# BUF 3100 -OL35 (34736) TREND FORECASTING & SOCIAL MEDIA

**Prerequisites:** ARTH 1103, BUF 2400
**Credits:** 3
**Start/end Date:** 01/25/2023 – 05/23/2023

| | |
|---|---|
| **Instructor:** | Dr. Robert L. Woods |
| **Class Meeting/Time:** | Monday 2:30 PM -5:00 PM |
| **Room #:** | Online |
| **Office Hours:** | 30 Min. before each Class & 30 Min. after each class |
| **Email:** | **For all class-related issues and questions about assignments, exams, grades, or schedule clarifications email: Rwoods@citytech.cuny.edu.** |
| | **Use only the City Tech email for contact.** |

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**Class Meeting Times:**

**Please be mindful that the Instructor of this course reserves the right to change, or alter study units, assignments, examination content, and/or dates to this Course Syllabus if deemed necessary. Students will receive an advanced warning(s) if such alterations are required.**

Our class is a **SYNCHRONOUS** meeting class. ZOOM **is used to teach this class.**
*Our Zoom meetings are Synchronous – you must be present online to be accounted present for Zoom class meetings. Anyone not visible via Zoom when the class is in session is considered to not be in attendance. All cameras must be on, and I am to see you live... no frozen emoji or only your name visible.*
***ZOOM LINK TO CLASS:***

https://us02web.zoom.us/j/85174695586?pwd=eExwdXl4YXFFU0tBVnhNUVdKYnlMQT09

*If you feel you need special assistance or accommodations to complete this class, please contact the instructor immediately.*

**If for any emergency you miss an important exam or assignment, an official doctor's, or Professional Excuse with contact information, is required. Please note this.**

**All lecture notes, assignments, and class materials are available each week via Blackboard.**

**If for any emergency you miss an important exam or assignment, an official doctor's, or Professional Excuse with contact information, is required. Please note this.**

## COURSE DESCRIPTION:

An overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Students will learn how to forecast future trends in color, fabric, silhouettes, and textures and how to incorporate their findings into a specific trend forecast and correlating merchandising plan inclusive of mood boards, flat sketches, and spec details. Students will also learn how to develop those ideas into a format that can be understood by pattern makers and other producers at the primary level of fashion.

## LEARNING OUTCOMES:

| Learning Outcomes | Assessment |
|---|---|
| Predict the direction of fashion change through analysis of multiple factors. | Class discussion, course assignments, midterm examination,& *Trend Forecasting Project* |
| Using knowledge of historical fashion cyclical phenomena, make reasonable predictions about upcoming fashion trends | Class discussion, course assignments & *Trend Forecasting Project* |
| Employ "diffusion of innovation" in order to predict fashion change. | Course homework & *Trend Forecasting Project/ Presentation/Field Trip* |
| Perform consumer research using social media, existing databases, timelines, current events and historical artifacts | Class discussion, midterm examination, *Trend Forecasting Project & Presentation* |
| Identify and employ a variety of research methods to help develop new fashion products and marketing initiatives. | Class Discussion, Library Research for *Trend Forecasting Project* |
| Generate a two-year forecast of upcoming fashion trends, including color, fabric, silhouette and texture. | *Trend Forecasting Project & Presentation* |

| Use social media to post trend forecasts to become a change agent | *Trend Forecasting Project & Presentation* |
|---|---|

**GENERAL EDUCATION LEARNING OUTCOMES**

| Learning Outcome | Assessment |
|---|---|
| Analyze nonverbal communication within dress and style and explain their meaning. | Class discussion, midterm examination, quizzes, homework, and *Trend Forecasting Project/Presentation* |
| Demonstrate an understanding of the similarities and differences of other cultures, people, and place as they impact strategic planning | Class discussions, exams, research & *Trend Forecasting Project* |
| Understand and appreciate the range of academic disciplines and their relationship to the fields of professional and applied study (Lifelong learning) | Class discussion, *Trend Forecasting Project & Presentation/Field Trip* |

## REQUIRED TEXTBOOK:

**All Student enrolled in this course must have THIS textbook:**
Divita,R. Lorynn, *Fashion Forecasting: Fifth Edition*.  New York: Fairchild Publications.



