COLLEGE of DESIGN

UNIVERSITY OF MINNESOTA

Course Designator | ADES | Section Number | all
Course Number | 4215 | Semester and Year | Spring 2018
Course Name | Product Development: Softlines

Class Meeting Days & Time | 1:55 – 4:55
Classroom | 10 McNeal Hall (McNeal 322 used for outside class team meetings, storage of project materials, readings resources)
Number of Credits | 4
Final Exam Date & Time | See dates for final project presentations
No Final Exam

Instructor’s Information

| Name | Dr. Linsey Griffin |
| Office Location | 266 McNeal Hall |
| DHA Phone | 612-301-1351 |
| Email | lgriffin@umn.edu |
| Office Hours | Thurs 1-2 or by appointment |

| Name | Lindsey Strange |
| Office Location | 484 McNeal Hall |
| DHA Phone | 612-301-1351 |
| Email | lstrange@umn.edu |
| Office Hours | Tues 1-2 or by appointment |

Course Information and Instructor’s Expectations

Course Description:

There is enormous opportunity to shift from a “linear economy” of take-make-dispose to a circular and sustainable system in which “products such as clothes are designed to last longer and be worn (or used) more. New business models allow clothes/goods to be rented, resold, or recycled more easily. And no toxic substances or pollutants are released when clothes/goods are produced and used,” (EMF, 2018).

The course will focus on designing textile related products and services (clothing, footwear, accessories, home goods, etc.) for the circular economy, though the principles and tools will be relevant to any design field.

The course will culminate in a final team project in which students will explore the PD system and create textile products that are economically viable, socially responsible, and environmentally friendly for different scales of industry.

Topics:

- Study of various perspectives on product development
- Use of problem solving process in product development
- Product development considering stakeholders, target markets, and trends
- Application of course concepts through lab and team exercises, class discussion, and major team project
Expectations for student participation/performance:
This is a senior-level course, as such you are expected to have the background knowledge/skills to complete the product development projects for the course. You will work in teams on these projects. The instructors will form the teams incorporating students with varying backgrounds/work types into each team. Each team member is expected to contribute his/her unique knowledge to the team project; merchandisers will have knowledge relating to marketing and merchandising the product and designers will have knowledge relating to designing the product. We will have you work together sharing knowledge from the 2 perspectives—learning new skills/perspectives in PD—get ready to work out of your comfort zone.

Lectures and short presentations will provide the basic structure for the product development projects and present the process from many perspectives. Guest speakers will give presentations throughout the semester—you are expected to prep for the presentations by doing basic background research on the topic and the company. Studios/Labs will provide the time to work on projects with your team. Lecture and work time may blend together, example—some days a 20 minute lecture and then immediately in to team work on the project. There will be “light load” weeks when you will spend a short amount of time in studio/lab and there will be “heavy load” weeks when you will use every minute of studio/lab plus outside class time. Team member “loads” may vary throughout the semester—be flexible.

You are expected to complete all readings for the assigned week by Sunday—see the course schedule. We may not directly discuss the reading in class, but the readings will provide background knowledge for topics in the course.

Required and Recommended Materials:

**Materials and Supplies:**
Some materials are supplied in class
Teams will develop a method of sharing costs for the materials for the project materials and costs for printing reports, presentation board print-outs, etc.

Readings will be available on the Canvas site and as hand-outs

**Release of Work Statement:**
Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print). You will be asked to sign a photo release for use of any photos taken of you working on the project in class. Photos will be used as documentation of the project and may be used in college web sites or promotional materials.

**Attendance:**
Attendance is mandatory for all class lecture and labs, and punctuality is essential. Unless given specific permission, you must stay for the entire class period. Peer and instructor interaction are one of your most valuable resources in this course. 3 or more absences will result in a grade reduction of two letter grades from the final course grade (e.g. an A in the course would become a C). 5 absences will result in an F for the course.

In most cases information is covered in lecture that is necessary for completion of the studio/lab that follows lecture. You are responsible to your team for attendance and participation—your team members will have input through the final peer evaluation for the course. Students are responsible for all make-up materials. Arrangements for absences due to university approved participant sporting events must be made at the beginning of the semester. An incomplete for the class is given only under exceptional circumstances and a contract for completion of the class must be agreed upon by student and professor before the end of finals week and filed in the department office.

**Tardiness**
Class starts at 8:30am. You may use the first 5 minutes of class to check-in with your team. Lectures by professor/TA’s/guest lecturers will start promptly at 8:35am. DO NOT be tardy for a guest lecture, which would constitute rude and unprofessional behavior.

