ADES 4215 Product Development: Softlines      4 credits

Professor:
Dr. Karen LaBat
354 McNeal Hall  Office Hour: Tuesdays 10:30 to 11:30 or by appointment
612-624-3628
klabat@umn.edu

TA's:
Myunghee Sohn
346 McNeal Hall
sohnx019@umn.edu

Helen Koo
344 McNeal Hall
koox044@umn.edu

Course Lecture:  McNeal 10, Tu/Thurs, 1:55-2:45
Course Labs:  322 & 10 McNeal Hall:   TTH  3-4:55

Readings: packet available at St. Paul bookstore or available via UMN library web site, e-journals
(indicated on schedule)

Check for additional readings on Moodle site—you will be notified via email of new postings

Prerequisites: DHA 2213 Textile Analysis, senior Apparel Design or Retail Merchandising major—
you must have appropriate background to participate fully in the course project.

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 2012:
  o  Carrie Corsaro, Group Manager-Technical Product Development, Apparel &
     Accessories, Product Design & Development
  o  Rebecca Spilman, Design Manager-Men’s, Product Design & Development
  o  Quincy Russell, Design Manager-Men’s, Product Design & Development

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 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/perspective in PD---get ready to work out of your comfort zone.
Lectures 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. Labs will provide the time to work on projects with your team. There will be “light load” weeks when you will spend a short amount of time in lab and there will be “heavy load” weeks when you will use every minute of lab plus outside lab 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.

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 Daily News Record (DNR) 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. Use highlighter to highlight what you think are the important points related to product development and merchandising.
- Write a short (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 clip and word-processed paper will be posted on the news board. See examples of appropriate articles in the lab.
- Turn in to your TA on the due date listed below.
- Due dates are alphabetical by last name:
  - A – C due by Feb. 7
  - D-G due by Feb. 14
  - H-J due by Feb. 21
  - K-L due by Feb 28
  - M due by Mar. 6
  - Spring break: March 12-16
  - P-R due by March 20
  - S-T due by March 27
  - V-Z due by April 3

Written assignments: misrepresentation of work, use of copyrighted materials without permission, or negligence in citing sources will be grounds for failure.

Professional and ethical behavior is expected when working with team members and interacting with industry representatives. Attendance, attention, and participation (asking questions) are expected when guest speakers are presenting in class. In addition, you are expected to “do your homework” on the presenter’s company background.

Inclusivity
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, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are offices and individuals to help.
Attendance is taken periodically in lecture and in every lab. You are expected to attend every class session and to provide leadership and to collaborate fully with your team. Not attending class will affect your final grade.

Incompletes will be given only in cases of documented illness for yourself or family emergency. At least 75% of coursework completed with a passing grade is required for an incomplete to be granted. A contract for completion of the class must be agreed upon by student and professor before presentation of final project and filed in the department office.

Special Accommodations:
Availability of disability and mental health services:
If you have any special classroom requirements please contact one of the offices listed below (please do this early in the semester). They will work with you and, if necessary, they will contact the me and your TA to work out the details for any necessary accommodations.

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<thead>
<tr>
<th>Service</th>
<th>Address</th>
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<tbody>
<tr>
<td>Student Academic Success Service</td>
<td>340 Appleby Hall, Mpls</td>
<td>612-624-3323</td>
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<tr>
<td>Counseling/Consulting Services</td>
<td>199 Coffey Hall, St. Paul</td>
<td>612-624-3323</td>
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<tr>
<td>Disability Services</td>
<td>180 McNamara, Mpls</td>
<td>612-626-1333</td>
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<tr>
<td>Center for Writing</td>
<td>10 Nicholson Hall, Mpls</td>
<td>612-626-7579</td>
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Grade Distribution:
Individual reports, project notes/responses, & project tracking notebook: 20%
Team Research Report 10%
Industry project: 60%
Multiple components as determined by sponsoring company and professor
Teamwork evaluation by team members, instructors & project sponsors: 10%

The final grade is based on accumulated points divided by total points possible. Grades are determined as follows:

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<th>Grade</th>
<th>Percentage</th>
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<td>93.3%</td>
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<td>B+</td>
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Student Release of Work:
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.)

University Policies Are Available at these sites:
1. Grade definitions:
   http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html

2. Scholastic dishonesty and student conduct code:
   http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

3. Makeup work for Legitimate Absences:
   http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html

4. PEDs in classroom:
   http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html

5. Use of class notes and materials:
   http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html
6. Sexual Harassment:
http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf

7. Statement on Climate of Inclusivity:
http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf

8. Academic Freedom and Responsibility:
http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

9. Statements about the availability of disability and mental health services:
http://ds.umn.edu/student-services.html and http://www.mentalhealth.umn.edu

Course Schedule and readings: (schedule is tentative and subject to change)
(p) indicates reading in packet

