


I. Logistics:

	FADS 4330.01 FALL 2016 PRODUCT DEVELOPMENT TTH 7:30-10:15 a.m. JB 222/232	
	Office Hours: MW 10:30-12:30 pm; T 1:30- 2:30 p.m. or by appointment	Instructor: Theresa Ann Lopez Office: JB 213 Email: lopezta@uiwtx.edu Phone: 829-3953 CPO: 344

II. Course Overview

A. Course Description:

The application of both design and merchandising perspectives to simulate fashion product line methods for the mass market. Students will focus upon manufacturing processes for pre-production. Such work could include pattern making, style modifications, planning multiples, specification packages, quality assessments, and costing evaluations. May not be repeated for credit. Instructor signature required. Fee. Prerequisites: FADS 3335, with a grade of B- or higher.

B. Course Outcomes:

1. Plan a product line for the specific target market your team is designing.
2. Conduct detailed research on target market with documentation and research tools.
3. Understand the life cycle of garment production for the mass market.
4. Understand how garment type, fabrication, and market level affect production techniques.
5. Construct team-designed garments while working in a team environment.
6. Present collection to a juried audience.

C. Assessments:

1. Create a Profile Sheet of the team's specific target market, demographics (Outcome 1, 2)
2. Modify product line created in Line Development Class (FADS 3335) (Outcome 1, 5)
3. Finalize product line and prepare colored illustrations (front/back). (Outcome 1)
4. Modify line sheets according to specifications. (Outcome 3, 4).
5. Create a Mood Board for the team's product line. (Outcome 1, 2, 4, 5, 6).
6. Construct patterns, muslins, and garments according to line sheets. (Outcome 1, 5)

III. Course Texts/Supplies/Materials

A. Textbooks:

1. Required Textbooks:

Keiser, Sandra J. and Garner, Myrna B. *Beyond Design, 3rd ed.* (2015), Fairchild Books: New York, NY.

2. Recommended Textbooks:

Cole, J. and Czachor, S. *Professional Sewing Techniques for Designers* (20011), Fairchild Publications: New York, NY.

You will need your textbooks from Apparel Construction I, II, Flat Pattern, Knitwear, Patternmaking Software, and Line Development.

3. Supplies: Fabric for sample and final garments, findings, tools for construction of garments; illustration supplies, muslin.

*Throughout the duration of the semester there will be subsequent supplies. This supply list is by no means complete or finite.

IV. Class Meeting Schedule

Tentative Class Meeting Schedule; ***SUBJECT TO CHANGE***

Month	Date	Topic In- Class	Assignment /DUE DATES	Room
AUG Wk 1	23	Review Syllabus/Course Outline Resources: Trend Research, Profile, Inspiration Board/Mood Board	Purchase Book	
	25	Teams present Product Line from Line Development final class presentation	Team Presentations	
AUG Wk 2	30	PART I; PLANNING FOR SUCCESS Cha. 1: Role of PD in Apparel Supply Chain Cha 2: Business Planning	Pgs: 1-56	
SEPT Wk 2 Contd.	1	Cha 3: Consumer Markets; Market: A'gaci BEGIN CLASS TOTE PROJECT: (Purchased pattern) Class Tote Project; Purpose: Working in a team; Design a product from concept, market analysis, sourcing findings, production timeline, sample, market test, modifications, production.	Pgs: 59-97 Purchase pattern	
Wk 3	6	TEAMS work on Tote		QUIZ 1
	8	TEAMS work on Tote		
Wk 4	13	COMPLETE TOTE PROJECT		
	15	PART TWO: Cha 4: Trend Forecasting	Pgs: 98-162	
Wk 5	20	Cha 5: Color Management Cha 6: Fabrication Cha 7: Findings & Trim	Pgs. 165-240	

SEPT	22	SPEAKER: A'gaci; (9:00 – 10:15) Tammy Ackerly, DMM, Courtney Urbano, Shoe Buyer, Kim Joiner,		
Wk 6	27	FIELD TRIP: SAS General Store, 101 New Laredo Hwy. 78211, 210-924-6507, http://sasshoes.com (Tour of plant begins at 9:00 and ends at 10:00 a.m.)		Field Trip
	29	PART THREE: TECHNICAL DESIGN Cha 10: Translating Concept to Product BEGIN PRODUCTION: PATTERNS : Garment 1 Profile/Research Documentation	PGS. 327-355	
OCT	4	PATTERNS: Garments 2, 3 Revise line sheets; Profile/Research Documentation		
Wk 7	6	Cut patterns in muslin/sew (garment 1) All team members cut/sew samples Begin Mood board		
Wk 8	11	PATTERNS: Garment 4 Revise line sheets Cut patterns in muslin/sew (garment 2, 3)		QUIZ 2
	13-14	FALL BREAK: TRIP TO DALLAS (overnight) (Purchase fabrics, findings; Visit to Gerber Labs and JC Penny) Voluntary, however, highly recommended that you make every effort to attend. (Extra Credit: 35 pts.) PURPOSE: Source findings, fabrications		
Wk 9	18	PATTERNS: garments 5, 6 Cut patterns in muslin/sew (garment 4) All team members cut/sew samples		
	20	Modify Sample patterns		
Wk 10	25	Final garment 1: Construct Cut patterns in muslin/sew (garment 5, 6)		
	27	All team members cut/sew samples Document Sew Sequence: G 1 Revise line sheets Continue: Mood Board		
NOV	1	Final garment 2: Construct		
Wk 11	3	Document Sew Sequence: G 2 Revise line sheets		
Wk 12	8	Final garment 3: Construct Document Sew Sequence: G 3		
	10	Revise line sheets		
Wk 13	15	Final garment 4: construct Document Sew Sequence: G 4		
	17	Revise line sheets Finalize: Mood Board		
Wk 14	22	Thanksgiving – no classes		
	24	Final garment 5: construct		

