



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

BUF 2400 PRODUCT DEVELOPMENT IN FASHION
FALL 2024

Product Development in Fashion (BUF 2400 – D306)

Prerequisites: MKT 1210, MKT 1214

Credits: 3

Instructor: Kelly Valladares

Student Hours: Fri 10:00am– 11:00am via Zoom/Email

Email: KValladares@citytech.cuny.edu

Meeting Date/Time: Thurs 2:30pm- 5:00pm

Location: Namm N -1004

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
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 the cumulative average of each grading criteria. The total number of points a student earns per assignment will impact the weighted average for the course. Students 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.

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. Half credit will be given to students who participate without initiating it (i.e.: students who get called on to answer a question, without their hands raised); full credit will be given to students who raise their hands to participate.

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.

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 for getting the material by contacting your peers.

Student Conduct Policy:

Please remember to respect your peers. This is a professional environment in which disrespect will not be tolerated. Students are encouraged to share their opinions and expressions without discriminating against others. Do not attempt to discuss grades before, during or after class hours. Please make an office/zoom appointment for these discussions. Our goal is to create a safe and inclusive learning environment where students can collaborate to meet course objectives.

Grading Criteria

Participation	10%
Quizzes (5 total)	10%
Homework Assignments	15%
Term Project/Presentations	25%
Midterm Exam	20%
<u>Final Exam</u>	<u>20%</u>
TOTAL	100%

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

RECOMMENDED TEXTBOOK:

Keiser, Sandra J., Garner, Myrna B.H. (2022). Beyond Design: The Synergy of Apparel Product Development, (5th ed) Fairchild 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. If you miss any in-class assignment, you risk losing participation points, which will impact your total average. Should you arrive late on that day, you risk missing the quiz/test.

There are no make-ups on quizzes. Students who miss any exam 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 exam.

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

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. A five-minute grace period will be given at the start of class for assignment submissions. **NO LATE work will be accepted.** Assignments delivered to the Faculty Office will *not* be accepted. Should you expect to arrive late due to any traveling dilemmas, you **must** send an email **before** the start of class with a proper attachment of the assignment for partial credit. Please note that train delays occur often, so give yourselves enough time to arrive early to class!

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):

CUNY's Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion. **Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise. **Plagiarism** is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list: **Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the Internet without citing the source, and "cutting and pasting" from various sources without proper attribution.

For a more detailed explanation, you can find the full **Academic Integrity Policy** here:

http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

Class Format:

This is a fully in-the-physical classroom course supported by Brightspace, an online course management system. The course includes individual problem solving and/or participation/discussions; quizzes, a written research report and presentation, and two-full examinations. The course uses the Brightspace learning management system for making information available, communicating, and as a means for you to benefit from peer-to-peer learning. All full exams must be physically taken in class. Quizzes may be administered via Brightspace. *If you need special arrangements in order to successfully take this course, please contact me immediately.*

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 Brightspace. 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. 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.

Course Requirements:

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. In the classroom, participation will be monitored in terms of quality, not quantity. You are also required to complete some assignments and projects as part of a team.

Course Technology/Resources: Brightspace, OWL, City Tech email.

Brightspace: As a City Tech student, it is necessary to become familiar with Brightspace, the learning management system. To learn more about Brightspace, please review the [Brightspace Student Handbook](#). You may also visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students. You may also contact iTEC via email at itec@citytech.cuny.edu.

O.W.L.: When you want to review references on how to write, the Online Writing Lab (OWL) is a good resource on writing almost anything. It is maintained by Purdue University. **Use it often!** <https://owl.purdue.edu/>

Fashion Snoops: As a fashion business student, research is a fundamental skill that must be frequently utilized. Fashion Snoops, a valuable global trend forecasting platform provided by City Tech, offers numerous opportunities and resources for students. It is crucial to incorporate this source in all major assignments and the final project.

City Tech Email: Students are required to use their City Tech campus email accounts for all forms of communication. If any issues occur that prevent you from obtaining access to your City Tech email account, please contact the Student Help Desk immediately.

Students are responsible for checking their City Tech email and Brightspace announcements on a regular basis.

