

# COLLEGE OF DESIGN

## UNIVERSITY OF MINNESOTA

Course Designator	ADES	Section Number	all
Course Number	4215	Semester and Year	Spring 2017
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
Teaching Assistant	Haeun Bang Office: 344 McNeal Hall Haeun001@umn.edu

### Instructor's Information

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

### Course Information and Instructor's Expectations

#### Course Description:

Product development for apparel and sewn products (softlines). Design of products for specific target market for marketability, effectiveness, reliability, and quality. Team projects developed with industry partner—this year's project with Target Corporation.

#### Topics:

- Study of various perspectives on product development
- Use of problem solving process in product development
- Product development considering target market/trends
- Performance evaluation as a major criterion in developing quality textile products.
- Application of course concepts through lab and team exercises, class discussion, and major team project
- Major team project sponsored by Target Corporation. Target project coordinators for 2017:
  - Karen Mahon, PD&D Director Apparel & Accessories, RTW Men's, Denim
  - Jaime Antonen, PD&D Director for Kids

#### 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. **This is a 4 credit course which assumes at least 12 hours of work outside of class time.**

You are expected to complete all readings for the assigned day---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. Quizzes will focus on materials covered in readings and lectures.

#### **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.

Additional readings will be available on the Moodle site and as hand-outs

You are expected to read the News Articles posted outside McNeal 322 – **check every class day to see if there is “new” news.** You are invited to bring in news clippings for the news board anytime--anything related to product development, innovative products, etc. (give to your TA to post)

Women’s Wear Daily (WWD) and other business periodicals/publications will be available in a reading box outside of McNeal 322 for you to stay up-to-date on industry news. You are expected to stay current on world news and industry news.

**“News” Assignment:** Provide one news story for the news board. The news can be from general press (newspaper, on-line newspaper)—this must be an established news source (blogs not accepted), e.g. *New York Times*, *Chicago Trib*, *Mpls. Star Trib*, etc. or trade/professional press such as *WWD* or *DNR* or business magazine such as *Minnesota Business*, *Business Week*.

- Provide clipping or print-out of the article. Use a highlighter to highlight what you think are the important points related to product development and merchandising.
- Write a short synopsis (1 paragraph approx., word-processed) which **must include:** your name, email, name of article, date of article, source of article, page numbers of the article, date you turn in the article and short synopsis of what’s covered in the article and how the article relates to product development and/or merchandising.
- Your article and word-processed paper (APA format) will be posted on the news board. See examples of appropriate articles in the 322 studio/lab.
- Due dates are alphabetical by last name and are listed in the schedule for the class. Turn in News assignment to your TA.

##### **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 1:55pm. 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 2pm. 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**

20% 2 Individual Papers: Target Corp Research Report (5%); Future of Retail (15%)

5% Pop Quizzes: News, Readings; Lectures

5% News assignment

60% Industry project:

Multiple components as determined by sponsoring company and professor

Preliminary Group Research Report: 10%

10% Teamwork evaluation by team members, instructors & project sponsors

Grades are determined as follows:

A	(93.3%)	Represents achievement that is outstanding relative to the level
A-	(90%)	necessary to meet course requirements
B+	(86%)	Represents achievement that is significantly above the level
B	(83%)	necessary to meet course requirements
B-	(80%)	
C+	(76%)	Represents achievement that meets all course requirements
C	(73%)	in every respect
C-	(70%)	
D+	(66%)	Represents achievement that is worthy of credit even though
D	(63%)	it fails to meet fully the course requirements
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>

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<http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

**Use of Class Notes and Materials:**

<http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

**Scholastic Dishonesty and Student Conduct Code:**

[http://www1.umn.edu/regents/policies/academic/Student\\_Conduct\\_Code.pdf](http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf)

**Sexual Harassment:**

<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> and <http://www.mentalhealth.umn.edu>

**ADES 4215 Product Development SCHEDULE---SUBJECT TO CHANGE---revised schedules will be handed out in class and available on the Moodle site.**