		Document Sew Sequence: G 5 Revise line sheets Mood Board		
NOV Wk 15	29	Final garment 6: Construct Document Sew Sequence: G 6 Final revisions- line sheets		
DEC Wk 15 Cont.	1	Prepare for Team presentations to faculty/business experts		
FINAL	12/6 Tues	FINAL 8:00 – 10:00 a.m. TEAM Presentations		

V. Grading Activities, Criteria and Guidelines:

A. Grading Criteria:

	Points	%
1. TOTE Project (group)	150	15
2. Quizzes (2)	300	30
3. Individual Assignment within Team	450	45
4. Final Team Presentation (group)	100	10
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Total	1000	100%

GRADESHEETS WILL BE POSTED ON BLACKBOARD WITH SPECIFIC GRADE POINTS AND FURTHER REQUIREMENTS.

B. Grading Scale:

Grade	Point Range		% Range		Grade Pts
	Low	High	Low	High	
A	930	1000	93%	100%	4.00
A-	900	929	90%	92.99%	3.70
B+	870	899	87%	89.99%	3.30
B	830	869	83%	86.99%	3.00
B-	800	829	80%	82.99%	2.70
C+	770	799	77%	79.99%	2.30
C	700	769	70%	76.99%	2.00
D+	670	699	67%	69.99%	1.70
D	630	669	63%	66.99%	1.00
D-	600	629	60%	62.99%	0.07
F	0	599	0%	59.99%	0.00

1. **Performance Level:** To obtain an "A" in this course, the student must maintain accuracy as well as a high level of creativity in all of their projects. In addition, every project is to be on time, and no more than 2 class absences. Only the highest-level students will receive an "A". Simply being present and turning in assignments does not "entitle" one to an "A". Nor does it "entitle" one to any other passing grade. Only absolute excellence in work earns one an "A". To receive a passing grade will require a lot of hard work and diligence to meet the

requirements of the course and the assignments. A passing grade does not mean that the project was merely completed, but that it was also deemed acceptable by the instructor and met ALL of the guidelines.

2. The student must have a **B- OR EARN AN 80% PASSING GRADE IN THE CLASS** or better to proceed to the next level in the fashion degree plan.

C. Student Evaluation:

Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the class team projects and individual assignments. Grading criteria include:

1. Ability to follow directions
2. Pattern work/Construction/Technical line development
3. Proportion/Balance in illustrations, designs, garments
4. Neatness
5. Creativity
6. Timeliness
7. Overall Appearance/Layout/Design in Mood Board
8. Teamwork

D. Grading Activities:

1. Each project will have a "Project Requirements" Sheet with the criteria for grading and the requirements to follow for the assignment. This will be posted on Blackboard. This course is intended to prepare you for working in a "fast fashion", mass-market environment. There are projects that will stimulate your creative skills and challenge your time management skills. You will integrate all the techniques that you have learned into a formal process used in the design industry.
2. Since this class is a combination of Design, Product Development and Merchandising majors/minors, you bring unique skills to the table. Your assignments will be based on your prior completed course work within your major.
3. Team work is critical in this course, however, each individual within the team will receive a unique grade based on their assignment. For example, if you are not a design major/minor, you will not be assigned a flat pattern task. If you are a merchandising major, you will be assigned the sourcing, spec pack, mood board assignments.
4. **Your final grade in Product Development I will determine if you continue on to Product Development II. A final grade of 80 or above is required to progress to Product Development II AND to compete in the A'gaci Competition Awards.**

E. Submission of Assignments/Projects:

1. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED.**
2. Assignments are due at the END of each class period as listed in the course outline.
3. Only students with an excused absence (doctor's note required) will not be faulted for a late assignment. However, the assignment must be made up by the next class period following the absence, or the late policy will apply. Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period. Their assignments will be late regardless of the absence.

4. To receive full credit, all assignments must be received on the due date. All assignments must be worked on in class. This means sewing at least 50% of the garment in the class. You cannot turn in a

project or assignment that the instructor has not observed you working on in class. Assignments that have not been worked on in class will not be accepted and will receive a "0".

