

MDSE 3250 Product Development II

Section/Day/Time/Location:

Lecture: 001/Monday/12:00pm-1:50pm/Chem109

Labs: 301/Wednesday/12:30pm-2:20pm/ Chilton Hall 387
302/Friday/12:00pm-1:50pm/Chilton Hall 387

Instructor: Mrs. Bruder

Office: 355D Chilton Hall

Phone: 940-565-2709

Email: kristina.bruder@unt.edu

Office Hours: see Mrs. Bruder's schedule immediately below; otherwise by appointment only.

Communications: All emails must have a subject heading which begins with the following: **MDSE 3650: your subject here**".

Emails without this subject heading may not be answered in a timely manner.

Mrs. Bruder Schedule	Monday	Tuesday	Wednesday	Thursday	Friday
900		Office Hours		Office Hours	
930					
1000	MDSE 2650		MDSE 2650		MDSE 2650
1030	BLB 055 10-1050am		BLB 055 10-1050am		BLB 055 10-1050am
1100					
1130	Lunch				Lunch
Noon	MDSE 3250-001 Lecture Chem 109 Noon-1:50pm		MDSE 3250-301 Lab Chilton 387 1230-220pm		MDSE 3250-302 Lab Chilton 387 Noon-1:50pm
1230					
100					
130					
200	Office Hour	MDSE 3650 Lecture Chilton 387 200-350pm		MDSE 3650 Lab Chilton 387 200-350pm	
230					
300					
330	HFMD 2655 Chilton 345		HFMD 2655 Chilton 345		
400	3:30-4:50pm		3:30-4:50pm		
430					

Prerequisite: MDSE 2350

Course Description: Analysis of the 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.

Course Objectives*:

1. Identify various findings, trims, fabrications, fabric constructions, and the differences that exist among them in both cost and quality.
2. Apply industry terminology related to garment styles, silhouettes, and design principles.
3. Identify the most commonly used stitches, seams, and edge finishes that are used today by apparel manufacturing firms.
4. Understand the complete apparel production process as it relates to costing, production planning, creation of the tech and spec packs, and final garment assembly.

Required Materials: 20x30 foam core board, paper cement, X-acto knife or other sharp cutting blade, straight edge (do not buy yet; some of these items may be available in the classroom) and found/bought items for Concept Board.

Required Text:

1. Garner, M. & Keiser, S. (2012). Beyond Design: The Synergy of Apparel Product Development, 3rd Ed. New York, NY: Fairchild Publications, INC. ISBN# 978-1-60901-226-7.
2. Additional readings will be posted on Blackboard.

* 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 mutual agreement, and/or to ensure better learning.