Dates:	Tuesday	Thursday
Week 1 Jan. 17 & 19	<p><u>Lec:</u> Intro to course, Professor &amp; TA Intro to Group Project w/ Target: Karen Mahon and Jaime Antonen from Target Corp Lab: Objectified Movie <u>Assignments:</u></p> <ul style="list-style-type: none"> <li>• “Types” online self-assessment (upload to moodle by end of day)</li> <li>• <u>Read:</u>LaBat, K., &amp; Sokolowski, S. (1999). A three-stage design process applied to an industry-university textile product design project. <i>Clothing and Textiles Research Journal</i>, 17(1), 11-20. Available on moodle or from UMN library</li> <li>• Select artifact to bring to class Thursday: the object should be symbolic of YOU and your career goals.</li> <li>• Target Background Research: (750-1000 words, APA format,) report: see assignment sheet Due Jan 24 beginning of class</li> </ul>	<p>Research</p> <p>Lec: The Product Development Process, Group Innovation &amp; Selection</p> <p>Lab: Group Assignments; Group Product Category Drawing Group Team Building Exercises</p> <p><u>Assignments:</u> Visit a Target Store, visit your product category: write down impression &amp; thoughts, observe other customers interacting with product; Read Target history &amp; modern news Target Background Research. Due Jan 24 beginning of class.</p>
Week 2 Jan 24 & 26	<p>Research Lec: Phase 1 of PD—Research &amp; Understanding the Customer; Agile Methodology for group work Lab:</p> <ul style="list-style-type: none"> <li>• Planning for Agile Sprint 1: Prepare plan board and work view spreadsheets, delegate manager, assign ‘tasks’ to individual group members;</li> <li>• <b>Individual Target reports due:</b> 1 copy of full report for instructors, 4 copies of discussion bullets---see assignment sheet</li> <li>• Set up team work spaces &amp; share prelim findings from independent/individual research---what do you know about Target in apparel industry?</li> <li>• Begin plan for group reasearch</li> </ul> <p><b>Sprint 1 Begins</b></p>	<p><b>Research</b> <b>Stinson Store Visit w/ Target Team (Mandatory)</b></p> <p>Studio/Lab: Debrief project assignment Define the opportunity in terms of customer; Rewrite problem (opportunity) statement; Begin In-depth Research; Readings for Next Week posted on Moodle <b>Due: Group Research Plan (5pm)</b></p>
Week 3 Jan 31 & Feb 2	<p>Research Lec: Trends &amp; Innovation: Multi-channel Retailing; Intro to Individual Writing Assignment Lab: Research Implementation; Project Specifics Studio/Lab: Stand-up, Plan Target Market/competition &amp; trends research—determine specific assignment for team</p>	<p>Field Research</p> <p>Readings for Next Week posted on Moodle</p>

	members Assignment: Innovation in Fashion Movie  <b>News Due for: A-C (check syllabus)</b>	
Week 4  Feb 7 & 9	<b>Research</b> Lec: Presenting your research through Persona boards & Trend boards Lab: Research Implementation; Standup, share & compile research findings; Mood and persona boards---basic materials/boards, etc. provided---everyone will use same basic format/size  <b>News Due for: D-G</b>	<b>Research</b> Guest Lecture: Target Design  Lab: Informal presentations given to instructors; Team Stand-ups; Work on research written report (see assignment sheet for specific sections required in the report). Complete mood and persona boards and plans for presentation to Target on Tuesday
Week 5  Feb 14 & 16	<b>Research Presentations to Target Team @ UMN (Mandatory)</b> 322 Studio/Lab open 11 am -- teams prep for consultations with Target 2:15-4:15pm by appointment: Teams present Research to Target (mood/trend & persona boards) in McNeal 22 ---for feedback/refinement, product direction (no specific product(s) “nailed down” at this time--- general direction, justification from research for the direction you are choosing---should be clear from visuals in persona and mood/trends boards) <b>Sprint 1 Ends</b>	<b>Creative Exploration/Ideation</b>  <b>Sprint 2 Begins</b>
Week 6  Feb 21 & 23	Creative Exploration/Ideation  <b>News Due for: H-J</b>	<b>Open Lab: Group Research, Individual Ideation</b>  <b>Due: Individual Assignment</b>
Week 7  Feb 28 & Mar 2	Creative Exploration/Ideation  <b>News Due for: K-L</b>	Creative Exploration/Ideation Guest Lecture: Target Merchandising
Week 8  Mar 7 & 9	Creative Exploration/Ideation  <b>News Due for: M-O</b>	<b>Target HQ Tour (Mandatory)</b> <b>Due: Group Research Assignment; Final design selection and sketches</b>  <b>Sprint 2 Ends</b>
Week of Mar 13-17	Spring break	Spring break
Week 9  Mar 21 & 23	Implementation  Sprint 3 Begins <b>News Due for P-R</b>	Implementation
Week 10  Mar 28 & 30	Implementation  <b>News Due for S-U</b>	Implementation TBA: Fit test w/ Target Technical Team

Week 11 Apr 4 & 6	Implementation TBA: Fit test w/ Target Technical Team Guest Lecture: Target Costing <b>News Due for V-Z</b>	Implementation TBA: Fit test w/ Target Technical Team Guest Lecture: Target 3D Team
Week 12 Apr 11 & 13	Implementation Guest Lecture:	Implementation
Week 13 Apr 18 & 20	Implementation	Implementation
Week 14 Apr 25 & 27	<b>Final Project Deliverables Due</b> In-class Presentations (2-3pm) Celebration & Display of Projects for College Community (3:15-4:45pm)	<b>Presentations at Target HQ (Mandatory to pass course)</b>  <b>Sprint 3 Ends</b>