ISBN# 978-1-5013-3863-2

**There are several modes of this textbook, i.e.,** hard copy, e-copy, used textbook etc.  As the instructor, I have no preference for which form of the textbook you purchase so long as it is the correct textbook and edition.

**NOTE:  It is my opinion that you must own and utilize this required textbook to satisfactorily complete this class.  All exams, quizzes, and assignments are derived from the course textbook…** *Not from Posted Lecture PowerPoints.*

**Blackboard:**

The course also requires students to register, log in, and use the City Tech learning management system, Blackboard.  Please visit the City Tech website for instructions on the registration and

use of Blackboard before starting the course. The instructor will not be responsible for your not being able to receive messages, emails, assignments, etc., via Blackboard.

**Compatible Computer and/or Software:**

Students are also expected to have regular access to a computer or similar device with enough capacity to open and navigate the required internet/web-based interfaces, programs and word documents used in this course.

**Adjusting your personal calendar for this class:**

This class has several important dates that students must be aware of in order to satisfactorily meet the requirements of this class. *The Schedule of Activities, objectives, and assignments are listed each week in Blackboard's Content. Assignment due dates and instructions for submission are also given here. Each week's assignment will be posted on Sundays so that you might better adjust your personal and study schedule around this class.*

There are also several important dates that students should be aware of that impact your ability to schedule and to make informed decisions around issues like school closure days, dropping/adding classes, etc. As you adjust your personal calendars for this class, please take the time to familiarize yourself with the City Tech Academic calendar.

**You can find the Academic Calendar at:** http://citytech.cuny.edu/registrar/docs/Spring_2022.pdf

**COURSE RATIONALE:**

The goals and objectives of this course prepare students to (1) complete degree requirements; (2) obtain or improve job skills; (3) qualify for a fashion marketing and management job; (4) work as an entrepreneur; (5) fulfill personal goals; and/or (6) understand the research process for apparel manufacturing.

**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.* NO LATE ASSIGNMENTS ARE ACCEPTED IN THIS CLASS. ADDITIONALLY, THERE ARE NO MAKE-UP EXAMS OR QUIZZES IN THIS COURSE. You will know ahead of time when your exam will be given. Hence, you will need to clear your work schedules and/or personal schedules to take these exams and/or quizzes. Exams will be given in class or online and within a set time. After all students have submitted their quizzes/exams via Blackboard, your instructor will post exam answers to the exam for all to see… we will review exams. It is thus advised that you personally record your answers to each exam as you complete one question and move on to the next. If the exam is an online exam, instructions on how to take the exams/quizzes are provided to you before starting. The University warns students against getting locked out of exams. Reopening them is problem instructors are warned to avoid.

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 700. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

**Grading Criteria**

| | |
|---|---|
| 5 Quizzes and/or Assign. | 50 pts |
| Exam One | 100 pts |
| Exam Two | 100 pts |
| Exam Three | 100 pts |
| Final Project | 100 pts |
| Final Power Pt. Presentation | 50 pts |

**500 PTS**
**TOTAL**

**Grade Scale**

| | | |
|---|---|---|
| A | = | 475 – 500 |
| A- | = | 450 – 474 |
| B+ | = | 445 – 449 |
| B | = | 430 – 444 |
| B- | = | 400 – 429 |
| C+ | = | 390 - 399 |
| C | = | 350 – 389 |
| D | = | 300 – 349 |
| F | = | 299 and below |

There are no provisions for Extra-Credit in this Course.

**IINDIVIDUAL TREND FORECASTING PROJECT**
**Part 1: Developing Trend Reports**

You are to develop a two-year fashion forecast (for the year 2023) for a YOUR major fashion forecasting company. This report will focus on one category (for example: men's, women's, children) and one type of fashion product (trench coat, day dress, ski wear, etc.). From this you will select and analyze SIX different trends (TWO TRENDS EACH = 2 X 6 = 12 TOTAL).

