

Lecture: Monday 12:00pm (Noon) to 1:50pm, Gateway 132

Purpose of Lecture: lectures, discussions and other activities in lecture are intended to enrich or supplement the assigned readings. Lectures are not intended to summarize or substitute for the readings. It is expected that you have read the assigned reading before coming to lecture.

Lab: Fridays, Section 301 at 9:00-10:50AM and Section 302 at 11:00-12:50PM; Chilton 387

Purpose of Labs: to develop product intelligence and to provide experience in the product development process and activities. Labs include both computer and hands-on learning experiences.

Instructor: Mrs. Kristina Bruder

Office: 330E Chilton Hall

Email: kristina.bruder@unt.edu

Telephone: 940-369-6619 or CMHT Main Office Chilton 331 at 940-565-2436

Student Office Hours: MW 900-1100AM; Thursday Noon-130PM or by appointment; may be in person or via Zoom--<https://unt.zoom.us/j/91034829159>.

Communications: All emails must have a subject heading that begins with the following: **MDSE 4250: your subject here**".

You may expect a same-day response except on weekends/holidays. Responses to emails without this subject heading may be delayed.

Most assignments will be graded within 5-7 business days; if there is an issue requiring a longer period of grading, you will be notified.

Course Description: Analysis of the new apparel production process, including quality issues relative to development and production of ready-to-wear apparel. Concepts include apparel components, sizing, costing, and production planning.

Prerequisite: MDSE 2350; C or better.

Course Objectives:

1. Demonstrate appropriate use of industry terminology for product development.
2. Analyze the impact of decisions made during the product development process in terms of cost, turnaround time and quality.
3. Relate the elements and principles of design to apparel product development, use and evaluation.
4. Develop a product line for manufacture and sale.
5. Demonstrate critical and creative thinking skills by communicating a product line suitable for a specific brand profile.
6. Identify current issues of social responsibility, professional behavior and ethics, and environmental sustainability related to product development and offer possible solutions.

Required Text:

1. Garner, M., Vandemar, D. & Keiser, S. (2022). Beyond Design: The Synergy of Apparel Product Development, 5th Ed. New York, NY: Fairchild Publications, INC. ISBN# 978-1-5013-6664-2 (new copy on 2-hour reserve at Willis Library) (any format)
2. Additional readings may be posted on Canvas.

Materials: Bring pen or pencil, notebook paper and a charged laptop to lecture, lab and exam. Most labs require use of a computer; it is best to check out one provided outside Chilton 387 but you may use your own provided you have Word, Excel and PowerPoint and access to Internet.

Teaching Philosophy: We learn by repetition, by application and by being challenged. These are skills you can apply today! I urge you to read what is assigned on the Course Schedule before coming to class. Class lectures and other activities are intended to enrich or supplement the assigned readings. I will be glad to meet individually with you to discuss materials presented in the readings or the class lectures, to help you determine your progress in the class, or other relevant purposes. Detailed requirements for projects, guest speakers, and special events will be distributed throughout the semester. If you are absent on the day an assignment is distributed and discussed, please check with a class member to see what you missed or visit Student Office Hours.

Students may vary in their competency levels for these abilities. Expect to acquire this knowledge and these skills only if you honor all course policies, attend classes regularly, complete all assigned work in good faith and on time, and meet all other course expectations of you as a student. The above and included schedule, policies, procedures, requirements and assessments in this course are subject to change in the event of extenuating circumstances, by agreement, and/or to ensure better learning. You will be notified of any changes in the Announcements on Canvas.

I--an imperfect human--am still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.