NOTE: You are responsible for any changes to the project/assignment specifications made orally in class. Please pay attention when projects are being reviewed, ask ahead of time if you want to get started early and find out if you missed anything when absent. **Class communications will be through Blackboard as well as in class. You will need to check the site regularly for any announcements relating to Advanced Design.**

VI. Participation, Punctuality and Attendance Requirements/Expectations

A. Attendance Policy-Studio Classes: (Applies to Excused and Unexcused Absences)

Attendance and participation in this class is mandatory. In addition to maintaining the appropriate average in any class, **ATTENDANCE WILL AFFECT THE FINAL GRADE IN THE FOLLOWING WAYS:**

As this class meets only twice a week, students are allowed 2 absences from this course during the semester. **Each** additional absence will result in the loss of 10% from your final course average. (Department Policy).

Three tardies equal one absence. If a student misses more than 15 minutes of class they are considered ABSENT regardless of whether it is at the beginning, during or at the end of class. If you leave within the last 15 minutes, but before you are dismissed, you are tardy.

ALL absences count regardless of being excused or unexcused. However, an excused absence will allow you to make up missed work, whereas an unexcused absence does not. An excused absence is defined as a verified illness, family emergency, religious observance, or University-sponsored event. A doctor's note is required for an illness to be excused. Notice of funeral or some other form of official documentation is needed for family emergencies. ALL UNDOCUMENTED ABSENCES are unexcused.

Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period. Their assignments will be graded as late regardless of the absence.

NOTE: You are responsible for any changes to the project/assignment specifications made orally in class. Please pay attention when projects are being reviewed, ask ahead of time if you want to get started early and find out if you missed anything when absent.

B. Documentation Requirements:

An Attendance Sheet will be located at the front of the classroom. ***It is YOUR responsibility to sign in – not the instructor's.*** Students that are in class, but did not sign in are still considered absent.

All excused absences must be accompanied by proper documentation within ONE WEEK of the student's return from his or her absence. If documentation is not provided within one week, the absence will count as unexcused.

Officially Approved Trips:

The University of the Incarnate Word Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed. (p.87). Remember: This still counts as an absence. It just means you are allowed to make up your work within the pre-arranged amount of time.

Religious Observances:

A student who is absent for the observance of a religious holy day will be allowed to complete the assignment scheduled for that day within one week of the absence. Prior notification to the instructor is requested. Remember: this still counts as an absence, however, students are allowed to make up work within the pre-arranged amount of time.

C. CLASSROOM AND LAB USE:

Students are to respect the rights of others by treating faculty and classmates with respect. They are to respect the property of others and to use departmental supplies and equipment carefully.

- No food or drink in the sewing or computer labs
- No portable music devices during class without the expressed consent of the teacher
- No sleeping in class
- Students should refrain from any unnecessary disruptive talking during class
- Turn off cell phones, pagers, PDA phones in classrooms
- No portable video game systems during class
- No laptops unless they are part of the on-going lesson
- No working on unrelated topics in class
- No walking in front of the teacher while they are teaching
- Only students enrolled in the class may be in the classroom during class

D. Class Participation: Participation in all classes is expected and required. All work is expected to be turned in on time.

VII. ACADEMIC HONESTY STATEMENT

A. UNIVERSITY OF THE INCARNATE WORD FASHION MANAGEMENT CODE OF CONDUCT

In the spirit of the Sisters of Charity of the Incarnate Word and the mission of this University, the fashion department has accepted as its charter for the 2014-2015 academic year, the pursuit of the value of respect; personal, departmental and universal.

We intend to implement this value by:

- Treating each other with courtesy
- Attempting to recognize the divine in each one of us
- Recognizing the dignity of each individual

The Incarnate Word of God teaches us to treat ourselves, our peers, our superiors, and our community with thoughtful consideration. Thoughtfulness in our words and actions can do much to create a positive and successful learning environment.

NB: The following rules are in addition to the University of the Incarnate Word Student Code of Conduct published in the student Handbook, available in the Student Activities Office.

The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic records, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigations of claims of academic dishonesty.

B. Forms of Academic Dishonesty (including but not limited to):

1. Cheating on tests, examinations or other class or laboratory work
2. Involvement in plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit)
3. Counterfeit work, including turning in as one's own, work which was created, researched or produced by someone else
4. Falsification of Academic Records- knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents
5. Unauthorized reuse of work- turning in of the same work to more than one class without the consent of the instructors involved
6. Theft- unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of the course, or theft of completed tests
7. Collusion- involvement in collusion (unauthorized collaboration with another person in preparing course work)
8. Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the code of academic integrity.

VIII. Disability Accommodations:

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

Pregnancy Accommodations:

Under the Department of Education's (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:

Student Disability Services
4301 Broadway CPO 286
Administration Building – Suite 105
San Antonio, TX 78209
(210) 829-3997
(210) 829-6078
www.uiw.edu/sds

XIV. Title IX Information

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University's core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit www.uiw.edu/titleix.

FADS 4330, Product Development I Course Agreement

I, _____, have read and understand the FADS 4330-FALL 2016 Syllabus and Fashion Management Code of Conduct. I understand and agree to all the policies therein pertaining to student conduct, attendance, classroom use, assignments, late assignments, and the performance level that is expected of me in this course.

Student Signature

Date _____

Cell phone