**Research** Fashion forecasting is a visual and process, and relies on intuition as much as quantitative analysis.

This project is to be written in the **<u>APA Research Format</u>** with the Work Cited page. (Please note, in addition to a special lecture, an additional assignment will be given on the APA Research Format)

Sources for your research will include trade publications (such as *Women's Wear Daily*, *DNR*, and *Accessories*) and consumer publications (such as *Vogue*, *In Styles*, *People*). European style is important. Look for international online sources such as <u>www.thelondontimes.com</u>, <u>www.parismatch.com</u>, <u>www.internationalheraldtribune.com</u>, <u>www.instyle.com</u>, and <u>www.style.com</u>. Perform your own first-hand research: visit online stores and retail operations.

- Identify the basic facts about each trend by using information from past forecasts.
- Research fashion trends from a variety of online and paper sources.
- Explain the trend's appeal to the specific target market.
- Complete a VALS (Values Attitudes and Lifestyles Survey).
- Perform a Market Segmentation Analysis, evaluating geographic, demographic, psychographic, and behavioristic factors.

**Evaluation of the Research**

- What are the changes?
- What are the causes of change (new trend)?
- What are the cultural factors that may have caused the change? (economy, war, royalty, death, rise of a celebrity)
- Is this a new or repeating trend?

**Generating the Forecast**

- Determine the differences in fabric, styling, color, fit and silhouette.
- Determine the factors likely to affect trends in the future.
  - o Why will this trend change in the future?
  - o How will the trend in 2 years from now? What are the differences?
- Apply forecasting techniques, paying attention to issues of accuracy and reliability.
- Make sure to use correct forecasting terminology such as *pendulum swing, cycles, waves, innovators.*

You will research each trend using the above steps. Reading trade and consumer publications can accomplish this. Popular culture and fashion websites will also be helpful. In addition, observation will be done by visiting stores to see how the trend is being merchandised. It will be important to observe how consumers are interpreting the trend.

**Assembling the Report**

Each trend will be presented in a book format (bind it as a real book). Each forecast should include the following

- Create a name for the trend that is descriptive and evocative.
- Create a narrative that tells the story in an exciting way (see www.fashiontrendsetter.com).
- Current Trend Research
- Trend Report (1 for each trend forecast) - Write a descriptive outlining the importance of the trend and the direction it is taking.
- Sketch TWO VIRATION OF YOUR 3 TRENDS (2 for each of your 3 trend = 6 sketches) for 2 years from now (2023).
- Proposed colors for the season.  (Provide paint swatches, but create color names.)
- Proposed fabrics for the season. (Provide fabric swatches.)

**Formatting**

- The trend research should be at least six to eight full pages . Use Times New Roman 12 point font.
- The proposed sketch and trend story should be on the same page
- Consider a foldout to group story, sketch, color and swatches per trend

**PART II –   A 8 SLIDE POWER POINT PRESENTATION IS TO ACCOMPANY THIS ONLINE SUBMITTED PROJECT.**

**ADDITIONAL ASSESSMENT AND GRADING:**
Students are evaluated through the use of three exams, research projects, written research papers, blog, discussion, assignments, and online participation.  The information covered will be acquired from the required textbook, 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.  Exams are not taken from posted class lecture power points.

CLASS EXPECTATION:
You are expected to be present for each online class.  Attendance at any point during class timey.  The instructor expects to *visually see you* in the class when asking you a question or your opinion regarding class lecture or assignment.  Your professor reserves the right to change or alter quizzes, exams, assignments, or projects as he deems necessary and appropriate to meeting classroom and course objectives.

**EXAMINATIONS, AND GRADING:**
**There are no make-ups for online exams**. They must be taken in the assigned time block and submitted on the assigned date.

**ASSIGNMENTS:**
**NO LATE work will be accepted**. Written work must be **APA** in Times New Roman 12 font with black ink.  **All names must be typed on cover page of assignments to be accepted.**

## Project Grading Criteria

A Rubric entailing grading procedures and requirements for your blog/discussion, individual final project, research paper, and group project will be provided you via Blackboard.

A review of course chapters and/or materials will be lectured upon before all major online examinations for this class.

1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.

2) *Thoroughness* - Students must have covered all topic areas. Students should provide adequate coverage within each topic area.

3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.

