

**Lecture: Tuesdays and Thursdays 200-320PM in ENV 125**

**Contact Information:**

**Instructor:** Mrs. Bruder

**Office:** 330E Chilton Hall

**Email:** kristina.bruder@unt.edu

**Student Office Hours:** Tuesdays & Thursdays 1130-130pm; or by appointment; may be in person or via Zoom--<https://unt.zoom.us/j/91034829159>

**Communications:** All emails must have a subject heading which begins with the following: **MDSE 2350: your subject here**".

You may expect a same day response in most cases 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 that requires a longer period of time for grading, you will be notified.

**Course Description:** Comprehensive overview of apparel product development, including researching and interpreting fashion direction, analyzing comparable market offerings, and developing color, style, and fabric trends. Customer conversion, revenue optimization, global collaboration, and selling innovation will be explored.

**Course Objectives:**

1. Appropriately use trend forecasting terminology.
2. Describe of the roles and functions involved in the product development and trend forecasting process.
3. Examine the methods for conducting research for new fashion products and marketing initiatives.
4. Interpret cultural and social influences to determine the direction of fashion movement.
5. Synthesize contemporary trends by creating and communicating a trend forecast for a future season.

**Required (also on 2 hour Reserve at Willis Library):**

1. Rousso, C. (2018). Fashion forward: A guide to fashion forecasting, 2<sup>nd</sup> Ed. New York, NY: Fairchild Publications INC. ISBN#978-1-5013-2827-5
2. Garner, M. & Keiser, S. (2017). Beyond Design: The Synergy of Apparel Product Development, 4th Ed. New York, NY: Fairchild Publications, INC. ISBN# 978-1-5013-1541-1 (We will read only Chapters 1-4 in MDSE 2350 and all the remaining chapters in MDSE 3250 where the textbook is required; you will not need the text during class meetings; you may purchase electronic if you prefer).
3. Additional readings may be posted on Canvas in the module for the week.
4. Laptop/iPad for research and for creating PowerPoint slides in class.

**Teaching Philosophy:** We learn by repetition, by application and by being challenged. Students need 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. They are not intended to summarize or substitute for the 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. Students 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 2350	Points	Due Dates
Applied Learning Activities	25	Mostly due during lectures in class
Chapter Quizzes	120	Mondays @ 11:59pm
PowerPoint One Slides (choose 2 of 6 options)	30	9/13, 9/20, 10/4, 10/11, 11/1, 11/15
Track a Look	20	9/27
Futurist	25	10/11
Comparison Shopping	25	10/18
Trend Report	50	Selection & Approval 10/4-8; Completed Report 11/1
Trend Journal	80	11/22
Group Final Project: Fashion Forecast	125	Project 11/23 @ 9pm; Presentations on 11/30 & 12/2; Critiques 12/2
<b>Total</b>	<b>500</b>	<b>No Final Exam</b>