Disabled Students: If you are eligible, please contact me or student services for an eligibility determination and necessary accommodations.

ELECTRONIC DEVICES:

Accordingly, this class will adhere to the following “Digital Device Policy” prohibiting the use of such devices during all in class meetings:

- 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 your electronic device audibly activates during class more than 3 times per given semester, you will be deducted 5 points from your final grade.
- If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me before class of that situation or vibrate your phone.

Grading Policy: Grades are based on the cumulative average of each grading criteria. All grades will be posted on Brightspace. Excessive absence/lateness will affect your grade. When you read this sentence, email me your favorite movie using your city tech account. You are encouraged to monitor grades/total points throughout the course of this semester so that you will consistently have an idea of how well you are doing in this class. Doing so at semester’s end will not help your situation.

SCHEDULE OF TOPICS:

WEEK	TOPIC	ASSIGNMENT
1 08/29	Syllabus The Role of Product Development in the Apparel Supply Chain	
2 09/5	Brand Strategy and Business Operations Project/Groups	HW - Read Chapter 3; Quiz #1 on Brightspace; In-Class - Choose Group Members/Assign Roles; Brainstorm ideas

3 09/12	Consumer Engagement	HW -Read Chapter 4; Mission Statement Pre-test
4 09/19	Trend Analysis Group Project	HW -Read Chapter 5; Discussion Questions; Quiz #2 on Brightspace
5 09/26	Color Management Fabrication	HW -Read Chapter 6 & 7; Color Blindness Test; Quiz #3 on Brightspace
6 10/10	Midterm Exam Review Group Project	HW -Read Chapter 8
7 10/17	Midterm Exam Line Development	
8 10/24	Line Development Garment Styling	HW- Read Chapter 9 & 10 In-Class- Copyright Protection for Apparel Designs Assignment; In-Class- Design Elements
9 10/31	Translating Concept to Product Sizing and Fit Specifications	HW -Read Chapter 11; Quiz #4 on Brightspace
10 11/7	Sizing and Fit Specifications Group Project	HW- Read Chapter 12 Final Revision for Project

11 11/14	A Product Development Perspective on Quality Film - Documentary	HW -Read Chapter 13; Quiz #5 on Brightspace In-Class - Discussion
12 11/21	Final Paper DUE A Product Development Perspective on Quality Developing supply chain partnerships	
13 12/5	Costing; Presentations	Presentations
14 12/12	Presentations Final Exam Review	Presentations In-Class Activity
15 12/19	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. [ISBN0-13501557-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.

Final Project

I. In teams of three, students will conduct research on a niche market within the fashion industry and select an apparel classification to create a private label apparel product/line for a men's or women's wear shop. The focus is to address the need of often overlooked demographics such as consumers with disabilities, elderly consumers, or plus size individuals.

II. Students are expected to:

- Research and identify significant fashion trends while considering the preferences of their target market using Fashion Snoops and other databases.
- Shop the market and analyze comparable products across different price points;
- Evaluate the fabric selected for performance specifications;
- Discuss construction specifications;
- Determine the cost of the apparel product;
- Outline the quality control process for both the fabric and final product/line;
- Develop methods for merchandising the new private label apparel product/line.

III. Formatting and Submission Requirements:

All work must adhere to APA (7th edition) guidelines for documentation, including in-text citations and references. All written work must be in font 12 pt., Times New Roman, double spaced, and segmented with appropriate headings above each section. Projects will be assessed based on the quality of content, language, punctuation, grammar, overall effectiveness and conclusions. An oral presentation of the term project is mandatory. Please refer to the project outline for further details.

Roles and Responsibilities

IV. Please keep in mind that this is a group project which requires efficient and effective collaboration to successfully meet deadlines and criteria. Each team will have a group leader responsible for task delegation and project submission. If any group members fail to contribute, the group leader must notify the instructor immediately. Similarly, if a group leader is not contributing, all group members must notify the instructor. Failure to contribute may result in withdrawal from the group.

V. Projects and drafts must be submitted on time. No late work will be accepted, no excuses. Please ensure that all group members have the latest version of the project at all times.

All students must have an external hard drive or USB flash drive with their work properly saved in separate files. Please see the project outline sheet for further details