Course Requirements MDSE 4250	Points	Due Dates
Applied Learning Activities	35	In lectures only
Styling Term Quizzes (10 points each, 12 total)	120	In lectures only
Labs (20 points each: 12 total, drop 2 lowest)	200	In labs only
Midterm Exam (Introduction – Line Development)	75	10/2 at Noon-12:59pm
Professional Development (bonus 10 points)	0	11/13
Final Project: Mini-Line Sales Presentation	80	11/29 at 9:00pm
Final Project: Mini-Spec Package	80	11/29 at 9:00pm
Final Project: Presentation to Class	20	12/1 in labs
Final Project: Student Critique	10	12/1 in labs
Final Project: E-Portfolio	10	12/4
Final Exam (Concept to Production – Pricing & Costing)	75	12/13 at 10:30am-12:30pm
Total (may change)	705	

Course Requirements

- **Applied Learning Activities (ALAs)** will be given during lectures. Application of course material is critical to understanding and your overall learning achievements, particularly in your understanding of domestic vs. international issues. ALAs may be a participation grade or may have specific requirements which will also be graded. ALAs are due before the end of class; no makeups for ALAs. Participation and engagement is important! Although I do not offer extra credit, some ALAs are bonus, and will be used to cover any ALAs you otherwise missed.
- **Style Quizzes:** 10 questions, 10 minutes, 10 points; most questions will be about styling terms but a few could be from the previous lecture or guest lecturer. The quiz subject matter is posted on the Course Schedule and will be given in lecture during class. See Chapter 8 Garment Styling: images may come from Figures like 8.18 on p. 280 or Appendix 8.1 beginning on pp.298-313). I may also show you an actual garment as an example of the styling term, a photo of a garment or a flat which could be on the quizzes. It may be on paper, iClicker or Canvas.
- **Labs** are worth 20 points each. There are 12 and they cannot be made up. There are no makeups for the labs. Thus, your two lowest labs will be dropped at the end of the semester. It is best to attend all labs; several labs include skills that you will need for the project. If you miss a lab, you should check with me to be sure you have all that you need to succeed. Labs are mostly active learning experiences or working with your Final Project group that require attendance in person. Most lab exercises relate to and help to build the Final Project, thus participation in all lab exercises is critical.
- **Mini-Line and Spec Pack Final Project:** You will complete a comprehensive group project during the semester which is similar to a sales presentation from a wholesaler. The project is designed to help you apply concepts from the readings, labs and lecture. Some time outside of class will be necessary to create the project. There are 5 parts:
 - Sales Presentation: what you show to the retail buyers during your presentation to sell the product line.
 - Mini-Spec Pack: what you give to the factory to help them understand what to make.
 - Presentation (to class): live in final lab.
 - Student Critique: you will view the presentations of the groups and critique them.
 - Foliotek (Portfolio): upload your final project so you have access to it after you graduate.
- **Midterm Exam (Introduction through Line Development):** 50 questions, 1.5 points/question, 50 minutes; on paper or Canvas (TBD); includes multiple choice, true/false, and short answer.
- **Final Exam:** The Final Exam is the same as the Midterm except it covers Concept to Production through Pricing & Costing.
- **Professional Development (10 points bonus):** The objective is for you to attend an event with a speaker or the Career Expo which is extracurricular and then prove that you attended. If you are not in the College of Merchandising, Hospitality or Tourism and these event(s) do not interest you, you may find your own event to attend. Please review the event with me first. There are many events and speakers and organizations on campus! Pick something you are interested in and which may help you in your career.
 - Event with Ruth Crowley, Sept. 1 at 11AM; see Events & Opps on Canvas.
 - Career Expo 9/13, 10:00AM–1:00 PM (details TBA; will be posted in Canvas).
 - Any NRFSA or Merchandising Inc. meeting with a speaker is excellent, too. Other colleges also have organizations with speakers related to their majors. The University usually holds events with speakers, too.
 - More will be announced in class and on Canvas as we go through the semester.
 - TBD or create your own (again, please review with me).

