & Jony

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Select any six from the above list and any four of your choice in addition to that to, make a presentation of categories Kid's wear. Their presentation must include the sub - categories of the given categories with appropriate images and written style description of all.

- Develop a collection for Kid's wear with following details.
- Market Research (For which market & its requirements)
- Inspiration(Refer Latest Forecast)
- Mood Board/Story Board-Color, Fabrics, Silhouette, Styles, Surface Ornamentation.
- Design Development Sheet(Min 2 design)
- Final rendered design min 6 sketches along with flats & specs, Cost Sheet

SELECT A RANGE FOR GRADUATION SHOW & DO THE FOLLOWING -

- Making of toils (muslin pattern) for the selected collection.
 1. Presentation & Feedbacks
 2. Co-ordinate accessories
- Final collection
- Client Presentation using CAD.

Suggested Reading

1. Fashion: From Concept to Consumer by Gini Stephens Frings
2. Sewing for the Apparel Industry by Claire Shaeffer

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SUBMISSION DETAILS (PRACTICAL)

B. DESIGN FASHION DESIGN YEAR IV

Semester — VIII

SUBJECT	SIZE	MIN. ASSIGNMENT	TOPIC & MEDIUM
Graduating Show	-	-	
Internship	-	-	-

SCHEME OF EXAMINATION

B. DESIGN FASHION DESIGN YEAR IV

Semester — VIII

Paper	Time	Size	Ext. Marks	C.C.E.	Total
IPR	3 Hrs.	-	70	30	100
Costing	3 Hrs.	-	70	30	100
Entrepreneurship	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal Assignment	
Graduating Show	-	-	110	90	200
Internship	-	-	110	90	200
				Total	400
Grand Total					700

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B. DESIGN FASHION DESIGN YEAR IV
SEMESTER - VIII

PAPER I (THEORY) - IPR

UNIT 1

- What is intellectual property?
- Definition & characteristics of intellectual property, Types of Intellectual property-An Overview, Relevance of IP at various stages of business cycle, Relevance of IP rights to export market, Brief National IP laws

UNIT 2

- Understanding some basics on Trade secrets: What are trade secrets, Protection of trade secret, Advantages & disadvantages of trade secret, developing trade secret strategy for business.
- Understanding some basics on Copyrights: What is copyright? What all can be protected under copyright, Advantages of copyright, Registration of copyright, Concept of collective management of copyright, "Using Work" protected by copyright
- Understanding some basics on Industrial design: What is an industrial design? Why to protect an industrial design?

UNIT 3

- Protection of industrial design, Registration of industrial design and International Classification system, cost to protect an Industrial Design, Protecting Industrial design abroad, Enforcing industrial design
- Understanding some basics on Trademarks: What is a trademark and its importance, Selection & Protection of trademark, Registration of trademark & Trademark classification system, Cost to protect a trademark, What makes a good trademark, "USING" Trademark, Types of marks, Enforcing Trademarks

UNIT 4

- Understanding some basics on Geographical Indications: What is geographical indications & its relevance to India, Why & what all can be protected under geographical indications, How is geographical indications protected, Geographical indications v/s rules of origin v/s trademark, Protection of geographical indications at International level

UNIT 5

- Understanding some basics on Patents: What is patent & its importance, what all can be patented? How to get a patent? How much do patent cost? Advantages of patent rights & documents, Concept of Utility model, Commercializing patent technology, Enforcing patents, International patent classification system(IPC) & patenting abroad, Patent Cooperation Treaty(PCT)