Workload:
The U of M Senate standard for credit/work ratio for undergraduate students is that one semester credit is to represent, for the average U of MN undergraduate student, 3 hours of academic work per week (including lectures, laboratories, recitations, field work, study outside of class, etc.), averaged over the term, in order to complete the work of the course. Product Development is a 4 credit course, therefore 12 hours of work per week is expected for this course

Grading Structure:
http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html

Grade Distribution
5% Readings & Weekly Canvas Recaps
5% Case Studies & Debates
15% Product Teardown Assignment
65% Final Product
5% Teamwork evaluation by team members, instructors & project sponsors
5% Participation & Attendance

Grades are determined as follows:
A (93%) Represents achievement that is outstanding relative to the level necessary to meet course requirements
A- (90%) necessary to meet course requirements
B+ (86%) Represents achievement that is significantly above the level necessary to meet course requirements
B (83%) necessary to meet course requirements
B- (80%)
C+ (76%) Represents achievement that meets all course requirements in every respect
C (73%) C- (70%)
D+ (66%) Represents achievement that is worthy of credit even though it fails to meet fully the course requirements
D (63%)
F (below 60%) Represents failure and signifies that the work was either 1) completed but at a level of achievement that is not worthy of credit or 2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an Incomplete. The F carries "0" grade points and the credits for the course do not count toward any academic degree program. The credit hours for the course do count in the grade point average.

Accepting and Returning Assignments: All assignments are required to be turned in on time on the designated due dates. Assignments will be graded and returned within a reasonable time to allow for feedback and study.

Grading Late Work: Late work will only be accepted from those who have a documented, University-approved excused absence (i.e. documented death in the family, illness with doctor’s note, documented class trip, religious holiday).

Make Up Work for Legitimate Absences:
http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html
Extra Credit Options:
There are no extra credit options for this course.
Personal Electronic Devices in Classroom:
http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html
Personal Electronic Devices in Classroom:
Use of Class Notes and Materials:  
[http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html](http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html)

Scholastic Dishonesty and Student Conduct Code:  

Sexual Harassment:  
[http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf](http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf)

Statement on Climate of Inclusivity:  
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.  
(or refer to [http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf](http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf))

Academic Freedom and Responsibility:  
[http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf](http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf)

**Availability of Disability and Mental Health Services:** The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Contact the professor the first week of class to discuss any learning accommodations that will help you be successful in this course.

**Statements about the availability of disability and mental health services:**  
[http://ds.umn.edu/student-services.html](http://ds.umn.edu/student-services.html) and [http://www.mentalhealth.umn.edu](http://www.mentalhealth.umn.edu)
### Level Setting & Research

<table>
<thead>
<tr>
<th>Week</th>
<th>Theme</th>
<th>Specific topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>State of Industry - Current System</td>
<td>- Evolution of product development system through today - Product lifecycle &amp; impacts - Upstream impacts of current system</td>
<td>Reading recap due on Canvas on Sunday Begin Product Tear down assignment in class Reading recap due on Canvas on Sunday</td>
</tr>
<tr>
<td>2</td>
<td>Circular Economy &amp; Thinking</td>
<td>- Circular economy principles - Addressing consumption and closing the loop - Expanding systems view for product development opportunities</td>
<td>Project Tear Down Due for presentation Begin Project research Reading Recap due Sunday Research focus due Research methods due Weekly Team Progress report due</td>
</tr>
<tr>
<td>3</td>
<td>Circular Tools &amp; Stakeholders</td>
<td>- Make Fashion Circular campaign - Creating value for stakeholders - User behavior in a circular economy</td>
<td>Presentation &amp; “Trade Show” for public audience Weekly team progress report Planning for project closure Final Deliverable Due Weekly team progress report</td>
</tr>
<tr>
<td>4</td>
<td>Circular Fashion Components</td>
<td>- Comparison of linear and circular design process - Expanded system for design - full lifecycle and stakeholders involved - Role of interdisciplinary design - Role of research</td>
<td>Presentation &amp; “Trade Show” for public audience Planning for project closure Final Deliverable Due Weekly team progress report</td>
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### Research & Ideation

