

## **Budgeting for your course** **Bachelor of Design - Fashion Marketing**

### **Computer**

It is not compulsory to have your own computer, as we have computers available in our laboratories as well as in the library. However a laptop is recommended as many projects will require completion outside of class. An internet connection is also highly recommended.

When purchasing software, you should take care to buy software versions compatible with those available at the college. Consult your lecturer and the software retailer. Most programs used by Raffles College are available at “educational” prices. The main applications used are the Microsoft Office Programs such as Word, PowerPoint and Excel, as well as some Adobe Creative Suite programs such as Photoshop, InDesign and Illustrator.

If unsure of your needs, you should wait until the course has begun before making a decision about what to purchase

Raffles College strongly condemns software piracy.

### **USB Drive**

Raffles College does not guarantee the safety of files left on its computers. You should keep your work on your own USB drive.

### **Miscellaneous**

You will be required to take notes and will need to note books or lecture pads. You will need to have “log books” for several subjects. “Log books” are used by students to develop ideas and plan projects. Well kept log books can enhance a student’s employment prospects. From time to time you will also need to purchase other materials such as design and art supply. These may involve a nominal cost. Your Lecturer will tell you what you need in the beginning of each term.

### **Text Books**

While one copy of each prescribed textbook is kept in the Library, it is compulsory that all students make sure they have organized access to these books for the duration of their course, either by borrowing, purchasing or photocopying the relevant sections. This is your responsibility. It is therefore strongly recommended that you purchase required texts to avoid disappointment, as the library’s open reserve system is heavily in demand, and cannot always guarantee that you will be able to access books at the very time you require them.

### **Excursions and Industry Seminars**

Occasional excursions may be organized by lecturers which might involve certain costs such as admission and transportation. The Fashion Marketing course also encourages students to attend industry seminars as part of their educational and career development. These

# Raffles

COLLEGE OF DESIGN

Raffles College Pty Ltd, trading as Raffles College of Design & Commerce

ABN 86 108 888 900 | TEQSA 12039 | RTO 91240 | CRICOS 02761J

1 Fitzwilliam Street, Parramatta NSW 2150, Australia

T +61 2 9633 3800 | F +61 2 9633 3399

E [contact@raffles.edu.au](mailto:contact@raffles.edu.au) | W [www.raffles.edu.au](http://www.raffles.edu.au)

professional seminars will vary in costs but are often offered to Raffles students at discounted price. Students are not obliged to attend these seminars, however they are highly recommended to do so.

## **Styling**

This subject will provide the student with the understanding of style in fashion, through a range of theoretical and practical exercises. Expenses for such exercises can include cost of models, garments, accessories, props, printing etc.

Estimate: \$100 - \$150

## **Visual Merchandising**

The aim of this subject is to provide the student an understanding of visual merchandising strategies as a marketing tool and a visual extension of a brand. It also provides the student knowledge in visual merchandising principles and elements in order to create and manage visual merchandising concepts as part of a professional brief.

There may be a project on a retail installation, which requires students to travel outside normal hours to work on the project.

*(Usually this work is done with an approved budget from the retailer - Please note any additional items for styling that the student may wish to add themselves, over and above this approved budget, MAY be something they may wish to add at their own cost eg extra display material they want to add which has not been approved by the retailing collaborator).*

## **Major Project**

In the final semester of their third year (Bachelors Degree), students are to undertake an advanced project. This project allows students to over two terms develop a concept for a new business, research it and bring it to the market. Students should expect some extensive costs for the finalisation of their major project and are encouraged to save up for this subject.

Expenses may include primary market research, cost of book and brand collateral printing, product sampling, photo-shoots, models, web development etc. Other costs may apply, depending on the nature of the project.

Estimate: \$1000-\$1500.