



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY
SPRING 2019

Course: BUF 2400

Prerequisites: MKT 1210, MKT 1214

Credits: 3

Instructor: Prof. Kat Roberts

Faculty Office: N-1025

Office Hours: Tues. 10:15- 11:15,Thurs. 1:15-2:15

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Meeting Date/Time/Room:

Tues. 11:30-2:00 PM, Namm N-402

COURSE DESCRIPTION

An introduction to the study of product development, from concept to consumer. In this course students will learn how research is conducted in the fashion industry and how it is ultimately reflected in garment design. Trend cycles, consumer behavior, social, political, and economic influences are discussed as influences on trend development.

LEARNING OUTCOMES

At the conclusion of this course, students will be able to:

Content Specific	Assessment
List the stages involved in product development and apparel manufacturing from concept to consumer.	Class discussion, homework, midterm examination and term project
Evaluate how the strategic planning process is utilized in the development of merchandise plans for business use.	Class discussion, homework, quizzes, midterm examination and term project
Explain the apparel manufacturing process, sizing and measurement specifications.	Class discussion, course assignments, midterm examination and term project
Assess knowledge of the mass production process and implementation of strategies for developing individual apparel collections.	Class discussion, homework, midterm examination and term project and oral presentation

GENERAL EDUCATION LEARNING OUTCOMES

Effectively communicate ideas in written, oral, visual, and mathematical forms using appropriate technology.	Class discussion and assignments, midterm and final examinations, term paper and presentation
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Construct knowledge based on concepts, principles, theory, and creative connections.	Class discussion, term paper and oral presentation
Identify issues and problems, ask relevant questions, and link them with appropriate methods of inquiry.	Course assignments, term paper and presentations
Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.	Class discussion and interaction, course assignments, homework, term paper and presentation

REQUIRED TEXTBOOK:

Keiser, Sandra J., Garner, Myrna B.H. (2012). Beyond Design: The Synergy of Apparel Product Development, (3rd ed). Fairchild Publications: New York.

TECHNOLOGY ENHANCEMENT:

In addition to using Blackboard throughout the course, students will also gain experience with creating specification sheets using Excel.

COURSE POLICIES & PROCEDURES:

ATTENDANCE/ PARTICIPATION

Class attendance is expected. **TWO or more absences and/or excessive lateness/ or leaving early (2 late class arrivals equals 1 absence,) can reduce participation grade, attendance is participation.** Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.

Should a student be absent more than two days of a semester course, one must bring in documentation of the day and time of absence on official letterhead the very next class session otherwise excused absence is not valid.

Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless recognized by CUNY-City Tech.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (***this includes job interviews and medical appointments***).

If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, you are responsible for the material covered. *This means you must get the missed work and you are responsible to get the material by contacting your peers.*

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. *When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one*

another's views with respect regardless of race, gender, sexual orientation, or disability.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Coming to class is NOT participation.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

STUDENT CONDUCT POLICY:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

1. Use of or interruption by any electronic device, especially cell phones.
2. *Talking amongst students* or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. *Do not attempt to discuss grades before, during or after class hours.* Please make an office appointment for these discussions.
6. All rules of conduct in the Student Handbook apply.

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wristwatch alarms, etc. before you enter class. If you use a computer, please sit in the two front rows of the class. **Using your cell phone during class is prohibited.** Please place phones in your bags before the start of class. **Students who use cell phones in class will have points deducted from their participation grade.** If you have an emergency situation with an immediate family member or your job— please notify me before class of that situation.

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. Academic dishonesty cannot and will not be tolerated at City Tech. City Tech is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code

Academic misconduct is defined as any act that violates the rights of another student with respect to

academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

"Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own." (Kibler et. al. (1988), *Academic integrity and student development: Legal issues and policy perspectives*, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs. This skill will be reflected in your research papers.

ASSESSMENT AND GRADING:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 660. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

Students are evaluated through the use of two exams, projects, and additional quizzes. The information covered will be acquired from the required text, outside reading, in class notes, homework assignments, and a research term project. A portion of the final grade will reflect consistent participation in classroom discussions.

Major Project:

In teams (of four or five), students select an apparel classification and then create a private label apparel product/line for a moderate priced men's or women's wear shop. Students research and identify the major fashion trends keeping their target market's preference in mind; shop the market and analyze comparable product offerings at higher price points; determine changes in adapting the product to their market; evaluate the fabric selected for the product for

performance specifications; discuss construction specifications; determining the cost of the apparel product; discussing the quality control process that will go into the fabric and final product/line; and the methods for merchandising the new private label apparel product/line.

All work must follow the **APA** format for documentation, including in-text citations. **All papers must be in 12 pt. New Times Roman, double-spaced.** Separate segments with headings should be shown. Evaluation of the research project will be on quality of content, quality of language, punctuation, grammar overall effectiveness and conclusions. An oral presentation of the term project must be made to the class.