4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye catching. The promotional package and presentation should show evidence of advanced work and planning.

## Class Format:

**This is a fully online classroom course supported by Blackboard, an online course management system. The course includes individual problem solving and/or blog participation/discussions; a written research report, a group project, a final research project, and three full examinations. The course uses the Blackboard Learning Management platform for making information available, communicating, and as a means for you to benefit from peer-to-peer learning. All full exams are fully taken in class unless otherwise noted.**

***If you need special arrangements in order to successfully take this course please contact me immediately.***

**Additionally, the Blackboard site contains the following resources:**

     a) **Course Information (Syllabus, Announcements etc.,)**
     b) **Power-point slides**
     c) **Instructor Chapter Notes**
     d) **Select solutions for problems and exercises**
     e) **Peer-peer Student Based Discussion Board**
     f) **Occasional articles and industry referenced websites.**

**TIME COMMITMENT: Please plan to devote a certain amount of time during each week to completing your assignments, reading the textbook and using the supplemental material occasionally posted on Blackboard. Do not wait until the night before assignments are due**

to get started.  A steady measured commitment throughout the week will enhance the course experience for everyone and better assure you of doing well.  If you have questions or concerns, please email me, or make an appointment to see me.  You should expect to spend from 4-5 hours a week on this course outside the classroom:  depending on your study habits and prior learning.

**Grading:**
"You get what you get, and you don't have a fit."  You Earn your grade in this class. You will find the grade point system within this syllabus, and assignments on blackboard indicating what you must do each week to earn your marks for this.  Initially, EVERYONE is an A student in this class... my challenge to you, however, is to keep your A standing throughout Midterm, and up-until this class officially ends.

<u>Course Requirements:</u>
It is essential that you keep up with the course.  Each week we will cover a large quantity of material which is interrelated... some of which may, or may not, be included on exams.  If you fall behind with the assigned readings, and homework, it will be very difficult to catch up.  The best way to learn the concepts of this course is to complete the readings and homework assignments.  These assignments will be the basis for in-the-classroom discussion, participation, assignments, exams, and quizzes.  Online Attendance and participation will be monitored.

Your success in this class depends on your willingness to put effort into your work. You may be 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 and student comments are noted in this class. Showing up in class is <u>NOT</u> 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 on line with us, you can't learn.

Again, you should have access to a compatible computer and software capable of receiving and opening course related documents and programs.  Google Chrome and Firefox work well with the learning platform.  The on-campus computer labs are available for your use if you do not have sufficient at-home computer technology.

<u>**Disabled Students:  If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.**</u>

**Conflict Resolution:** It's rare that a single course design or an instructional style will meet the needs of all the students all the time. If you feel a need to discuss issues you have in, or with the class please exercise professional respect and speak with me first to see if we can negotiate a resolution. If you emailed, or tried to contact me… I will have a record of your doing so.

As a rule of thumb do not send a follow-up to your email any earlier than 24 **hours** after you sent your first message. Offer a dash of courtesy to those you **email** and give them **time to respond**. If you have a **deadline** or date specific that requires their input note that in your **email** and be patient. I strive to get back to students at my earliest convenience. Weekends are somewhat unpredictable however.

Please refrain at all cost from discussing personal issues, including grades on the discussion boards and through "to all" emails.

## PARTICIPATION

Students are expected to attend each class and participate in class discussions and exercises. You are expected to be Live in our Zoom meetings. Failure to participate will affect your final grade average in this class. Attendance alone is not participation.

## WRITTEN ASSIGNMENT AND RESEARCH PAPERS

## APA WRITING AND RESEARCH FORMAT IS USED THROUGHOUT THIS COURSE

## There are no make-up exams

Note: Writing and Analysis and Ethics assignments are accessed on clarity of thought – 20%, completeness of your analysis process and conclusion 60% and on writing abilities – 20%. **Avoid turning in simple one phrase, one sentence answers.** Developing effective communication skills is an important objective of this course and these few assignments are the primary way that I have to assess this skill development. **Plagiarized or copied answers get an automatic zero grade. Repeated violations might result in stiffer penalties.** A rubric is provided for your use in doing the final course project and other select writing assignments concluding this syllabus. All writing assignment require the APA format.

