

**Raja Mansingh Tomar Music & Arts University, Gwalior, M.P.**  
**Bachelor of Design Fashion Design Syllabus (Four Years)**

**2022-23**

**SCHEME OF EXAMINATION**

**B. DESIGN (FASHION DESIGN ) YEAR III**

Paper	Time	Size	Ext. Marks	C.C.E.	Total
Fabric Studies (Knits)	3 Hrs.	-	70	30	100
Fashion Forecasting	3 Hrs.	-	70	30	100
Retail & Visual Merchandising	3 Hrs.	-	70	30	100
				Total	300
<b>Practical</b>			<b>Ext. Marks</b>	<b>Internal Assignment</b>	
Costume Design & Styling (Western)	3 Hrs.	-	60	40	100
Pattern Making & Garment Construction III	3 Hrs.	-	60	40	100
Visual Merchandising	3 Hrs.	-	60	40	100
Accessory Design	3 Hrs.	-	60	40	100
				Total	400
				Grand Total	700

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**B. DESIGN FASHION DESIGN YEAR III**

**PAPER - I THEORY - FABRIC STUDIES KNITS**

**UNIT 1**

- Fabric forming methods - Weaving, knitting, netting and non- woven' s. Categorize the general and unique characteristics of each fabric forming method. (Industrial visit).
- Introduction to basic weaves - plain, twill and satin. Classification, introduction, advantages and disadvantages. Identifying commonly used fabrics by sight, hand, and/or performance and identifying commonly used textiles by name.
- Comparison between knits and woven fabrics.

**UNIT 2**

- Introduction to basic knits: wrap and well knitted. Classification, introduction advantages and disadvantages.
- Manufacturing process of woven fabrics: Types of 100111S, preparatory process of weaving. Basic operations of weaving.
- Development of weaves from elementary weaves.

**UNIT 3**

- Manufacturing process of knitted fabrics-warp, weft knitted and Circular.
- Types of knitted garments: fully cut, stitch shaped cut, fully fashioned and integral.

**UNIT 4**

- Fabric sources-names of fabrics and their end uses. To identify the common fabrics used in fashion industry in respect to men's, wear, women's wear kid's wear, and sportswear category.
- Analysis of woven and knitted fabrics used commonly in fashion industry. To evaluate fabrics by applying knowledge of the fiber, yarns, and fabrics; explain how each type contributes to fabric appearance and performance.

**UNIT 5**

- Fabric defects- woven and knitted. To understand the fabric performance and quality. It will give idea about the accepted and not acceptable defects for end use.

**Suggested Reading**

1. Understanding Textiles: United States Edition by Billie J. Collier and Martin Bide
2. Understanding Fabrics: From Fiber to Finished Cloth (Language or Fashion Series) by Debbie Ann Gioello
3. Textiles: Fiber to Fabric by Bernard P. Corbman
4. knitted Clothing Technology by Terry Brackenbury

**PAPER – II (THEORY) - FASHION FORECASTING**

**UNIT I**

- Introduction

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1. Meaning of Fashion
2. Meaning of Forecasting
3. The role of a forecaster
4. The precision of the forecast
5. The fashion industry's components
6. The structure of the fashion industry
7. The fashion timetable
8. Information Network
9. The selling strategy

**UNIT 2**

- Research Process in Forecasting
  1. Primary sources
  2. Secondary sources
  3. Tertiary sources
  4. Tracking sales
  5. Competition
  6. Demographics
  7. Value & life style
  8. Publication
  9. Forecasting services
  10. Plethora influences
  11. Observation posts
  12. The new technology
  13. Fashion of involvement
  14. New uses of products
  15. Old neighborhoods
  16. Related industries

**UNIT 3**

- Processes of Reporting
  1. Process of implementation
  2. Promotion
  3. Making the fashion happen

**UNIT 4**

- Nature of the Fashion Industry, Structure of Fashion Company.
  - Merchandise a Process and the inter relationship of Players and their roles