Course Requirements	Points	Due Dates
<p>Daily Work Exercise (in lecture; 10 items @ 10 points each): Similar to pop quizzes, Daily Work will take place in many of the lectures. They will require pen and paper or an electronic device (REEF Polling—see Course Policy). The exercises may be individual or within an assigned group or as a class. The goal of the exercise is to determine understanding of readings, assignments and presentations as well as to develop critical thinking skills. If you have not read the assigned reading, you will not be able to do the exercise. If you are not in class, you will not be able to complete the exercise. They cannot be made up if you are absent from class, <u>even if you have a legitimate excuse</u>. If a rubric is necessary, it will be communicated in class with the exercise.</p>	100	Due in class
<p>Labs (11; your lowest lab grade will be dropped for a total of 10 labs; 30 points each); the labs are opportunities for hands-on learning. Most lab exercises are directly relevant to the Final Project. Most labs are due in class; 1-2 labs may be completed outside of class and will be due at the beginning of the following lab.</p>	300	Due in class (exceptions will be due at the following lab)
<p>Current Events Journal (10 entries): Post one current event per week; the weeks you post do not need to be consecutive. This must be completed by Week 13. Post the events in the Current Events Journal on Blackboard; include the link and a 1 sentence summary about why a Product Developer would be interested or affected by this. Be prepared to discuss in class. If you post 10 (one per week), you will receive 100 points or if you only post 7 (one per week), you will receive 70 points, and so on. I need to see that this is a habit; in other words, 10 current events over 10 weeks, one per week (more is acceptable!). The current event will be something that will affect or interest a Product Developer from a business perspective. They will include articles about logistics, politics, international events, sourcing, mergers and acquisitions, new product lines affecting the apparel industry, etc. Do not include articles about fashion trends. A wide variety of articles is required. These articles may be used in lecture classes for discussion. Resources: California Apparel Market, WGSN, Style.com, news outlets, etc.</p>	100	11/23
<p>Professional Development: Attend one of the specified campus events below and complete the assignment. Submit on Blackboard under “Assignments”.</p> <ul style="list-style-type: none"> • Executive + Scholar Lecture Series (November 16, 10am-Noon, Union Ballroom; executive speaker is Bill Adler, founder and CEO of True Fit®; the scholar is Dr. Tammy Kinley, discussing size and fit issues in the apparel industry): submit 3 quotes from each speaker and state 5 things (total) you learned from the lectures (limit of one page). • MDR Career Expo on Thursday, September 29 from 9:30am to 12:00pm (Noon): scan, copy and paste 3 business cards from recruiters who were at the Expo and state 5 things you learned from the Expo (limit of one page). 	50	11/28
<p>Final Project (Group): Mini-line and Spec Package; The project is intended to demonstrate your knowledge and understanding of product development. This includes an analysis of trends, a concept board, a digital presentation of the mini-line and a mini spec package. A color hard copy of the presentation is required (which I may write on).</p>	300	12/4 at Noon
<p>Exams (75 questions each): Midterm and Final; not comprehensive.</p>	150	
<p>Total</p>	1000	
<p>Bonus: If 80% of the class completes the SPOT, 10 points will be awarded to each student in the class.</p>	(10)	

Course Schedule: Product Development II

Week	Begins on:	Reading Assignment	Lecture	Lab
1	8/29	Syllabus	Introduction; Quality in PD	Color Lecture
2	9/5	Keiser Ch. 5	Labor Day: no class	Lab 1-Color; Groups & Business Plan
3	9/12	Keiser Ch. 6	Fabrication	Lab 2-Fabrication
4	9/19	Keiser Ch. 7	Findings & Trims	Lab 3-Findings & Trims
5	9/26	Keiser Ch. 8	Garment Styling	Lab 4-Garment Styling
6	10/3	Keiser Ch. 9	Line Development	Lab 5-Line Development
7	10/10	NA	Midterm Exam	Final Project: Concept Board
8	10/17	Keiser Ch. 10	Concept to Production	Lab 6-Patternmaking
9	10/24	Keiser Ch. 11	Sizing & Fit	Lab 7-Sizing & Fit
10	10/31	Keiser Ch. 12: pp. 411-426	Quality: Specifying Quality, Labeling, Safety	Lab 8-Testing and Care Labeling
11	11/7	Keiser Ch. 12: pp. 426-458	Quality: Specifying Stitches & Seams, Production Processes	Lab 9-Stitches & Seams
12	11/14	Keiser Ch. 13	Sourcing, Costing & Pricing	Lab 10-Sourcing in Your Closet; Lab 11-Costing & Pricing
13	11/21	Keiser Ch. 14	Costing & Pricing; <u>last entry for Current Events Journal 11/23</u>	No formal lab class.
14	11/28	Keiser Ch. 15	Distribution; Semester Wrap Up; <u>Professional Development due 11/28</u>	Work Day <u>Final Project due Sunday at 12/4 Noon.</u>
15	12/5		<i>Presentations: Final Project Hard copy due at Presentation—must match online exactly</i>	
16	12/14		<i>Final Exam: Wednesday, December 14 at 10:30am-1230pm.</i>	

Please read Course Policies next!