

MEJO 651, Spring 2018

WORKROOM FashionMash: Product Design

The Workroom FashionMash: Product Design course allows students to experience the full breadth of the creative industry. Students will merge the influences of advertising, culture, design and entrepreneurship to bring a new product to life for the fashion/lifestyle industry. Delving into customer relationships and sales, students are also challenged to align their new product ideas with consumer trends. This course is ideal for those interested in adding industry-specific content to their portfolios, as it demonstrates the powerful influence lifestyle brands wield in other product categories.

Course Objectives:

To show participants the scope of what's possible as a creative industry professional by:

- 1) Using market research and the principles of human centered design to identify opportunities
- 2) Applying core marketing principles, and branding attributes
- 3) Using rapid prototyping to manipulate materials and prepare testable designs
- 4) Developing a pitch/presentation that demonstrates next-level design thinking and makes a viable financial case for the concept being presented.
- 5) Understanding the customer and core sales concepts
- 6) Developing a design sensibility

Details:

Class Meetings: 2pm to 3:15 Tuesday & Thursday, Workroom Space—Franklin Street
149 East Franklin Street, Chapel Hill.

Instructors: Dana McMahan and Bernard Bell

Office: Workroom or Carroll 238 (Dana) Office hours are T/Th 12:30-2
Gardner 104 F (Bernard)

Phone: 919-434-1229 (Dana)

Phone: 240-535-5918 (Bernard)

Required Reading:

Handouts and online resources. Everything needed for this class will be posted to the course's website. There will be no handouts in the classroom. If you prefer printed copies of materials, please prepare for class by downloading what you need before you come to class.

Course Format:

This course is a hands-on class. You will work on the semester's project in every session and will have interaction with industry professionals throughout the semester. Attendance is crucial for success in this course.

Evaluating Work:

This is a creative class focused on design and development in a highly branded environment. The top grades in this class will be awarded for work that stretches the imagination and shows a powerful commitment to passionate thinking.

Grade	Minimum Percentage Required
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D+	67
D	63
F	59 and below

Your grade will result from the following:

Participation, Attendance & Innovation (More than 3 classes absences lowers grade regardless of other scores)	10%
In-class exercises & Posts	10%
Concept Assignment 1	10%
Concept Assignment 2	10%
Concept Assignment 3	10%
Product Line_Group Project	20%
Exam	15%
Final Product Showcase	15%

Note: In-class assignments will not be repeated unless advance arrangements are made or extreme circumstances create an excused absence. Please be aware of this factor when formulating your schedule for the semester. Keep in touch with me via email about any issues that could potentially disrupt your class performance. My (virtual) door is always open.

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Accreditation

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on these:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping creative advertising and product development;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the creative advertising and product development industry;
- Write correctly and clearly in forms and styles appropriate for consumer audiences and purposes they serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts used in creative product development;
- Apply tools and technologies appropriate for creative advertising and product development.

PRELIMINARY Timeline and Schedule of Topics

Please note that this schedule is subject to change based on project needs.

Class 1	Jan 11	<i>In Class:</i> Welcome to Workroom <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date <i>Out of Class:</i> Sign up for Glossy.co daily newsletter
Class 2	Jan 16	<i>In Class:</i> Design Thinking, Customer Empathy, In-Class Exercise <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 3	Jan 18	<i>In Class:</i> Semester Design Challenge Explained, Meet Brand Partner <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date <i>Out of Class:</i> If needed, must have completed Illustrator training on Lynda.com

Class 4	Jan 23	<i>In Class:</i> Design Principles, Customer Relationships <i>Out of Class:</i> Work on Concept 1, Sakai Assignments Out of Class: If needed, must have completed MakerSpace orientation & Laser cutter
Class 5	Jan 25	<i>In Class:</i> Design Principles, Customer Relationships <i>Out of Class:</i> Concept 1 Due on Sakai 11pm
Class 6	Jan 30	<i>In Class:</i> Meet the Customer, Research <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date Customer Interview, Post Due—see Sakai Assignments
Class 7	Feb 1	<i>In Class:</i> Early Planning and Development, In-Class Exercise <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 8	Feb 6	<i>In Class:</i> Research & Rough Prototype Presentations <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 9	Feb 8	<i>In Class:</i> Research & Rough Prototype Presentations <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 10	Feb 13	<i>In Class:</i> Design/Develop <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date Concept 2 Due on Sakai 11pm
Class 11	Feb 15	<i>In Class:</i> Design/Develop <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 12	Feb 20	<i>In Class:</i> Design/Develop <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 13	Feb 22	<i>In Class:</i> Enhancing Designs (Maker Spaces as necessary) <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai Resources by date
Class 14	Feb 27	<i>In Class:</i> Enhancing Designs (Maker Spaces as necessary) <i>Out of Class:</i> Study for Exam (Readings, Podcasts, Videos) Post due—See Sakai Assignments
Class 15	Mar 1	<i>In Class:</i> Enhancing Designs <i>Out of Class:</i> Study for Exam (Readings, Podcasts, Videos)

Class 16	Mar 6	<i>In Class:</i>	EXAM
Class 17	Mar 8	<i>In Class:</i>	Enhancing Designs
	Mar 13, 15		Spring Break
Class 18	Mar 20	<i>In Class:</i>	Build Products, Develop Showcase
		<i>Out of Class:</i>	Work with group on product and showcase
Class 19	Mar 22	<i>In Class:</i>	Build Products, Develop Showcase
		<i>Out of Class:</i>	Concept 3 Due on Sakai, look in Assignments Folder
Class 20	Mar 27	<i>In Class:</i>	Build Products, Develop Showcase
		<i>Out of Class:</i>	Work with group on product and showcase
Class 21	Mar 29	<i>In Class:</i>	Build Products, Develop Showcase
		<i>Out of Class:</i>	Work with group on product and showcase
			Post Due—See Sakai Assignments
Class 22	Apr 3	<i>In Class:</i>	Test Product, Guest Visitor (TBA)
		<i>Out of Class:</i>	Work with group on product and showcase
Class 23	Apr 5	<i>In Class:</i>	Adjust Products
		<i>Out of Class:</i>	Work with group on product and showcase
Class 24	Apr 10	<i>In Class:</i>	Adjust Products
		<i>Out of Class:</i>	Work with group on product and showcase
Class 25	Apr 12	<i>In Class:</i>	Adjust Products
		<i>Out of Class:</i>	Work with group on product and showcase
Class 26	Apr 17	<i>In Class:</i>	Test Again
		<i>Out of Class:</i>	Work with group on product and showcase
Class 27	Apr 19	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work with group on product and showcase
Class 28	Apr 24	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work with group on product and showcase

Class 29 Apr 26 *In Class:* Finalize and Produce
Out of Class: Work with group on product and showcase

EXAM **May 7** **12pm** **PRESENTATION OF PRODUCT (Final Exam)**