**UNIT 5**

- Fashion Marketing and buying at Industry Trade shows
- Fashion marketing strategies

**Suggested Reading**

1. Fashion Forecasting by Evelyn L. Brannon
2. Fashion Forecasting by Kathryn McKelvey. Janine Munsio
3. Fashion Forward: A Guide to Fashion Forecasting by Chelsea Rousso Strategic



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4. Brand Management: Building Measuring, and Managing Brand Equity by Keller/ Parameswaran Jacob
5. Fashion Brands: Branding Style from Armani to Zara by Mark Tungate
6. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
7. Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development by Scott. Lerman

**PAPER III (THEORY) -RETAIL & VISUAL MERCHANDISING**

**UNIT 1**

- Definition of merchandising Qualities of a merchandisers Role of Merchandiser functions of merchandisers, problems and challenges face by merchandisers, responsibilities of merchandiser, Role of merchandisers in garment house buying house malls etc.
- Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising

**UNIT 2**

- Why Do We Display? The Exterior of the Store. Sign & signages, Marquees. Outdoor Display, Outdoor Lighting
  - Windows in Store-Front Design. Display Window Construction
  - Store Interiors, Light and Lighting Attention-Getting Devices. Point-of-Purchase Display a Means of visual communication: Furniture's & Fixtures. Props, Graphics & Signage, Mannequins
  - Presenting Merchandise on a Three-Dimensional Form
  - Fixtures & Rack
  - Store Planning and Display
- Floor Plans
  - Visual Merchandise Planning - Scheduling the promotion
  - Exhibit and Trade Show Design - Industrial Display

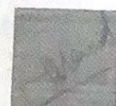
**UNIT 3**

- 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

**UNIT 4**

- Need and importance, purchasing cycles, Types of purchasing, methods of purchasing, purchasing procedure, purchase order, selection of supplier, purchase department, purchase budget, purchasing and other functions of manager

**UNIT 5**



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- The Supply Chain Management Concept. Purchasing and Supply Management. Operations. Integrated Logistics Management, Quality Customer Service and Integrated Logistics, Service Response Logistics

**Suggested Reading**

1. Retailing Management by Michael Levy, Barton Weitz, Ajay Pandit
2. Visual Merchandising and Display by Martin M. Pegler
3. Point of Purchase by Maria Serrats
4. The Aesthetics of Merchandise Presentation by Joseph Weishar

**B DESIGN FASHION DESIGN YEAR III**  
**PRACTICAL**

**PRACTICAL I — COSTUME DESIGN & STYLING (WESTERN)**

- Identification of looks in fashion for the different era's in detail (1900 - 2000)
- Analyze the influences of the different periods and ISM's on Fashion & apply the research in developing a collection
  1. Renaissance, Baroque, Rococo, Romanticism
  2. Neo-Classism, Modernism, Impressionism
  3. Realism, Cubism, Futurism
  4. Art Deco, Dadaism, Abstraction
  5. Art Nouveau, Expressionism, Bauhaus
  6. Op Art, Pop Art, Postmodernism
- Analysis of contemporary fashion trends reviewing the trade magazines & trade-shows.

**FABRIC STYLING & DRAPING**

- Introduction to fabric styling & its different techniques.
- Analyze a national, international & couture brands to style fabric according to the brand needs
- Develop creative Surface Ornamentation Techniques to develop the look of the fabric-
  - Creative Quelling
  - Creative Origami
  - Creative Appliqué
  - Creative Quilting
  - Creative Cutwork
  - Creative Patchwork
  - Creative Weaving
- Develop Surface Ornamentation Techniques & fabric styling based on a design concept  
Research on International & national brands
- Create the basic garments using draping techniques like dart manipulation.
- Basic Bodice Block - Front and Back Dan Manipulation- Single Dart, Double Dart Series.  
Create the basic garments using draping techniques like dart manipulation.



