



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: Fashion Product Development

SRISA Course Number: BUSI 4101, FDES 4301

Maryville Course Number: TBA

Credits: 3, Contact Hours: 45

1. COURSE DESCRIPTION

Fashion product development is designed to introduce the student to the phases and processes of the design and development of an apparel line based on the need of an international target market.

2. CONTENT INTRODUCTION

This course introduces students to the process of product development from design concept and creative planning to production and retail.

3. PREREQUISITES

None

4. GOALS AND OBJECTIVES

- Understand the phases and processes of apparel design and development.
- Research and define international target markets and target customers.
- Conduct product research and better appreciate apparel quality and value.
- Create presentation boards.
- Merchandise and design product for apparel lines.
- Complete specification packages.
- Source materials and production for new products on an international basis.
- Develop production work sheets (garment specs, costing, etc.)
- Become familiar with career/job titles, job descriptions and responsibilities.
- Understand apparel product development terminology.

5. REQUIRED TEXTBOOKS AND MATERIALS

Textbooks necessary for this course are:

- Beyond design – The synergy of apparel product development Bloomsbury 8th Edition,
Authors: S. Keiser, D. Vandermar, M. B. Garner |
ISBN 9781501315411

Recommended stores where to get the above listed textbooks are:

Feltrinelli International Via de' Cerretani 30 (Approx. cost € 100)

Amazon.it (Approx. cost € 91)

6. GRADING POLICY AND EVALUATION PROCEDURES

Your final grade will be based on the following percentages:

- 20% Homework and participation
- 25% Midterm exam
- 30% Group project
- 25% Final exam

The following grading system will be observed:

A	Excellent 4.0 (grade points awarded) 95% percentage of 100%
A-	3.7 (90% to 94%)
B+	3.3 (87% to 89%)
B	Above Average 3.0 (83% to 86%)
B-	2.7 (80% to 82%)
C+	2.3 (77% to 80%)
C	Average 2.0 (73% to 76%)
C-	1.7 (70% to 72%)
D	Below Average 1.0 (60% to 69%)
F	Failure 0.0 (59% and below)
W	Withdrawal 0.0

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. EXAMS

There are mid-term and final exams for this course. No make-ups are admitted for the exams and the dates of the exams cannot be changed for any reason. If a student is absent for the mid-term exam the final grade will be lowered by one full letter grade, if a student is absent for the final exam the final grade will be an "F".

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill, you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Excused absences require a doctor's note or a written note from the Director.
- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- The use of cell phones and iPods is always prohibited in the classroom.
- Using your laptop or the computers in the lab is prohibited during class-time, unless it relates to a photography assignment.
- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

10. COURSE CALENDAR

LESSONS	CONTENT COVERED	ACTIVITIES	ASSIGNMENTS DUE ON FIRST DAY OF WEEKLY CLASSES
WEEK 1	Introduction, assignments and expectations The role of product development in the apparel supply chain	Students' presentations QR Supply chain speed to market in-class analysis	<u>Readings:</u> Ch. 1 Pag. 3/19 Exercise on SCM Supply Chain Management
WEEK 2	Planning for success Business, strategic and merchandise planning	Review assignment outcome	<u>Readings:</u> Ch. 2 Pag. 23/45 Case study on merchandise strategic plans pag. 46 textbook
WEEK 3	Consumer markets Consumer analysis and market segmentation	Review assignment outcome	<u>Readings:</u> Ch. 3 Pag. 49/76 Make a target market analysis Create a customer profile for a given brand
WEEK 4	Trend forecasting Fashion theories Feb. 12 Gucci Garden (bring your school ID card for free entrance) Feb. 14 Trend forecasting	The Gucci Garden Review assignment outcome	<u>Readings:</u> Ch. 4 Pag. 83/109 Make two examples each of trickle-up and trickle-down fashion theories Make a research on trendy materials for SS 2020.

WEEK 5	Color management Color theory, science and management Study guide for Midterm exam	Review assignment outcome	<u>Readings:</u> Ch. 5 Pag. 115/140 Make a store research on color trends
WEEK 6	Fabrication Textiles and ethics	Review assignment outcome Create a mood board on a given theme	<u>Readings:</u> Ch. 6 Pag. 145/195 Prepare a trend report on Milan Fashion Week (Feb. 16/20)
WEEK 7	March 5 Exam review and recap Assign group project (due April 25) March 7 MIDTERM EXAM	MIDTERM EXAM	
	BREAK – NO CLASS		
WEEK 8	Garment styling Elements and principles of design Review exam results	Review assignment outcome	<u>Readings:</u> Ch. 7 Pag. 203/232 Research two popular pants silhouettes and sketch three different versions of each of them, varying details, balance and proportions
WEEK 9	Line development Assortments and line planning and organizing March 26 Visit a retailer March 28 Assortments	Store visit Describe the assortment of a specific collection: identify styles, fabrics, sizes, colors	<u>Readings:</u> Ch. 8 Pag. 253/277 Prepare six examples of fashion adaptations (three for clothing and three for accessories)

WEEK 10	From concept to product Patterns and patternmaking	Review assignment outcome	<u>Readings:</u> Ch. 9 Pag. 283/302 Assemble a collection of six knit tops, ranking them by quality, design, sewing
WEEK 11	Size and fit specs Pricing and costing	Create cost sheets	<u>Readings:</u> Ch. 10 Pag. 307/329 and Ch. 13 Pag. 423/446
WEEK 12	Quality standards and compliance Study guide for Final exam	Review assignment outcome	<u>Readings:</u> Ch. 11 Pag. 337/370 Analyze four different labels, identifying potential pitfalls and creating corrective plans
WEEK 13	April 23 The role of sourcing - Sourcing strategies and global sourcing environment April 25 Group project - Presentation of developed apparel product for Brand	Identify and discuss the key elements of correct sourcing GROUP PROJECT	<u>Readings:</u> Ch. 12 Pag. 385/413
WEEK 14	FINAL EXAM	FINAL EXAM	

NB: Should the instructor be unavailable, a substitute teacher will give the scheduled or a prepared alternative lecture at the regular class time.

Make-up classes are always mandatory since they are part of the course program.

ATTENTION: Dates cannot in any case change.

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.