Suggested Reading

1. Law Relating To Intellectual Property Rights by V.K. Ahuja

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PAPER II (THEORY) - COSTING

UNIT 1

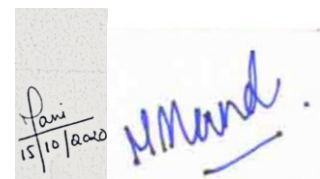
- The Nature of Clothing Manufacture and the Need for Costing
 1. Introduction
 2. What Is Clothing Manufacture?
 3. Two Important Questions
 4. From Manufacture to Sourcing
 5. Exercises and Activities
- The Elements of Cost
 1. Introduction
 2. Classification of Cost
 3. Direct Costs
 4. Indirect Costs - The Overheads
 5. Summary of the Elements of Cost
 6. Exercises and Activities
- Costing Over Periods of Time
 1. Introduction
 2. Period cost Reports
 3. Capital Equipment Costs
 4. Depreciation: The Straight-Line Method
 5. Stocks and Inventory
 6. Value of the Work in Progress
 7. Period-End Adjustments
 8. Exercises and Activities

UNIT 2

- Product Cost - Job Costing
 1. Introduction
 2. What is Job costing?
 3. Treatment of the Direct Costs
 4. Treatment of the Overheads
 5. Absorption of Production Overheads
 6. Cost Centers
 7. Absorption of Non-Production Overheads
 8. Example of a Job Cost
 9. Over- and Under absorption of Overheads
 10. Process Costing
 10. Exercises and Activities

UNIT 3

- Global Awareness and New Markets
 1. The Global Supply Chain



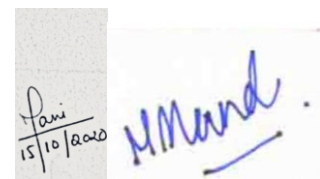
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2. Barriers and Facilitators in Market-Entry Strategies
3. Global Communication
3. Purchase Order
4. Lead Times
5. Critical Path
- **Product Cost When Sourcing**
 1. Introduction
 2. Global Sourcing
 3. Range Planning
 4. Factories
 5. Shipping and Incoterms
 6. Exercise: Overseas Cost Sheets
- **Marginal Costing**
 1. Introduction
 2. Variable Costs
 3. Fixed Costs
 4. Semi-Variable Costs
 5. Contribution
 6. Treatment of the Semi-Variable Costs
 7. Contribution
 8. Treatment of the Semi-Variable Costs
 9. Case Study
 10. 10.Exercises and Activities
- **Break-Even Analysis**
 1. 1 Establishing the Break-Even Point
 2. Break-Even Tabulation
 3. Break-Even Chart
 4. Margin of Safety
 5. Profit/Volume Chart
 6. Break-Even Point by Calculation
 7. Break-Even Illustration
 8. Exercises and Activities

UNIT 4

- **Budgeting and Standard Costing**
 1. Budgeting
 2. The Cash Budget
 3. Sales Lag
 4. Flexible Budgets
 5. Zero-Based Budgeting
 6. Standard Costing
 7. Variance Analysis



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8. Direct materials
9. Causes of Direct Materials Variances
10. Direct Labor
 11. Causes of Direct Labor Variances
 12. Overheads in Standard Costing
 13. Advantages and Disadvantages of Standard Costing
14. Exercises and Activities

- **The Changing Nature of Cost**

1. From Traditional to Advanced Manufacturing Technology
2. Just-in-Time
3. Component Manufacture and Assembly
4. Summary of Changes in Costs with the Move into Advanced Technology
5. Cost Behavior Change
6. Service Industries
7. Activity-Based Costing
8. Exercises and Activities

- **Activity-Based Costing**

1. Activity-Based Costing
2. Advantages and Disadvantages of ABC
3. Activity-Based Budgeting
4. Exercises and Activities

- **Capital Investment Decisions**

1. The Capital Cost
2. Accounting Rate of Return
3. Net Cash Inflows
4. Payback Periods
5. Discounted Cash Flow
6. Discounted Payback Period
7. Conclusions
8. Exercises and Activities