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<tr>
<th>Dates</th>
<th>Tuesday Lecture</th>
<th>Thursday Lecture</th>
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| Jan. 17/19  | **Lec:** Intro to course, professor & TAs Assignment:  
1. “Types” online self assessment (due 1/24)  
2. Target Background  
3. Trends research  
4. Select artifact to bring to class  
**Thursday**  
**Readings on trends**---read before starting your trend research:  
Leach, *Robyn Waters Trend Translator* (p)  
**Readings on Target**---read before starting your background research on Target:  
Rowley, *On Target* (p)  
Reingold, *Target’s Inner Circle* (p) | **Lec & Lab:** Participatory leadership circle—share you “artifact”—see note below  
**Read:**  
| Jan. 24 & 26 | **Lec:** TA’s introduce themselves  
Team works & types  
Lab: Turn in “types” assignment  
View “types” video  
Reaction to types exercise  
Continue background & trend research | **Lec:** Team Assignments. Team building exercise  
**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? |
| Jan. 31 & Feb. 2 | **Lec & Lab:** Tour Target Corporate HQ & Target project sponsors introduce project for the course (bus transport provided)  
Bus departs promptly at 2pm from McNeal Hall. Participation required. Returns to McNeal by 5pm | **Lec:** Re-define project  
**Project Assignment hand-out with details of project requirements**  
Lab: Debrief project assignment  
Define the opportunity  
Rewrite problem (opportunity) statement  
Begin Research  
**Read for today:** Turner, *Who Calls the Shots* (p) |
| Feb. 7 & 9 | **Lec:** Research  
Lab: Plan Target Market/competition & trends research—determine specific assignment for team members  
Readings: | **No Lecture or formal 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! |
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<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Feb. 14&amp; 15</td>
<td><strong>Lec:</strong> Presenting your research through Persona boards &amp; Trend boards</td>
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<td>(wk 5)</td>
<td><strong>Lab:</strong> Teams set up team work spaces, share &amp; compile research findings</td>
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<td>Mood and persona boards---basic materials/boards, etc. provided---everyone will use same basic format/size</td>
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<td><strong>News Due for: A-C</strong></td>
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<td>Lecture: no formal lecture---work on presentations for Target in labs</td>
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<td>Lab: Target Market TEAM outline or mind map of report due. Work on trend &amp; persona boards &amp; plans for how to present---due Feb. 22 &amp; continue work on written research report---due March 10</td>
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<td>Feb. 21 &amp; 23</td>
<td><strong>GUEST SPEAKERS: Kohl's Technical Design and Product Management</strong></td>
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<td>(wk 6)</td>
<td>Work on research written report (see assignment sheet for specific sections required in the report)</td>
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<td><strong>Read for today:</strong> Idea Makers (p), McGrit (p), 9 Passions… (p)</td>
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<td><strong>News Due for: D-G</strong></td>
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<td>322 Lab open 11 am -- teams prep for consultations with Target</td>
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<td><strong>2:30-5pm by appointment in McNeal 22:</strong> Teams present Research (mood/trend &amp; persona boards)—to Target reps 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.</td>
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<td>Feb. 28 &amp; Mar 1</td>
<td><strong>Guest Speaker: TB confirmed</strong></td>
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<td>(wk 7)</td>
<td><strong>Lab:</strong> Debriefing of Target Feb. 23 discussions Ideation Techniques</td>
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<td>Teams redefine direction/write statement of clear direction/possible product categories based on Target input/revise boards Ideation exercises for specific products</td>
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<td>Ideation selection</td>
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<td><strong>Lab:</strong> Continue ideation----refine ideas---begin selection. Work on written research reports</td>
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<td><strong>Read for today:</strong> Griffith (p)</td>
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<td><strong>News Due for: H-J</strong></td>
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<td>Mar. 6 &amp; 8</td>
<td><strong>Guest Speakers: Target vis merch??</strong></td>
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<td>(wk 8)</td>
<td>2:30 pm—McNeal Space Lab 2nd floor</td>
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<td><strong>Lab:</strong> Present finalized line---for “snapshot” review----thumbsnails of selected products/color swatches/prelim ideas for floor pad placement</td>
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<td><strong>News Due for: M</strong></td>
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<td><strong>Lec &amp; Lab:</strong></td>
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<td><strong>RESEARCH REPORT DUE</strong></td>
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<td>Finalize “rough” board of selected products-----leave in designated display area in McNeal 322.</td>
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<td>Mar. 12 –16</td>
<td>Spring break</td>
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**Week 10:** Implementation begins, confirm products & select one to prototype & test, begin hang-tag design, POP materials, Target promo (take-away) materials

**March 20:** News Due for P-R
Week 11: Quality assurance for softlines, begin testing of prototype materials, Product specs, Begin presentation plans
READ: Tanburino (p), Angliss (p)

March 27: News Due for S-T

Week 12: Continue QA, Fit tests with Target Global Fit Team (tentative date: April 5)
April 3: News Due for V-Z

Week 13: Costing, revise specs & QA reports, Continue presentation plans & materials

Week 14: Review and analyze, revisions, continue presentation plans

Week 15: Final prep for presentation to Target

Tuesday, April 24- key date: Final Presentation to Target, Target HQ, Trade Fair format. Participation is mandatory

Tuesday, May 1—key date: debrief Target presentation and celebration

DUE Thursday (January 19):
Bring to class (2pm in McNeal 10)----one artifact (object, photo, sketch, etc.) that is symbolic of YOU and what you would like to get out of this class.