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**Bachelor of Design Fashion Design Syllabus (Four Years)**

- Basic Skirts Single Dart, Double Dart, Skirt Variation- Flared, Gathered, Skirt with Yoke. Create the basic skirt and variations using draping techniques.
- Style Lines Fined Midriff, Cowls - Front, Back, and Armhole. Develop cowls garments by draping technique.
- Bias cut Dress. Develop garments of bias cut patterns.

**PRACTICAL SUBMISSION**

1. Design Development Sheet with research on costumes mentioned in the course outline — 10 Sheets
2. Develop Costumes by draping technique mentioned in the course outline — Any 5
3. Creative Surface Ormentation Techniques mentioned in the course outline — 5 Each

**Suggested Reading**

1. Fashioning Society: A Hundred Years of Haute Couture by Six Designers by Karl Aspeland
2. The Art of Costume Design by %anti Rajopadhye Athaiya
3. A History or Costume in the West by Francois Boucher
4. Fashion in Film by Regine Engelmeier, Peter W. Engelmcier
5. Costume and Fashion: A Concise History (World of Art) by James Laver
6. Survey of Historic Costume by Phyllis G. Tortora (Author), Sara 13, Marcketti
7. The Decorative Crafts Sourcebook: Recipes and Projects for Paper, Fabric and More by Mary Ann Hall, Sandra Salamony, Jessica Wrobel
8. S. Beautiful Ragwork: Over 20 Hooked Designs for Rues, Wall Flancirms, Furniture, and Accessories I: Lizzie R cakes
9. Creative Tucks and Textures For Quilts and Embroidery by Jennie Rayment
10. Quiltine Patchwork and Applique: A World Guide by Caroline Crabtree, Christine Shaw
11. Ribbon Embroidery and Stump work by Di van Niekerk
12. Twist-and-turn Bargello Quilts (That Patchwork Place) by Eileen Wright
13. Scrap Quilting, Strip by Strip (That Patchwork Place) by Kim Brackett

**PRACTICAL — PATTERN MAKING & GARMENT CONSTRUCTION III**

**ADVANCE GARMENT CONSTRUCTION**

- Trouser & its variations, Denim Jeans — To be able to stitch denim jeans and trouser
- Men's Shirt with cuff and collar Variations - To be able to stitch men's shirt
- Women's Shirt with cuff and collar Variations-To be able to stitch Women's shirt
- Strapless (Shifts & Gowns) - To be able to stitch Strapless garments. Corsets

**PRACTICAL SUBMISSION**

1. Develop garments for men — Shit t & Trouser or Denim Jeans with various cull & collars
2. Develop garments for female - Shirt & Trouser or Denim Jeans with various cull& collars
3. Develop a final product - strapless gown & corset



**Raja Mansingh Tomar Music & Arts University, Gwalior, M.P.**  
**Bachelor of Design Fashion Design Syllabus (Four Years)**

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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. Patternmaking, for Fashion Design Iv Armstrong
5. The Art of Fashion Draping by Connie Crawford
6. Draping for Fashion Design by Hilde Jaffe and Nude Relis
7. Integrating Draping, Drafting and Drawing by Bina Abling and Kathleen Maggio
8. Patternmaking 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
11. Draping: The Complete Course by Karolyn Kiisel
12. The Sewing Book (Dk) by Alison Smith
  
13. Complete Book of Sewing by Alison Smith

**PRACTICAL III - VISUAL MERCHANDISING**

- Developing floor plans
- Specifying materials
- maximizing the space and layout of the store using available space
- dressing and styling mannequins and props
- making creative use of lighting
- Understand the theme, product and audience
- Drawing scale drawing of the design
- Allocate spotlights and illustrate points of illumination
- Plan time and task breakdown for installation
- Produce props to support the merchandise
- Outline product and prop grouping
- Case studies