Course Schedule*

MDSE 4250 Product Development

Fall 2023

	Week / Date	Reading Assignment	Lecture & Module Topic: MW Noon-12:50PM	Fridays Lab Topic Chilton 387	Due Dates & Reminders	
Part 1: Creative Planning	1	Syllabus, Final Project Review Ch. 1-4	8/21 Course Introduction, Color	8/25 Groups, Final Project & Planning; Lab 1 Business/Brand Profile	Bring your laptop to every lab.	
	2	Ch. 5	8/28 Color (STQuiz: Neckline) + Fabrication	9/1 Lab 2 Color	***Lab will be held at 9am only for both sections!*** due to 11AM/Union TBD: Special Event	
	3	na	9/4 Holiday (Labor Day)	9/8 Lab 3 Fabrication		
	4	Ch. 6 + Online Reading in Module	9/11 Fabrication (STQuiz: Waistline & Pockets) + Findings & Trim	9/15 Lab 4 Findings & Trims	9/13 CMHT Career Expo (Professional Development Opportunity)	
	5	Ch. 7	9/18 Line Development (STQuiz: Collars & Parts of Collar)	9/22 Lab 5 Line Development	9/18: Guest Speaker (Noon)	
	6	Ch. 8	9/25 Garment Styling (STQuiz: Sleeves & Cuffs)	9/29 Lab 6 Garment Styling		
Part 2: Technical Planning	7	Ch. 5-8	10/2 Noon: Midterm Exam (Intro – Line Development) 1:00pm: Guest Speaker (STQuiz: Dress Silhouettes)	10/6 Group Decisions Confirmed-- Business Planning and Brand Profile	<ul style="list-style-type: none"> 10/2 (in first part of lecture) Midterm Exam 10/2: Guest Speaker (1:00pm) 	
	8	Ch. 9	10/9 Concept to Production (STQuiz: Knit Tops)	10/13 Lab 7 Concept Board		
	9	Ch. 10; Articles in Module	10/16 Sizing & Fit (STQuiz: Sweaters)	10/20 Lab 8 Sizing & Fit		
	10	Ch. 11	10/23 Quality Part 1 (STQuiz: Shirts & Blouses)	10/27 Lab 9 Stitches & Seams	<i>Recommend: Check Group Rough Draft for Sales Presentation</i>	
	11	Ch. 11	10/30 Quality Part 2 (STQuiz: Jackets)	11/3 Lab 10 Testing & Care		
Part 3: Production Planning	12	Ch. 13	11/6 Costing (STQuiz: Outerwear Coats & Jackets)	11/10 Lab 11 Pricing & Costing		
	13	Ch. 12	11/13 Developing Supply Chain Partnerships (STQuiz: Skirts)	11/17 Lab 12 Sourcing + SPOT	<ul style="list-style-type: none"> 11/13@11:59pm Professional Development (bonus) <i>Recommend: Check Group Rough Draft for Spec Pack</i> 	
	<i>Thanksgiving Holiday: 11/20-11/26</i>					
	14	NA	11/27 Workday (no class) – <i>Optional Consultation with Mrs. Bruder in office</i>	12/1 Class Presentations, Student Critiques	<ul style="list-style-type: none"> 11/29 @ 9:00PM, Final Project 12/1 Student Critiques in lab 	
15	NA	12/4 Wrap Up; Review (STQuiz: Pants)	Reading Day, no lab	<ul style="list-style-type: none"> 12/4 E-Portfolio/Foliotek 		
16	Finals	Final Exam (Concept to Production – Pricing & Costing): Wednesday, December 13 at 10:30am – 12:30pm.				

*This schedule is a guide and may be subject to modifications; if changed, you will be notified in class and updated online in Canvas.

Suggested Study Routine:

1. Read the Reading Assignment before coming to lecture; study any other content in the weekly module on Canvas.
2. Come to Lecture and participate in ALAs and Styling Term Quizzes. Take notes. Review provided PowerPoint.
3. Come to Lab; do not miss Lab. Complete the assignments in lab. Missing lab means you can't help your group.
4. Plan and work with Group.
5. Study for and take exams.

In the Classroom:

- Put belongings you won't be using under the table.
- Bring your laptop to the classroom on-site, too. We will be working during class on devices. Only a laptop will do everything you need. Laptops may be checked out from Chilton Hall 3rd floor Tech desk.

Grading

1. Grades are not curved. They will be rounded to a whole number.
2. To calculate grade: $\text{Points Earned/Points Possible} \times 100$. It is best to calculate your Current Grade using this formula. The Total grade on Canvas may or may not be accurate depending on what is published and not published at any given moment in Grades on Canvas.
3. If you believe a grade is incorrect, you have 7 business days from the time of posting to dispute the grade.
4. If you are struggling in the course, meet with me early; do not wait. Take responsibility for your actions and your study habits! I want you to succeed and will do what I can to help! But you have to do your part, too.
5. All discussions of grades will take place privately during office hours or in an appointment we set up. It will not be appropriate to ask to discuss grades before class, during class or after class in front of other students.
6. The final semester grade will be determined as follows:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% or below

Course Recordings

I do not plan to record any courses at this time. If it becomes necessary again to record, I will do my best to record each class lecture for access on Zoom on Canvas.

