COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

ADES 4215 Syllabus, Spring 2014

<table>
<thead>
<tr>
<th>Course Designator</th>
<th>ADES</th>
<th>Section Number</th>
<th>all</th>
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<tbody>
<tr>
<td>Course Number</td>
<td>4215</td>
<td>Semester and Year</td>
<td>Spring 2014</td>
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<thead>
<tr>
<th>Class Meeting Days &amp; Time</th>
<th>1:55 – 4:55</th>
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<tbody>
<tr>
<td>Classroom</td>
<td>10 McNeal Hall (McNeal 322 used for outside class team meetings, storage of project materials, readings resources)</td>
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<tr>
<td>Number of Credits</td>
<td>4</td>
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<tr>
<td>Final Exam Date &amp; Time (Also state if there is NO final)</td>
<td>See dates for final project presentations</td>
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<td>No Final Exam</td>
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<tr>
<td>Teaching Assistants</td>
<td>Dr. Kathy Reiley</td>
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<td>Office: 344 McNeal Hall</td>
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<td><a href="mailto:kreiley@umn.edu">kreiley@umn.edu</a></td>
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Instructor’s Information

Name | Dr. Karen LaBat
Office Location | 354 McNeal Hall
Office Phone | 612-624-3628
DHA Phone | 612-624-9700
Email | klabat@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 2014:
  o Tawnya Artisst, Textile Design Manager
  o Michele Polson, Development Manager

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:**

**Required Texts:**

**Materials and Supplies:**

Some materials are supplied in class

Teams will develop a method of sharing costs for the materials for the project prototype 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 at lecture and lab is essential. 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. You are expected to be in attendance for quizzes. 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.

Course Examinations
There are 5 scheduled quizzes throughout the semester. Please note that instructors may reschedule a quiz if one of our industry partners reschedules a presentation with the class. Students will be notified of date changes as soon as possible. Stay current with readings.

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

Grade Distribution
20% Quizzes
5% News assignment
5% Goldstein Museum of Design speaker or exhibit report or other event as assigned
10% Research Report
50% Industry project:
Multiple components as determined by sponsoring company and professor
10% Teamwork evaluation by team members, instructors & project sponsors

The final grade is based on accumulated points divided by total points possible.
Grades are determined as follows:
A (93.3%) Represents achievement that is outstanding relative to the level necessary to meet course requirements
A- (90%) Represents achievement that is significantly above the level necessary to meet course requirements
B+ (86%) Represents achievement that meets all course requirements
B (83%) in every respect
B- (80%)
C+ (76%) Represents achievement that is worthy of credit even though it fails to meet fully the course requirements
C (73%)
C- (70%)
D+ (66%)
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 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) contact Dr. LaBat in advance or as soon as possible.

Policy for Missed Quiz: There will be 5 quizzes scheduled throughout the semester. The lowest of the 5 quizzes will be dropped (if you miss one quiz with a “0” score –that score will be dropped). Beyond one missed quiz—make-up quizzes are allowed with university approved absence only. The absence must be documented from a source other than the student-- doctor, etc.

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.

Classroom Electronic Disruptions:  
Turn off all cell phones during lecture. If you "beep, buzz, or ring" during a lecture, you will be asked to leave the lecture session and not return for the remainder of that session. Note taking via computer is allowed---however, professor and TA’s will circulate during lecture and ask you to leave if you are on any social media sites that are unrelated to the course.

Personal Electronic Devices in Classroom:  
http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html

Use of Class Notes and Materials:  
http://policy.umn.edu/Policies/Education/Education/CLASSNOTESTUDENTSS.html

Scholastic Dishonesty and Student Conduct Code:  

Sexual Harassment:  

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
Academic Freedom and Responsibility:
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

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<tr>
<th>Dates</th>
<th>Tuesday</th>
<th>Thursday</th>
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<td>Week 1 Jan 21 &amp; 23</td>
<td><strong>Lec:</strong> Intro to course, professor &amp; TA</td>
<td><strong>Lee &amp; Studio/Lab:</strong> Participatory leadership circle—share your “artifact”—see note  --- bottom of schedule</td>
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<td><strong>Assignments:</strong></td>
<td><strong>Video:</strong> Objectified</td>
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<td>2. Target Background</td>
<td><strong>Read on Target---read before starting your background research on Target:</strong> These readings are available on the board outside 322 and in McNeal 322 (this is the course “work room” that we will use outside of course hours)</td>
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<td>3. Trends research</td>
<td><strong>Reingold, Target’s Inner Circle</strong></td>
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<td>4. Select artifact to bring to class</td>
<td><strong>See other Target resources on your Moodle site</strong></td>
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<td>Thursday</td>
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<td><strong>DUE Thursday January 23:</strong> Bring to class (2pm in McNeal 10)—one artifact (object, photo, sketch, etc.) that is symbolic of YOU and your career goals.</td>
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| Week 2 Jan 28 & 30 | **Lee:** Team works & types Studio/Lab: Turn in “types” assignment View “types” video Reaction to types exercise Continue background & trend research READ: K&G: Part I | **Lee:** Team Assignments. Team building exercise Studio/Lab: Individual Target & trend reports due: 1 copy of full report for instructors, 7 copies of discussion bullets---see assignment sheet Set up team work spaces & share prelim findings from independent/individual research---what do you know about Target & trends in apparel? |

