

**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 IV**

<b>Paper</b>	<b>Time</b>	<b>Size</b>	<b>Ext. Marks</b>	<b>C.C.E.</b>	<b>Total</b>
Fashion Communication & Brand Management	3 Hrs.	-	70	30	100
Apparel Manufacturing Process	3 Hrs.	-	70	30	100
Costing	3 Hrs.	-	70	30	100
				Total	300
<b>Practical</b>			<b>Ext. Marks</b>	<b>Internal Assignment</b>	
Craft & Industry Research Project	5 Hrs.	Full Scale	60	40	100
Range Development	3 Hrs.	A3	60	40	100
Graduating Show	-	-	60	40	100
Internship	-	-	60	40	100
				Total	400
				Grand Total	700

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**PAPER I (THEORY) – FASHION COMMUNICATION & BRAND MANAGEMENT**

**UNIT -1**

- Writing in the fashion Environment - Effective Fashion Communications. The writing process
- Fashion Journalism - Writing for newspapers, writing for Magazines, Writing for Broadcast media
- Fashion promotion communication – Writing for Advertising Writing for Public Relations, writing for New Media
- Other Forms of Fashion Writing - Scholarly Writing, Writing Books, Writing Business Communications, Writing Employment Messages
- Cultural theory and Journalism – Practice of Journalism
- Big C: Creativity – Creativity & Originality, elements of Creativity.
- Evolution of Fashion Magazines – Agents of Change. Understanding Magazines as an interaction of Art & Commerce, Pursuing the philosophy of Fashion Magazines, Magazine Content Count
- Fashion History with respect to media

**UNIT 2**

- Introduction to significant movements and moments in the history of design visual and popular culture with respect to media.
- To become highly articulate and aware fashion commentator
- Proficiency in writing skills
- Critical pieces aimed at different audiences
- Fashion reporting, picture stories and photo shoots.
- Catwalk reports, shopping pieces, interviews and profiles
- Approaches to Fashion
- Feature writing Opinion pieces, columns and trend spotting exercises.

**UNIT 3**

- Rational of Publishing To develop and study the concept of range of cultural writing, historical design and global business.
- Importance of PR in industry Good PR quality
- Making press release from concept to execution relevance of press docketts
- Social and environmental issues in fashion and media. Making basic such as invites, brochures. Pamphlets, ad copy, layouts, etc. in fashion industry, discuss each in detail.

**UNIT 4**

- Nature of the Fashion Industry, Structure of Fashion Company, Merchandise
- Process and the inter relationship of Players and their roles
- Fashion Marketing and buying at industry Trade roles
- Fashion Marketing and buying at Industry Trade Shows.
- Fashion marketing strategies

**UNIT 5**

- Fundamentals in Brand management – Designer as Brand.

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- Developing Brand image, Advertising and Promotion in the Fashion Industry.
- Brand management – Focus on Public Relation, Event and Media Planning.
  
- The Fashion System and its most important Brands - Designs, Consumers and Quality

**UNIT 5**

- Research on 3 different Brands as Case studied for Target, Customers. Style and Quality.
- Collection & Presentation of a design collection bra Brand

**Suggested Reading**

1. Writing for the Fashion Business by Kristen K. Swanson, Judith C. Everett
2. Uncovering Fashion: Fashion Communications Across the Media by Marian Frances Wolbers, Connie Heller Horacek
3. Fashion Marketing Communications by Gaynor Lea - Greenwood
4. Strategic Brand Management: Buildine, Measuring, and Manattin2 Brand Equity by Keller / Parameswaran I Jacob
5. Fashion Brands: Branding Style from Armani to Zara by Mark Tuneate
6. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
7. Building Better Brands: A Comprehensive Guide to Brand Stratetry and Identity Development by Scott Lerman

**PAPER II THEORY APPAREL MANUFACTURING PROCESS**

**UNIT I**

- Structure of the Clothing industry - Size Structure. Manufacturing Structure
- Sectors of the Clothing industry — Introduction, Garment Types
- Product Types and Organisation - Unit Size, Production Run, Change in Fabric, New Operations.
- Operator Skills, Salary Levels. Engineering, Marketing and Design

**UNIT 2**

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

**UNIT 3**

- Production Department - Production Department, Manufacturing Functions, Service Functions.
- Production Engineering, Personnel and Training, Machinery and Equipment Maintenance, General Maintenance, Technical Stores, Control Functions, Production 1?annirw. and Control, Budgetary • Control, Quality Control



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- 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 4**

- Garment Costing, -Direct Material, Direct- Labor, Factory Overhead General Overhead
- Merchandise pricing policies, Departmental Pricing, Pricing for the Small Retailer, and 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 reevaluating buyers, Timing Markdowns, Amount of Markdown, Markdown Calculations, Merchandise inventory (Stock) Turnover, Calculating Turnover, Advantages of Good Turnover, Shortcomings of Turnover Information