Attendance

1. Life happens! The most important thing you can do is to let me know when you cannot attend and why (especially illness/quarantine/isolation). We can decide later if it's an approved excuse or not. Keeping me informed does not automatically excuse you.
2. UNT approved excuses are detailed below. Be sure you understand what an approved excuse (see below) is and what is not an approved excuse (ex: training, work, doctor's appointments). If I do excuse you (which will be updated on iClicker), remember that you still missed the class and you will need to get notes from someone. Also, ALAs cannot be made up no matter what the excuse but there are many bonus ALAs which will cover for a missed ALA which may have been required; it all depends on your attendance.
3. If you experience any hardships such as illness, accident, family crisis please know that these policies may be amended and therefore you should communicate with me as soon as you feel comfortable doing so. If this is going to be an issue for longer than a few weeks, I strongly urge you to talk to your Advisor or Dean of Students who can communicate with all of your instructors. Don't assume that I can't help you; keep me informed and let me decide. If I can be flexible and still be fair to all students in the course, I will be. Just remember that if answers have already been released to the class, it may not be possible.
4. I will take attendance using iClicker and a sign-in sheet in class should your electronic device be a problem. I will turn off iClicker and remove the sign-in sheet after 20 minutes of class. Note that you could have missed a significant amount of information by being late; thus be sure to get notes from a fellow classmate. Attendance is important. If you believe Attendance on iClicker is incorrect, then you need to tell me and explain. I want to fix it. I use attendance to make various decisions during the semester.
5. You cannot achieve the course objectives unless you attend class and actively engage. If you are not in class, you are absent regardless of whether 'excused' or 'unexcused' meaning that you missed learning the material. You are responsible for attending each class meeting and securing your own lecture notes should you miss.
6. Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your

attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

7. Students are expected to be in class the entire meeting time. This means no getting up and leaving in the middle of class (bathroom breaks, answering the phone, etc). Unless you have a medical reason, you are expected to sit in your seat for the entire class meeting without disruption. You should use the restroom prior to class or after class. I understand emergencies happen, but DO NOT MAKE THIS A HABIT! Each time you get up from your seat during class, you disrupt the learning of your classmates.
8. You are expected to be professional and respectful when attending class.
9. Students will not be penalized for missing class due to religious holy days or ROTC. Student athletes with proper documentation will not be penalized for attending athletic competitions. If you know you will miss a class due to one of these excused absences, please inform me by the end of the first two weeks of classes (first 2 days of classes in summer sessions) and I will attempt to reschedule assessments with regard to those days.
10. Per the [UNT Student Attendance and Authorized Absences Policy](#), an absence may be excused for the following reasons: “a religious holy day, including travel for that purpose; active military service, including travel for that purpose; participation in an official university function; illness or other extenuating circumstances; pregnancy and parenting under Title IX; and (see the Policy for specifics); when the University is officially closed by the President.”
11. Doctor’s appointments are not excused absences. Excuses may also include: Dean of Student’s approved excuse (could be anything); a medical excuse: a written statement by a doctor needs to be provided to me stating that you were too ill to be in class or to take the exam at the scheduled time; death in the immediate family; notification from Dean of Student’s office and Funeral program must be provided; a university-excused absence: proof of participation must be provided. Arrangements must be made at least one week prior to the activity or absence.

Exams/Quizzes and Makeup Exams

You are responsible for taking all exams at the scheduled times. Please email me prior to the exam if you believe you have an excused absence. All approved makeup exams are given at an assigned time the week before final exams (usually Reading Day at 9am) or at another arranged time. A student may only take one make-up exam. Makeup exams are for students who missed an exam, not to improve an exam grade. If you lose internet connection during an exam, please contact me as soon as possible. I will watch the exam proceed online if the exam is online.