| Week 3 Feb. 4 & 6 | **Tour Target Corporate HQ & Target project sponsors introduce project for the course** (bus transport provided—you must have permission to take separate transporation) Bus departs promptly at 2pm from McNeal Hall. Participation required. Returns to McNeal by 5pm | **QUIZ 1**  
Lee: Re-define project  
**Project Assignment hand-out with details of project requirements**  
Studio/Lab: Debrief project assignment Define the opportunity Rewrite problem (opportunity) statement Begin In-depth Research Set up work spaces in 322 McNeal |
| Week 4 | Feb 11 & 13 | Lec: Research
Studio/Lab: Plan Target Market/competition & trends research—determine specific assignment for team members
READ: K & G Chapters 3 & 4 | No Lecture or formal studio/Lab:--Target market and trend research—in the “field”
322McNeal will be open if you need to meet with your team on campus
Use this time wisely!
READ: K & G Chapter 5 |
| Week 5 | Feb 18 & 20 | Lec: Presenting your research through Persona boards & Trend boards
Studio/Lab: Teams set up team work spaces, share & compile research findings
Mood and persona boards---basic materials/boards, etc. provided—everyone will use same basic format/size
READ: K& G Chapters 8 & 9 | Lecture: Ideation methods---planning for ideation and idea selection
Studio/Lab: Target Market TEAM outline or mind map of report due.
Work on trend & persona boards & plans for how to present---instructors will check progress on Feb. 25.-- & continue work on written research report—due March |
| Week 6 | Feb 25 & 27 | 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 Thursday
Instructors will meet informally with each team | 322 Studio/Lab open 11 am -- teams prep for consultations with Target
2:30-5pm 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). |
| Week 7 | Mar 4 & 6 | Lecture: Instructions on debrief of Target meeting information. Ideation methods
Studio/Lab: Debriefing of Target Feb. 27 discussions Ideation Techniques
Teams redefine direction/write statement of clear direction/possible product categories based on Target input/revise boards
Ideation exercises for specific products
Ideation and idea selection
Lab: Continue ideation----refine ideas---begin selection. Work on written research reports
READ: K&G chapters 10 & 13 | Studio/ Lab: continue ideation/product identification----match research and product direction.
Continue work on research report sections---rough drafts of sections to all team members to “proof”
QUIZ 3 |
| Week 8 | Mar 11 & 13 | Lecture: Guest Speakers: Target visual merchandising—to be confirmed
Concept presentation: prelim sketches of pieces/merchandising ideas/ PR ideas
Studio/Lab: Review “ideas” from March 6---discuss possible products as merchandised on floor pad and on the Target web site---finalize idea selection
READ: K&G chapters 6&7 | Lee & Lab:
RESEARCH REPORT DUE
Present finalized line---for “snapshot” review----thumbnails of selected products/color swatches/prelim ideas for floor pad placement |
| Week of March 17 | | Spring break | Spring break |
Week 9 (March 25 & 27): Implementation begins, confirm products & select one to prototype & test, begin hang-tag design, POP materials, Target promo (take-away) materials
READ: K&G chapters 11 & 12
March 26: News Due for P-R

Week 10 (April 1 & 3): Quality assurance for softlines, begin testing of prototype materials, Product specs, Complete prototypes for Target fit tests---presentation plans
April 1: News Due for S-U
QUIZ 4

Week 11 (April 8 & 10): Continue QA, Fit tests with Target Global Fit Team (tentative date: April 8????)
April 8: News Due for V-Z

Week 12 (April 15 & 17): Costing, revise specs & QA reports, Continue presentation plans & materials
READ: K&G chapters 14 & 15

Week 13 (April 22 & 24): Final prep for presentation to Target
QUIZ 5

Week 14 (April 29 & May 1)

KEY DATE April 29 or May 1?? To Be Finalized with Target Corporate
Final Presentations to Target, Target HQ, Trade Fair format. Participation is mandatory to pass the course.

Week 15 (May 6 & 8): May 6 is debriefing of project, May 8 celebration, display of projects for college community, McNeal 10