## There are no make-up exams or quizzes. Please check your schedules now for possible conflicts (holiday travel etc...)

**Exam, Mid-Term & Final Examinations:**
The **Mid-term exam** is generally administered either online or in this classroom. If they are on-line…they are timed exams with a window of usually 75 minutes. You are advised to start on time for online exams. Failure to do so loses you time. Exams may contain Multiple Choice Questions, and perhaps Word-Banks, Matching, True/False Questions or Essay questions. The

chapters covered in the exams are made clear in advance. **The Final Examination will cover all materials that follow the Exam One Examination and will be administered online. In addition to the above exams.** Please check Blackboard Announcements and the Course Schedule for the date and time of exams.

**Disciplinary & Other Issues:**

**Due Dates:** Must be followed. <span style="color:red">Late assignments are not accepted</span>. Please don't ask.

**Group Assignments:** When required, failure to work in a group will result in an automatic loss of 100% of the points for the group assignment.

**Assignments:** All written submissions (HW, or Case Analysis, or Ethics Reports) should Be in good, professional APA form with your full name appearing at the top of each page of work submitted. A cover page accompanies all APA submissions.

**Rules/Laws:** College policies on unethical behavior, absences and other issues apply to this class. Please consult the Official Catalog of CUNY for further information.

**Communication:** All changes and other important announcements will be transmitted by **The instructor in the classroom or via the Blackboard announcements feature. Please visit the site regularly. You should get a study buddy to Cover for you if you plan on missing classes.** The instructor will take no responsibility for updating you on missed activities or hand-outs provided during your absence.
Etiquette and Netiquette – **When communicating in the classroom and posting comments in Blackboard you are expected to show respect at all times.** Think twice before putting in print anything you would not say and defend in person. Avoid using offensive or attack language and give others the benefit of doubt if you feel offended. Most of your classmates have good intentions and are here to learn. **If you have a problem or issue with the class or the instructor please refrain** from discussing the issue in the open classroom, on the discussion board or by using group emails. Simple send me an email and **you and I will work to resolve** most issues. As a rule, I ignore group complaints and postings but will always respond to emails and comments individually addressed to me.

Contact me immediately if you feel someone has violated etiquette or netiquette.

**Disabled Students:** CUNY has a long-standing policy on reasonable accommodation for students with disabilities. If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.

**Respect for all:** This class is open to all who wish to learn and share ideas. The class you are a part of values the wonderful diversity of people, culture and ideas represented

**We agree to show respect for each other at all times while in this class. Appropriate communication, language, and mutual respect for each other will be the rule. No Exception**

**COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):**
See standard set of policies document.

**SCHEDULE OF TOPICS:**

| WEEK | TOPIC | ASSIGNMENT |
|------|-------|------------|
| 1 | Introduction<br>Overview of Fashion Forecasting<br>What is Fashion Forecasting?<br>Fashion Direction<br>Forecasting as a Career | Chapter 1 |
| 2 | Introduction to Innovation<br>Diffusion of Innovation<br>Characteristics of Innovation<br>The Consumer Adoption Process<br><br>*Introduction to Stylesight* | Chapter 2<br>Trend Assignment- Seasonal Forecast1 |
| 3 | Fashion Change Agents<br>Influentials, Innovators, & Fashion Leaders<br>Roger's Model of Innovation<br>Bass Model & Modis' Model | |
| 4 | Evolution of a Fashion Trend<br>Consumer Segmentation | Introduction to Fashion Forecasting Project |