UNIT 5

- **The Profit and Loss Statement**

1. Net Sales
2. Cost of Goods Sold
3. Gross Margin
4. Profit

- **Pricing Strategies**

1. Retail Pricing
2. Wholesale and Private Label Pricing
3. Discounts and Allowances
4. Chargebacks
5. Pricing Laws

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- Product Costing
 1. Basic Costing Systems
 2. Phases of Costing: Precosting, Production Costing, Postproduction Costing
- Product Development Costing Variables
 1. Material Costs: Fabric, Trims and Findings
 2. Labor Costs
 3. Tariff Costs
 4. Logistics
 5. Insurance Costs

Suggested Reading

1. Beyond Design: The Synergy of Apparel Product Development by Myrna B. Garner, Sandra Keiser
2. Costing for the Fashion Industry by Michael Jeffrey, Nathalie Evans

PAPER III (THEORY) — ENTREPRENEURSHIP

UNIT I

- Introduction to Entrepreneurship: Definition, Concept and Need for entrepreneurship, Types of entrepreneurs

UNIT 2

- Kinds of Entrepreneurship: Proprietary, Partnership and Group Entrepreneurship, Qualities of a good entrepreneur

UNIT 3

- Entrepreneurial Assets: Entrepreneurial Values and attitudes, Role demands and Requirements of Entrepreneurs, Barriers to entrepreneurship

UNIT 4

- Entrepreneurial Motivation: Definition and Meaning of Achievement Motivation, Need for a Achievement Motivation, Motivating Factors: Internal and External

UNIT 5

- Entrepreneurial Ideas: Creativity and Idea Generation, Searching and selecting Entrepreneurial Ideas, Dynamics of project

Suggested Reading.

1. The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion by Diane Von Furstenberg, Mary Gehlhar
2. How to Start a Home-Based Fashion Design Business (Home-Based Business) by Aiola Wolf
3. Small Business: Blueprint on How to Start and Build a Successful Business from Scratch - Startup, Entrepreneur and Business Ideas by Andy Anderson

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B. DESIGN FASHION DESIGN YEAR IV

PRACTICAL

SEMESTER VIII

PRACTICAL I - GRADUATING SHOW

- This show creates an opportunity to passing out students to understand the process of fashion show. Students interact with various related professionals which exposes them to related areas of fashion business.
 - Such module requires industry expert's support (Industry expert means renowned designers having their own label's or senior designers working in the industry.).

Students apply their knowledge and skills acquired so far to show case their capabilities.

Identifying areas of Interest supported with necessary surveys for the category.

1. Mass/Peri
2. Hi-end garments

Once the category is finalized the students must do the following -

- Inspirations: Minimum 3 concepts showing inspiration to select one best out of it by mentor.
 - Mood Board/Story Board for the selected inspiration. (Story includes Client's profile/color story/fabric story/market.) Design development shows accessories.
 - Mentor will approve the mood board and story board
 - Making of toils
 - Necessary changes as per mentor's suggestion

Suggested Reading

1. Illustrating Fashion: Concept to Creation by Steven Stipe man
2. Fashion: From Concept to Consumer by Gini Stephens Frings

PRACTICAL II—INTERNSHIP

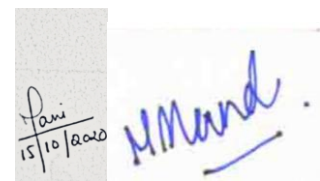
- Internship refers to a stage/phase during which an individual- will get opportunity to experience herindustry of interest before entering into it full time and opting for it as his/her future career.
- Internships exposes candidates to the way a particular industry functions and what it would be like to work in that scenario.

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- The candidates gain valuable insights into their own personalities and skills.
- Such an experience puts them in a better situation to decide whether they are suited for a particular role. The process begins with:
 1. Preparation of C.V.
 2. Preference sheet (Preparation for location and type of industry)
 3. Completion of campus to corporate module
 4. Minimum 50% marks requirement in all subjects (College may give some relaxation on the basis of valid reasons)
- The internship will enrich the student for-
 1. Understanding of the career field
 2. To develop useful skills
 3. To develop useful contracts.

Internship Evaluation: Final evaluation of Internship Report.



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