



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

## **BUF 2400 PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY**

**Prerequisites:** MKT 1210, MKT 1214

**Credits:** 3

**INSTRUCTOR:** Professor Devon Jackson

**Office Hours:** By Scheduled Appointment Only, Wednesday 4PM-5PM

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Meeting Date/ Time: ONLINE

### **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:

<b>Content Specific</b>	<b>Assessment</b>
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
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

### 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 500. 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 three or four), students select an apparel classification and then create a private label apparel product/line for a 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. **Further details to be announced.**

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.

**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 20% 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.

**Grading Criteria**

Participation	150 points
5 Quizzes (10 each)	50 points
Assignment	100 points
Midterm Exam	100 points
Final Exam	100 points
<b>TOTAL</b>	<b>500 points</b>

**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
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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

**RECOMMENDED TEXTBOOK:**

BEYOND DESIGN:THE SYNERGY OF APPAREL PRODUCT DEVELOPMENT, 4th Edition  
Sandra Keiser, Deborah Vandermar and Myrna B. GarnerFairchild Publications: New York

**COURSE POLICIES AND PROCEDURES:**

**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, while the quiz is in session during the scheduled time, you will be marked as late and will result in a **0** for the quiz unless lateness or absence is recognized by City Tech policy. **There are no make-ups on tests/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.

**NO LATE WORK POLICY:**

Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted.** Assignments delivered to the Faculty Office will *not* be accepted.

**NO CELL PHONE POLICY:**

Cell phones are prohibited during class room hours. Notes are allowed to be taken on notepad, lap top or approved tablets.

**COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):**

**SCHEDULE OF TOPICS:**

<b>WEEK</b>	<b>TOPIC</b>	<b>ASSIGNMENT</b>
WEEK 1	The Role of Product Development in the Apparel Supply Chain	<ul style="list-style-type: none"><li>• - Introduction</li><li>• - Syllabus Overview</li></ul>
WEEK 1	Analysis of Product Development Defining the trading area Pre-Production Research	<ul style="list-style-type: none"><li>• Chapter 1: The Role of Product Development in the Apparel Supply Chain</li></ul> <u>Key terminology and ideas</u> <ul style="list-style-type: none"><li>• Wholesale vs. Private Brands</li><li>• Fashion Level</li><li>• Supply Chain, Supply Chain Structure and Organization</li></ul>

WEEK 1	Consumer Markets Data for Defining the Customer Pre-Production & Production Planning & Scheduling	<ul style="list-style-type: none"> <li>• Chapter 2: Planning For Success</li> </ul> <u>Key terminology and ideas</u> <ul style="list-style-type: none"> <li>• Strategic Planning</li> <li>• Inputs and Outputs</li> <li>• Market Positioning</li> <li>• Branding and Licensing</li> <li>• Competitive Advantage</li> <li>• Merchandise Planning</li> </ul>
4  WEEK 2	Industry & Product Development Research	<p>Chapter 3: Consumer Markets</p> <u>Key terminology and ideas</u> <ul style="list-style-type: none"> <li>• Consumer analysis and market segmentation</li> <li>• Demographics</li> <li>• Psychographics</li> <li>• Generational Cohort Groups</li> <li>• Market Research Tools</li> <li>• General Consumer Trends</li> </ul> <p>Homework Assignment: **In-class discussion supported by detailed research. Identify entry level product development roles, responsibilities &amp; qualifications. Students are required to also research New York Fashion Week calendar and select a designer of their choice to research the seasonal offerings and determine the department store intro-dates. Refer to Blackboard announcement for detailed directions.</p>

<p>5</p> <p>WEEK 2</p>	<p>Creative Planning</p>	<p>QUIZ #1 (Chapters 1-3)</p> <p>Chapter 4: Trend Forecasting  <u>Key terminology and ideas</u></p> <ul style="list-style-type: none"> <li>• Environmental Scanning</li> <li>• Fashion Cycle</li> <li>• Short and Long-term forecasting</li> <li>• Trickle-across, Trickle-down and Trickle-up Theories</li> </ul> <p>Homework Assignment:  Create Mood Boards  Assignment</p> <p>**Detailed Announcement  via Blackboard</p>
<p>6</p> <p>WEEK 2</p>	<p>Color and Fabrication management</p>	<p>Chapter 5: Color Management  <u>Key terminology and ideas</u></p> <ul style="list-style-type: none"> <li>• Colorways</li> <li>• Primary Colors</li> <li>• Secondary Colors</li> <li>• Shade and Shade Sorting</li> <li>• Color Mixing System</li> </ul> <p>Chapter 6: Fabrication  <u>Key terminology and ideas</u></p> <ul style="list-style-type: none"> <li>• Fabric Story</li> <li>• Fiber</li> <li>• Woven Textiles</li> <li>• Non-Woven Textiles</li> <li>• Structural Design</li> <li>• Support Materials</li> </ul>

WEEK 2	Midterm Exam Review & Term Project/Presentation	QUIZ #2 (Chapters 5 & 6)  Midterm Review: Chapters 1-6
WEEK 3	Midterm Exam	Midterm Exam: Chapters 1-6
9  WEEK 3	Line Development-	Chapter 8: Line Development <u>Key terminology and ideas</u> <ul style="list-style-type: none"> <li>• Assortment plan</li> <li>• Merchandise planning</li> <li>• Merchandise budget</li> <li>• Trademark &amp; Copyright Law</li> <li>• Concept Review</li> </ul>
WEEK 3	Production Planning-	Chapter 12: The Role of Sourcing <u>Key terminology and ideas</u> <ul style="list-style-type: none"> <li>• Free Trade Agreements</li> <li>• Sourcing Mix</li> <li>• World Trade Organization</li> <li>• Duty</li> <li>• Free Trade Zones</li> </ul>
12  WEEK 4	Production Planning-	Chapter 12: The Role of Sourcing
15  WEEK 4	Final Remarks and Final Exam-	FINAL REVIEW  FINAL EXAM



## **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: WileyBlackwell. [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. [ISBN 0-13501557-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.