**PRACTICAL SUBMISSION**

1. Following course outline develop reports & model with plans for any fashion shop.

**Suggested Reading**

1. Retailing Management by Michael Levy, Barton Weitz, Ajay Pandit
2. Visual Merchandising and Display by Martin M. Pegler
3. 3, Point of Purchase by Marta Serrats
4. The Aesthetics of Merchandise Presentation by Joseph Weishar

**PRACTICAL IV — ACCESSORY DESIGN**

- Highlights in the History of Accessories from Ancient times to the Present



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1. Ancient Times - Egypt. Ancient Greece, Roman Empire
2. The Byzantine Empire and Medieval Europe - The Byzantine Empire. Middle Ages
3. Renaissance Europe - Women's Headwear, Men's Headwear, Belts, Bap and Pockets, Footwear
4. Seventeenth-Century Europe — Headwear, Neckwear, Belts, Purses and Pockets, Footwear
5. Eighteenth Century in European and European-Influenced Countries — Headwear. Gloves, Handbags, Footwear
6. Nineteenth Century in European and European-Influenced Countries - Headwear, Neckwear, Shawls, Belts, Gloves, Handbags, Footwear
7. Accessories of the First Two Decades of the Twentieth Century —Headwear, Neckwear, Gloves, Handbags, Footwear
- Study Headwear, Neckwear. Gloves, Belts, Handbags, Footwear of - 1920s, 1930s, 1940s, 1950s, 1960s, 1970s, 1980s, 1900-2000, Development of Accessories in the Twenty-First Century
  - History of Classic Accessory Companies
    1. Hermes - The Hermes Scarf, Custom Articles, Hermes Handbags
    2. Louis Vuitton - The Founder or Louis Vuitton, the Contributions of Georges and Gaston Vuitton.
    3. Marc Jacobs at Louis Vuitton
    4. Roger Vivier Vivier's Inventive Designs, Vivier's Legacy
    5. Salvatore Ferragamo - Ferragamo's Return to Italy, Techniques Used in Ferragamo's Designs
    6. Coach - The Contribution of Bonnie Cashin, The Expansion in the 1970s and 1980s, Coach the Brand
    7. Coach in the Twenty-First Century
    8. Mano10 Blahnik - Blahnik 's Early Career, Blahnik at Zapata, The Master Shoemaker
  - **Contemporary Accessory, Design Profiles -**
    1. Miuccia Prada - The Beginnings of Prada. The Personal Stamp of Miuccia Prada
    2. Carlos Falchi
    3. Nike - From Blue Ribbon Sports to Nike, Nike Designs
    4. Christian Louboutin - The Launch of Louboutin's Career, Louboutin's Signature Style
    5. Kate Spade and Jock Spade - The Launch of Kate Spade's Career. Related Brands, Recognition and Accolades
    6. Jimmy Chop
    7. Olsen Haus — Materials, Manufacturing. Olsen Haus's Focus
  - Basks of Accessory Design - Research and Inspiration. Brand identity. Age Range and Gender. Functionality and lifestyle, Season, Price Range. Resources. Research Stages and Goals
  - Concepts - Identifying a Concept Picking a Color Story. Picking Materials and Hardware
  - Mood Boards
  - Collection Development — Design, Sketching, Merchandising, Line Sheets, Tech Packs
  - Proto Development
  - Sample Connections
  - Manufacturing
  - Introduction to Handbags and Small Leather Goods -



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**Bachelor of Design Fashion Design Syllabus (Four Years)**