### Course Requirements Described

1. **Applied Learning Activities (ALA)** will be given during lectures. Application of course material is critical to understanding and your overall learning achievements. ALAs may be a participation grade or may be graded using a rubric. ALAs will occur mostly during our regularly scheduled class sessions; therefore, your attendance and engagement is critical to your success. ALAs are mostly due before the end of class. There are no makeups for ALAs. Participation is important!
2. **Chapter Quizzes** are divided purposefully between each subject to assess experience with the reading material and familiarity with the materials presented in lecture: 12 quizzes for 10 points each with 20 questions, timed for 20 minutes and due Mondays at 11:59pm before the next lecture. Questions are pulled randomly from a large pool of questions.
3. **PowerPoint One-Slides:** select and complete 2 of the following 6 options. Instructions will be given in class and you will have 24-72 hours to complete. I will need to be sure that at least 10 students have selected each assignment. Then after you submit to the link in Canvas, they will be compiled into one PDF file and then shown anonymously in class for comment. The objective is to help practice and train your eye for how to arrange images in an aesthetically pleasing way as well as to accomplish the objective of each individual one-slide and learn from other students. As long as you meet the requirements, you will receive the points. Due on Mondays. Your choices include:
  - a. Trendsetter or Emerging Designer: identify and tell us about an emerging designer or trendsetter
  - b. Current & Past Fashions: identify a look of today and its original historical period
  - c. Geographic Wardrobe: select and geographic location and select the clothing so we know where you are going.
  - d. Profile of a Famous Designer: select an iconic designer from the past and tell us about the designer
  - e. Color Mood Boards: use color and images to communicate a mood
  - f. Runway Looks: identify similar looks which are repeated across several runway collections
4. **Assignments:**
  - a. **Trend Journal:** Trend forecasters always keep a file (physical and digital) of everything that looks new or fresh. This will be a trend journal for the class. The objective is to build a habit of environment scanning. You will be expected to take photos around campus or anywhere you are, download from trend services, generally gather images relevant to what's happening in fashion and post a comment about why the image is interesting to you.
  - b. **Track a Look:** is a PowerPoint one-slide tracking a look from inception to current status. Is it still a trend?
  - c. **Futurist:** the objective is to identify a predicted future trend (macro) in society or culture or industry and explain how it might manifest as a product and become a trend in the future.
  - d. **Comparison Shopping:** Merchandisers 'comp shop' as often as every week to see what's new, what's bestselling, what's not selling, pricing, and to compare products from competitors. You will do your own comp shopping.
  - e. **Trend Report:** you will identify and select a current trend on which to report. The report includes examples of the trend, observations from comparison shopping and from observing people, as well as conclusions about scope and duration.
  - f. **Group Final Project:** in a small group, you will identify seasonal trends for a future season and predict how it will manifest in apparel and other industries in terms of color, materials and styling. Your group will present the forecast and critique other groups' forecasts. Group time in class may be limited, so plan on meeting outside of class or by Zoom (unt.zoom.us).
5. **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.
  - a. Career Expo 9/22 9AM to Noon
  - b. TBD or create your own (again, please review with me)

# MDSE 2350 Course Schedule (tentative) for Fall 2021

Week	Readings	Class Meetings; Modules + Topics	Due Dates & Reminders (@11:59PM unless otherwise noted)
<b>Part One: Introduction to Product Development &amp; Trend Forecasting</b>			
1	Keiser Ch. 1	<b>8/24</b> Course Introduction <b>8/26</b> Role of PD	
2	Keiser Ch. 2	<b>8/31</b> Role of PD <b>9/2</b> Planning for Success	
3	Rousso Ch. 1	<b>9/7</b> Planning for Success <b>9/9</b> Intro to Forecasting*	<ul style="list-style-type: none"> <li>9/7 Quiz: Role of PD</li> </ul>
4	Rousso Ch. 2	<b>9/14</b> Intro con't + Importance of History <b>9/16</b> Importance of History	<ul style="list-style-type: none"> <li>9/13 Quiz: Planning for Success</li> <li>9/13 Option A for One-Slide: Trendsetter</li> </ul>
5	Rousso Ch. 3	<b>9/21</b> Movement of Fashion <b>9/23</b> con't	<ul style="list-style-type: none"> <li>9/20 Quiz: Intro to Forecasting</li> <li>9/20 Option B for One-Slide: Current &amp; Past Fashions</li> <li>9/22: Career Expo</li> </ul>
6	Rousso Ch. 4 Keiser Ch. 3 pp 49-62 & 70-76	<b>9/28</b> Long-term Forecasting: Social & Cultural Influences; Consumer Markets <b>9/30</b> con't	<ul style="list-style-type: none"> <li>9/27 Quiz: History &amp; Movement of Fashion</li> <li>9/27 Track a Look</li> </ul>
7	Rousso Ch. 5; Keiser Ch. 3 pp. 63-69; Keiser 4 Shopping	<b>10/5</b> Gathering Information: Market & Sales Research, Consumer Trends; Shopping the Market <b>10/7</b> con't	<ul style="list-style-type: none"> <li>10/4                             <ul style="list-style-type: none"> <li>Trend Report: Selection</li> <li>Quiz: Long-term Forecasting</li> <li>Option C for One-Slide: Geographic Wardrobe</li> </ul> </li> </ul>
8	Rousso Ch. 10	<b>10/12</b> Assembling & Presenting the Forecast; Seasonal Forecasts <b>10/14</b> con't & Groups, Final Project	<ul style="list-style-type: none"> <li>10/11                             <ul style="list-style-type: none"> <li>Quiz: Gathering Information</li> <li>Option D for One-Slide Profile of a Famous Designer</li> <li>Futurist</li> </ul> </li> </ul>
<b>Part Two: Creating a Fashion Forecast</b>			
9	Rousso Ch. 6	<b>10/19</b> Developing a Theme <b>10/21</b> con't	<ul style="list-style-type: none"> <li>10/18 Quiz: Assembling the Forecast</li> <li>10/18 Comp Shopping as a Tool</li> </ul>
10	Rousso Ch. 7	<b>10/26</b> Color Forecasting <b>10/28</b> con't	<ul style="list-style-type: none"> <li>10/25 Quiz: Theme</li> </ul>
11	Rousso Ch. 8	<b>11/2</b> Materials Forecasting <b>11/4</b> con't	<ul style="list-style-type: none"> <li>11/1                             <ul style="list-style-type: none"> <li>Quiz: Color</li> <li>Option E for One-Slide: Color Mood Board</li> <li>Trend Report</li> </ul> </li> </ul>
12	Rousso Ch. 9 & Keiser 4	<b>11/9</b> The Look Forecasting <b>11/11</b> con't	<ul style="list-style-type: none"> <li>11/8 Quiz: Materials</li> </ul>
13		<b>11/16</b> Wrap Up: The Look + Brand Assignment Revealed <b>11/18</b> Group Work Day 1	<ul style="list-style-type: none"> <li>11/15                             <ul style="list-style-type: none"> <li>Quiz: The Look</li> <li>Option F for One-Slide: Runway Look</li> <li>SPOT opens 11/15 - 12/2</li> </ul> </li> <li><b>11/19 @ 11:59pm Professional Development (bonus)</b></li> </ul>
14		<b>11/23</b> Group Work Day 2 <b>11/25</b> No Class	<ul style="list-style-type: none"> <li>11/22 Quiz: Keiser Ch. 4</li> <li>11/22 Trend Journal</li> <li>11/23: Final Project Due @ 9pm</li> </ul>
15		<b>11/30</b> Final Project Presentations <b>12/2</b> Final Project Presentations	<ul style="list-style-type: none"> <li>12/2 Critiques</li> </ul>