**UNITS**

- What is quality? Why quality is important? Inspection- Raw material inspection, In process inspection, Final inspection, How much to inspect, Definitions of fabric defects, Packaging, British standards of interest to garment manufacturers, ISO standards of interests to garment manufacturers
- Textile Testing & Product Evaluation - Precision & Accuracy of Test Methods, Atmospheric conditions for testing, Testing Standards for Yarns used for making fabrics - Yarn strength and elongation, Yarn number, Yarn twist
- Testing Standards for fabrics used for apparel - Strength properties, Fabric stretch properties, Dimensional changes in apparel due to laundering, dry cleaning, steaming & pressing, Needle cutting / yarn severance, Sew-ability of fabrics, Bow and skewness (Bias) in woven and knitted fabrics, Soil and stain release testing, Fabric thickness, Abrasion resistance, Wear testing, Color fastness
- Testing Standards for related accessories used in apparel - Testing of usable interlinings, Testing of zippers, Elastic waistband testing, Sewing Threads
- Quality cost & Quality Management
- Standards - Introduction, benefits, levels, sources (ASTM, ISt, BSI, ISO)

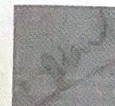
**Suggested Reading**

1. Apparel Manufacturing: Sewn Product Analysis by Ruth E. Clock, Grace I. Kunz
2. Garment Manufacturing: Processes, Practices and Technology by Prasanta Sarkar
3. Quality Assurance for Textiles and Apparel by Sara J. Kadolph
4. An Introduction to Quality Assurance for the Retailers by Pradip V. Mehta
5. The Fundamentals of Quality Assurance in the Textile Industry by Stanley Bernard Brahams

**PAPER III (THEORY) — COSTING**

**UNIT I**

- **The Nature of Clothing Manufacture and the Need for Costing**
  1. Introduction
  2. What Is Clothing Manufacture?



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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 Overhead
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
11. Exercises and Activities

**UNIT 3**

- **Global Awareness and New Markets**

1. The Global Supply Chain
2. Barriers and Facilitators in Market-Entry Strategies
3. Global Communication
4. Purchase Order
5. Lead Times
6. Critical Path

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- Product Cost When Sourcing
  1. Introduction
  2. 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. 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
  8. Direct materials
  9. Causes of Direct Materials Variances
  10. 10.Direct Labor
  11. 11 Causes of Direct Labor Variances
  12. 12.Overheads in Standard Costing

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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**

**The Capital Cost**

  1. Accounting Rate or Return
  2. Net Cash Inflows
  3. Payback. Periods
  4. Discounted Cash Flow
  5. Discounted Payback Period
  6. Conclusions
  7. 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. Charge backs
  5. Pricing Laws
- **Product Costing**
  1. Basic Costing Systems

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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, Nathalic Evans

**B. DESIGN FASHION DESIGN YEAR IV**  
**PRACTICAL**

**PRACTICAL – CRAFT & INDUSTRY RESEARCH PROJECT**

- To be able to identify the craft and the related problem areas to that related craft. To be able to study the process and various organizations involved in promoting the craft.
  1. Selection of the Craft
  2. Research on the Craft
    - History
    - Origin
    - Manufacturing Process
    - Product Range
  3. Search for the “Artisans” working for the craft
  4. Application of the Craft in recent Fashion Scenario.
    - Designer Collection
    - Retail Collection
  5. Comparative Study regarding the availability of the craft (with various categories) and marketing strategies in metro cities.
- Visual Display of the craft with project report.

**INDUSTRY RESEARCH PROJECT**

- Industry project concept notes
- Concept research and methodology
- Identification of research topic – objectives, Introduction, Planning



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- Research on the literature reviews and identifies the methodology along with the tools to be applied, progress of the project.
- Presentation of tools
- Finding and analysis presentation
- Final presentation

**PRACTICAL SUBMISSION**

1. Develop report on craft choice & industry sector selected by the student.

**Suggested Reading**

1. Traditional Indian Textiles by John Gillow, Nicholas Barnard
2. Handmade in India: A Geographic Encyclopedia of India Handicrafts by Aditi Ranjan, M.P. Ranjan
3. The Fabric of India By Rosemary Crill
4. Indian that Textiles (Victoria and Albert Museum Indian Art Series) By Rosemary Crill
5. Ajrakh Impression and Expression By dehia E Hundekar M.
6. Saris of India by Martand Singh

**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' 0 Giorgio Armani g) Kenzo h) Emilio Pucci 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 with following details
- Develop a collection for Men's casual wear and formal wear
  1. Market Research (For which market & its requirements)
  2. Inspiration (Refer Latest Forecast)
  3. Mood Board/Story Board-Color, Fabrics, Silhouette, Styles, Surface Ornamentation.
  4. Design Development Sheet(Min 1 2design)
  5. 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 7, images of their work

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1. Jean Palau
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 (Min 12 design)
- 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 & Jony

Select any six from the above list and any four of your choice in addition to that to make a presentation of various 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)



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- Mood Board/Story Board-Color, Fabrics, Silhouette, Styles, Surface Ornamentation.
- Design Development Sheet(Mini2design)
- 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.

**PRACTICAL SUBMISSION**

1. Develop range based on the course outline

**Suggested Reading**

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

**PRACTICAL III - 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/colour 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 Stipelman
2. Fashion: From Concept to Consumer by Gini Stephens Frings

**PRACTICAL IV —INTERNSHIP**



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- Internship refers to a stage/phase during which an individual- will get opportunity to experience her industry 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.
- 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.