1. Handbags - Some Common Characteristics of Handbags. Styles of Handbags
2. Travel-Related Bags
3. Small Leather Goods
4. Components of Handbags, Travel-Related Bags, and SLGs — Body, Handles. Flap Pockets and Compartments, Gussets, Lining, Hardware, Feet and Wheels, Closures
- Designer's Responsibilities - Research and Forecasting, Sketching, Developing Hardware, Approving Prototypes, Merchandising, Growing on the job
- Inspiration and Research for Handbags
- Research Stages and Goals
- Sources of Research and Inspiration - The Internet, Magazines, Library, Museums, Art and Art Galleries, Architecture, Product Design, Flea Markets, Travel, Flora and Fauna, Movie Stars, New Technologies, Professional Services, Shopping the market and the Competition
- Choosing, Concepts
- Picking, Colors, Materials, and Hardware — Colors, Materials\_ Hardware
- Building a Mood Board
- Building a Concept Rig
- Designing, Sketching, and Presenting Handbags and Small Leather Goods -
  1. Overview of the Design Process - Identifying the Concept, Determining Materials and Sketching Ideas. Editing the Ideas
  2. Designing with Brand Identity in Mind - Adapting Current Trends to the Brand's Identity
  3. Designing for the Right Customer
  4. Designing for the Right Season
  5. Questions to Keep You Focused
  6. Sketching Handbags and SLGs - Concept Drawings, Presentation Sketches and Illustrations, Flat - Sketches
  6. Presenting the Collection Collages Lifestyle Showroom Presentations
  7. Tech Packs and 'Manufacturing for Handbags and Small Leather Goods
  8. Spec Sheets and Tech Packs - Sketching for Tech Packs,, List of materials, Colors Notes and Descriptions, Close-Ups, Mock-Ups Sample References
  9. Manufacturing Process — Design Procuring All Components, Pattern Drafting. Samples, Creating Steel Dies for Factor Production. Cutting Pattern Pieces. Preparing Cut Pieces. Buffing Edges and Applying Edge Paint, Adding Trims and Logos. Applying Trims and Closures, Sewing the Main Body and Adding Lining.. Finishing Operations
- **Designing Footwear —**
  1. Components and Styles of Footwear, Footwear Components. Footwear Styles – Men's Shoes, Men's Boots, Women's Shoes. Women's Boots, Constructing Shoes
  2. Responsibilities of Designers and Technicians — Designer, Lastmaker, Patternmaker, Heel sole Maker, Leather Supplier or Buyer, Seamstress, Assembler
  3. Types Shoe Construction - Blake/McKay Construction. Goddyear Welt Construction Stitched Down/Ideal Construction. California Construction. AGO' Cement Construction. Opanka construction, Moccasin Construction. Strobel Construction. Molded Construction. Vulcanized Construction. Turn Shoe Construction. Pegged. Riveted. or Screwed Construction
  4. Where to Look for Footwear Inspiration - Vintage Stores, Street Fashion, Sports, Museums-Current Art and Design

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**Bachelor of Design Fashion Design Syllabus (Four Years)**

5. How to Use Inspiration for Footwear Design - Inspiration to Design for Uppers, Inspiration to Design for Heels
6. Design Process Overview Design considerations. Design for the Right Customer. Design for the Right Season
  - Design and Sketching Styles-
    1. Sketching with Purpose - Sketching the Initial Design Ideas, Sketching for Presentations, Sketching for a Tech Pack
    2. Sketching Techniques - Hand Sketches, Computer Sketches
    3. Rendering Techniques
  - Designing Other Accessories -
    1. Hats - The millinery Workroom, The Client Inspiration, Initial Idea Materials, Soft Hats, Straw Hats
    2. Rigid Frame Hats, Special Occasion Hats, Modern Manufacturing of Hats
    3. Gloves - Materials, Glove components and Measurements, Glove Styles
    4. Belts - Design Process for Belts, Buckle Development, Belt Development
    5. Neckwear - Neckties, Scarves, Shawls
    6. Handkerchiefs and Pocket Squares

**PRACTICAL SUBMISSION**

1. Develop Design Development Sheets — Footwear, Bag Hat, Glove, Belts, Neckwear, Pocket Squares (1 Each)
2. Develop Case study reports on Design & Manufacturing process of topics mentioned in the course outline
3. Develop any 5 Final Products from different accessories mentioned in course outline

**Suggested Reading**

1. Accessory Design by Aneta Genova
2. Beyond Design: The Synergy of Apparel Product Development by Myrna-B. Gamer, Sandra Keiser