Grading Criteria:

Participation	60 points
5 Quizzes (10 each)	50 points
Homework/Freewrites	50 points
Mood Board	100 points
Custom Palette	50 points
Term Project/Presentations	200 points
Midterm Exam	75 points
Final Exam	75 points
TOTAL	660 points

Process for Evaluation:

Outstanding (A)	work went beyond the package and presentation requirements.
Good (B)	work met all grading criteria, performed to top standards.
Average (C)	work met all but one or two of the grading criteria.
Below Average (D)	work met only one or two of the grading criteria.

Grade Scale:

A	=	93 – 100
A-	=	90 – 92.9
B+	=	87 – 89.9
B	=	83 – 86.9
B-	=	80 – 82.9
C+	=	77 – 79.9
C	=	70 – 76.9
D	=	60 – 69.9
F	=	59.9 and below

QUIZZES, EXAMINATIONS, AND GRADING:

In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class.

Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes.** Students who miss any quiz for reasons that are recognized by CUNY City Tech (e.g., documented family emergencies,

documented illness and the like) need to contact the instructor prior to missing the quiz.

There are two exams scheduled during the semester: a **comprehensive midterm** and a **final exam**, **which** will be given during final week. **There are no make-up exams.** A student who is unable to take the exam at the scheduled time will result in a **0** on that exam unless absence is recognized by City Tech policy.

ASSIGNMENTS/PRESENTATIONS/NO LATE WORK POLICY:

- Assignments and projects are due at the beginning of class as scheduled.
- Any work turned in after attendance has been called **will have one letter grade deducted.**
- **NO LATE work will be accepted after the end of the class session.**
- Assignments placed under the professor's door will **not be accepted.**
- Written work must be **word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font.** All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

- On presentation days all students are expected to arrive at class with all needed materials **on time. Failure to do so will result in a reduction in the student's or group's grade.**
- If a student or group fails to be present or prepared to present during their designated slot, **they will not be given credit for the presentation.**

- On midterm and exam days all students are expected to be in class on time, prepared to take the test. Students who arrive after the start of the exam will not be given additional time to complete the test, and will have points deducted from the exam grade.

BIBLIOGRAPHY:

- Koumbis, Dimitri. *Fashion Retailing. From Managing to Merchandising.* New York: Fairchild Publications, 2014.
- Rosenau, Jeremy and Wilson, David. *Apparel Merchandising, The Line Starts Here* New York: Fairchild Publications, 2014.
- Manovich, Lev. *Software Takes Command.* Bloomsbury Publications, 2013
- Myers-McDevitt, Paula. *Apparel Production and the Technical Package.* New York: Fairchild, 2010.
- Centner, M., & Vereker, F (2007). *Fashion Designer's Handbook for Adobe Illustrator.* Oxford: Wiley-Blackwell. [ISBN 978-1405160551]
- Colussy, M. K., & Greenberg, S. (2005). *Rendering fashion, fabric, and prints with Adobe Photoshop.* New Jersey: Pearson Prentice Hall. [ISBN 978-0-13-119274-4]
- Lazear, S. M. (2008). *Adobe Illustrator for Fashion Design.* New Jersey: Pearson Prentice Hall. [ISBN 978-0-13-119274-4]
- Hagen, Kathryn (2011). *Fashion illustration for designers.* New Jersey: Pearson Prentice Hall. [ISBN0-13- 501557-X]
- Black, Sandy, ed. *Fashioning Fabrics: Contemporary Textiles in Fashion.* London, Black Dog, 2006.
- Rosenau, Jeremy A. and David Wilson. *Apparel Merchandising: The Line Starts Here.* New York: Fairchild Publications, 2001.

SCHEDULE OF TOPICS:

Note: readings listed are tentative, and may be changed based on specific course focus.

WEEK	TOPIC	ASSIGNMENT
Jan. 29	The Role of Product Development in the Apparel Supply Chain	Chapter 1
Feb. 5	Analysis of Product Development Defining the trading area Pre-Production Research	Chapter 2
Feb. 19	Consumer Markets Data for Defining the Customer Pre-Production & Production Planning & Scheduling	Chapter 3
Feb. 26	Industry & Product Development Research	
Mar. 5	Creative Planning	Create Mood Boards Assignment
Mar. 12	Creating a Line	Chapter 4, 9
Mar. 19	Design Development & Style Selection Midterm Exam	Chapter 5, 6
Mar. 26	Color and Fabrication management	Chapter 7, 8 Create a Custom Palette from the mood board assignment
Apr. 2	Line Planning and development Groupings & Assortment Planning Production Planning Packaging & Distribution Flats Introduction.	Chapter 15
Apr. 9	Technical Design	Chapter 10

	The Technical Package The Design Sheet The Illustration Sheet	
Apr. 16	Garment Analysis and Measurements	Chapter 11 Create specification and Component sheet using Excel
Apr. 30	Product Standards and Specifications Labeling requirements Label/Packaging sheet	Chapter 12
May 7	Production Planning and Sourcing Costs, Pricing and Profit (Keiser)	Chapter 13, 14
May14	Final Project Presentations, Final Exam Review	
May 21	Final Exam	