| | Videos: Isaac Mizrahi Fall 1991<br>St. John's Fall 2001<br><br>Presentation by LIBARIAN | |
|---|---|---|
| **5** | Fashion Movement<br>Theories of Fashion<br><br>Fashion Pendulum, Fashion Cycles & Wave Dynamics | Chapter 3 |
| 6 | Cultural Indicators<br>Long-Term Forecasting | Chapter 4 |
| 7 | *Discussion of Cultural Articles (News)*<br><br>Chaos Theory<br>Self-Organizing Systems | Select cultural articles from the news |
| 8 | Forecasting project overview and discussion<br><br>Midterm Examination | Three Trends Complete w/ Write-up & Illustrations |
| 9 | Color Forecasting<br>Color Marketing & Color Psychology *Paris-Eco Thread Co.*<br>*Cotton Incorporated Forecast Book* | Chapter 5<br>Personal Color swatches |
| 10 | Textile Development<br>Sources of Innovation & Textile Development<br>Trade Organization & Fabric Councils | Chapter 6 |
| 11 | Design Concepts and Style Directions | Chapter 7 |
| 12 | Consumer research<br>Sales Forecasting | Chapter 8, 9 |
| 13 | Competitive Analysis<br>Presenting the Forecast | Chapter 10, 11 |
| 14 | Fashion Forecast Presentations | |
| 15 | Final Review and Exam | |

**BIBLIOGRAPHY:**

Assael, Henry. *Consumer Behavior: A Strategic Approach*. Boston: Houghton Mifflin, 2004 Brannon, Evelyn L. *Fashion Forecasting*, 2nd ed. NY: Fairchild Publications, 2005.

Crane, Diana. *Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing*.
 Chicago: U of Chicago Press, 2000.

Fehrman, Kenneth. *Color: The Secret Influence*. Upper Saddle River, NJ: Prentice Hall,
2004.  Feisner, Edith Anderson. *Color Studies*. NY Fairchild Publications, 2006.

Keiser, Sandra J. *Beyond Design: The Synergy of Apparel Product Development*. NY: Fairchild
    Publications, 2003.

Lieberson, Stanley. *Matter of Taste: How Names, Fashions, and Culture Change*. New Haven:
    Yale University Press, 2000.

Stone, Elaine. *The Dynamics of Fashion*, 2nd ed. NY: Fairchild Publications, 2003.

**Web Sites:**

**Fashion Trend Setter**, The online fashion forecasting, trend reporting & news E-zine,
 http://www.fashiontrendsetter.com/

**Material Connexion**, A good source for information about new and innovative materials,
 http://www.materialconnexion.com/pa1.asp

**Trend Watching**, 8,000+ trend spotters scan the globe for emerging consumer trends.
 http://trendwatching.com/

### NOTE:  All Written Assignments are Subject to the Following Rubric:

| Ethics  Assignment – Rubric | | | |
|---|---|---|---|
| **Criteria** | **Ratings** | | **Points** |
| Prepare attractive and professionally written document in word or pdf | Very well formed writing and paragraphs. References used and cited correctly into document. Required elements observed i.e., page or word count and, strong executive summary or opinion. (5-pts) | Average formed writing and paragraphs. References are not well used and cited correctly. Missing one element like word or page count and, lacks a strong executive summary or opinion.  (4-pts) | Some ill-formed phrases and awkward paragraphs. Two or more required elements missed.  (2-pts) | |

| Effectively address problems and issues presented | Answers or addresses the issue/questions and includes other interesting references/ support/facts. (5-pts) | Answers or addresses all issues/questions and includes no other interesting references/support/ facts. (4-pts) | Fails to answer or address the issue/ questions in the assignment (2-pts) | |
|---|---|---|---|---|
| Uses and cites the required number of resources (or more to support the writer's position | Uses and cites the required references (5-pts) | Uses and cites references but fails to use the required number (4-pts) | Fails to use and cite any references (2-pts) | |
| Formulates and expresses conclusions, opinions and recommendations based on research and further readings | Presents a logical explanation for conclusions and addresses all of the questions and issues in the assignment. (5-pts) | Presents an illogical explanation for findings and addresses few questions and issues in the assignment. (4-pts) | Presents an illogical explanation for and does not adequately address any of the questions and issues suggested in the assignment. (2-pts) | |
| Uses appropriate grammar & spelling when generating written report | Paper follows the conventions of English grammar, spelling, and usage.  (5-pts) | Paper follows the conventions of English grammar, spelling, and usage with almost no errors.  (4-pts) | Paper does not follow the conventions of English grammar, spelling, and usage with several errors. (2-pts) | |
| **TOTAL POINTS** | | | | **25 Max** |

Thank you,
Enjoy the Semester.
Dr. Woods