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

**Suggested Study Routine:**

Step 1: Read the Readings in your textbooks and study any content provided in the module on Canvas.

Step 2: Research for Trend Journal and post in your Trend Journal (WGSN, Vogue.com, Cotton Inc. trend reports, etc.)

Step 3: Attend the lectures as scheduled. Students who attend more than 80% tend to receive As & Bs. Do the ALAs offered in class.

Step 4: Take the quiz.

Step 5: Work on next assignment; turn it in on time.

CMHT Global College Level Outcomes (Student Learning Objectives)					
Assignment	Critical Thinking (Analytical or Theoretical)	Collaboration	Leadership (Ethical or Professional)	Global Thinking/ Perspectives	Effective Communication
Quizzes	Both			X	
ALAs & One-Slides	Analytical	X	Both	X	X
Major Assignments	Analytical	X	Professional	X	X

**Grading**

1. Grades are not curved. They will be rounded to 1 decimal point (ex: 89.75% will be rounded to 89.8% which is below 90% minimum for A; a grade of B will be assigned).
2. To calculate grade: Points Earned/Points Possible\*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 showing and not showing at any given moment in Grades on Canvas.
3. If you believe a grade is incorrect, you have 5 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!
5. All discussion 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 = 80-89.9%
  - C = 70-79.9%
  - D = 60-69.9%
  - F = 59.9% or below

**Attendance**

1. I will take attendance using Canvas. You will have a seating chart.
2. 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'. You are responsible for attending each class meeting and securing your own lecture notes should you miss.
3. 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.
4. If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.
5. 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.

6. You are expected to be professional and respectful when attending class.
7. 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.
8. 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.”
9. Doctor’s appointments are not excused absences. Excuses may 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.

### **Makeup Exams/Quizzes**

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 or at another arranged time. A student can only take one make-up exam. Makeup exams are for students who missed an exam, not to improve an exam grade.

### **Assignment Due Dates and Submission**

Assignments are due as specified on the Course Schedule. 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 arrangement 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.
4. Due Dates and Times: Unless otherwise stated on the Course Schedule below or on Canvas, all items are due at end of day 11:59pm.
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.

### **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 paraphrase 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](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.
- **Plagiarism** (depending on the severity) will result 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.

### Exam Policy

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. I’m here to help!

### Course Recordings

TBD

### Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

### Class Materials

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a internet, webcam, microphone and required course materials to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

**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.

### In the Classroom:

- Put belongings you won’t be using under the table.
- Bring your laptop to the classroom on-site, too. You may need to work in class.
- Sanitize if you wish.