<table>
<thead>
<tr>
<th>Week</th>
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</thead>
<tbody>
<tr>
<td>5A</td>
<td>Circular Componants</td>
<td>- Radically improve recycling - Renewable power sources - Case studies - Team worktime in class</td>
<td>Weekly team progress report Reading recap due Sunday Research progress check in Weekly team progress report Reading recap due Sunday Idea Pitch due for public presentation Begin testing &amp; implementation phase of project Weekly team progress report</td>
</tr>
<tr>
<td>5B</td>
<td>CD &amp; CE success stories - Opportunity identification &amp; design requirements</td>
<td>- Circular economy and design case studies across industries - Team worktime in class</td>
<td>Weekly team progress report Reading recap due Sunday Idea Pitch due for public presentation Begin testing &amp; implementation phase of project Weekly team progress report</td>
</tr>
<tr>
<td>6</td>
<td>Idea</td>
<td>- Ideation activities - Pitching requirements :Team worktime - Ideation activities :Team worktime Team work time to prepare idea pitch Team presentations for invited audience</td>
<td>Idea Pitch due for public presentation Begin testing &amp; implementation phase of project Weekly team progress report</td>
</tr>
<tr>
<td>7</td>
<td>Idea Refinement</td>
<td>- Presentation draft - Refinement activities - Team worktime - Project planning for phase II - Team worktime</td>
<td>Idea Pitch due for public presentation Begin testing &amp; implementation phase of project Weekly team progress report</td>
</tr>
<tr>
<td>8A</td>
<td>Idea Refinement</td>
<td>- Planning for idea testing</td>
<td>Idea Pitch due for public presentation Begin testing &amp; implementation phase of project Weekly team progress report</td>
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### Planning & Execution

<table>
<thead>
<tr>
<th>Week</th>
<th>Theme</th>
<th>Specific topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Project Testing &amp; Execution</td>
<td>- Critique / workshopping</td>
<td>Begin prototyping Weekly team progress report</td>
</tr>
<tr>
<td>10</td>
<td>Project Testing &amp; Execution</td>
<td>- In-class progress presentations - Worktime, critique, prototyping activities</td>
<td>Begin business model Weekly team progress report Due: Draft of final deliverable Begin pitch planning Weekly team progress report</td>
</tr>
<tr>
<td>11</td>
<td>Project Testing &amp; Execution</td>
<td>- In-class crit of final deliverables - Worktime, critique, activities</td>
<td>Weekly team progress report</td>
</tr>
<tr>
<td>12</td>
<td>Project Testing &amp; Execution</td>
<td>- In-class presentation of projects</td>
<td>Final Deliverable Due Weekly team progress report</td>
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### Execution & Reflection

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<tr>
<th>Week</th>
<th>Theme</th>
<th>Specific topics</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>13</td>
<td>Presentation &amp; “Trade Show” for public audience</td>
<td>- In-class practice pitch - Team workday &amp; critique</td>
<td>Practice Presentations Due today Presentation Pitch Today</td>
</tr>
<tr>
<td>14</td>
<td>Course Debrief and planning</td>
<td>- Final team workday for pitch</td>
<td>Presentation reviews due</td>
</tr>
<tr>
<td>15</td>
<td>Course Debrief and planning</td>
<td>- Taking CE into future careers</td>
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### Important Dates
- **Feb 20**: Idea Refinement
- **Feb 23**: Team work in class
- **Feb 25**: Circular Componants
- **Feb 27**: Ideation activities
- **Mar 3**: Ideation activities
- **Mar 5**: Ideation activities
- **Mar 7**: Ideation activities
- **Mar 11**: Ideation activities
- **Mar 13**: Ideation activities
- **Mar 15**: Ideation activities
- **Mar 17**: Ideation activities
- **Mar 19**: Ideation activities
- **Mar 21**: Ideation activities
- **Mar 23**: Ideation activities
- **Mar 25**: Ideation activities
- **Mar 27**: Ideation activities
- **Mar 29**: Ideation activities
- **Mar 31**: Ideation activities
- **Apr 1**: Ideation activities
- **Apr 2**: Ideation activities
- **Apr 4**: Ideation activities
- **Apr 6**: Ideation activities
- **Apr 8**: Ideation activities
- **Apr 10**: Ideation activities
- **Apr 12**: Ideation activities
- **Apr 14**: Ideation activities
- **Apr 16**: Ideation activities
- **Apr 18**: Ideation activities
- **Apr 20**: Ideation activities
- **Apr 22**: Ideation activities
- **Apr 24**: Ideation activities
- **Apr 26**: Ideation activities
- **Apr 28**: Ideation activities
- **Apr 30**: Ideation activities
- **May 2**: Final Deliverable Due
- **May 4**: Final Deliverable Due