Final exams will be administered at the designated time (no earlier and no later). Should you have more than two finals on one day, you may request to reschedule one of these exams on another day during the final exam period. Please check the course calendar early in the semester to avoid any schedule conflicts.

Assignment Due Dates and Submission

Deadlines are firm. But if you know you have something coming up that will challenge your timing, please talk to me. Assignments are considered late and are downgraded at the rate of 10% for each calendar day late up to 3 days late. Some assignments may not be accepted late. If the assignment is available beyond the due date on Canvas, I will accept a late submission.

1. **Emailed assignments will not be accepted without prior arrangements and extenuating circumstances.** Missing the deadline is not an extenuating circumstance.
2. When submitting an assignment to Canvas, always sign out and then sign in again to Canvas to ensure that what you submitted shows up properly.
3. If I can’t open the file, I can’t grade it. Be sure it is submitted correctly.
4. Due Dates and Times: Unless otherwise stated on the Course Schedule below or on Canvas, all items are due at end of day 11:59 pm.
5. All assessments are on Canvas either in the Final Project module or in the relevant subject module.
6. The hours of 10pm to Midnight are extremely busy on Canvas and submissions may take a while to load. Plan ahead.
7. I may require Turnitin for some assignments where students tend to cheat.
8. Students should immediately report any problems to me and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. We will work with the student to resolve any issues at the earliest possible time.

Academic Dishonesty

A range of disciplinary actions may result from any finding of academic dishonesty (i.e., admonition, class failure, expulsion) depending upon the severity of the misconduct. At a minimum for this class, any finding of academic misconduct on exams, writing assignments, or any other graded assignment will result in a "0" for that graded activity or assignment. For additional information, please refer to UNT Policy 06.003 and the CMHT Syllabus Addendum.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrasing or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

See UNT policy: https://policy.unt.edu/sites/default/files/06.003_StudentStandardsOfAcademicIntegrity_8_2017.pdf

Policies and penalties for academic dishonesty:

- **Cheating** on an exam will result in automatic failure on that assessment (e.g.,). Examples of cheating include but are not limited to:
 - Any communication during an exam (ex: passing notes, texting each other during an exam, GroupMe chats and similar apps during an exam)
 - Use of unauthorized assistance to take the exam
 - Acquisition of the exam without permission
- **Dual submission** of a paper or project or resubmission of a paper or project to a different class without express permission from the instructor will result in "0" points for that assignment without the opportunity to complete.
- **Dual submission** of a paper or project or resubmission of a paper or project to the same class by different students without express permission from the instructor will result in "0" points for that assignment without the opportunity to complete. This is called plagiarism. It is acceptable for students to study together on assignments; it is not acceptable to turn in the same work. Every instructor expects both individuality and varying degrees of originality depending on the assessment.
- **Plagiarism** (depending on the severity) will result in no credit on an assessment.
- **Fabrication** or inventing any information, data or research as a part of an academic exercise will result in no credit on an assessment.
- **Facilitating Academic Dishonesty** or assisting another in the commission of academic dishonesty will result in failure for the assignment (for either or both individuals).
- **Sabotage** or acting to prevent others from completing their work or willfully disrupting the academic work will result in failure from the class.
- More than 1 (one) incident will result in failure of the course.
- All incidents will be reported to the Office of Academic Integrity.

Hot Tip: Keep everything you need for classes (paper, laptop, textbooks, pens, etc.) in one bag so that if we go to full remote, it is easy for you or someone else to go into your room and get all your required things for classes quickly. I recommend that you be sure that you have a functioning laptop or other device with a webcam and microphone, just in case of emergency.

Course Technology & Skills

Minimum Technology Requirements

Provide a list of the minimum technology requirements for students, such as:

- Computer
- Reliable internet access

- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy

Provide a list of course-specific technical skills learners must have to succeed in the course, such as:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT, we have a Student Help Desk that you can contact for help with Canvas or other technical issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (http://www.unt.edu/helpdesk/index.htm)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8 am-9 pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8 am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (https://community.canvaslms.com/docs/DOC-10554-4212710328)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language based on race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals’ experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”

- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. **[Nov. 20-Dec.7]**

Emergency Notification

If there is an emergency, I will post instructions on Canvas.