

MEJO 592.001 (formerly MEJO 651), Spring 2023 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: 11am to 12:15 TR In-Person, Curtis Media Center Workroom 002 and 149 East Franklin Street Workroom Space (Floor 2)

Instructor: Dana McMahan, dmcmahana@email.unc.edu

Office: Carroll 238 or Franklin Street Workroom Space. Reach out to arrange a time at

Phone: 919-434-1229

Required Reading:

Handouts and online resources. Everything needed for this class will be posted to the Sakai, including book chapters that can be accessed for free through the library and industry articles.

Course Format:

This course is a hands-on class whether you are in-person or working remotely. You will work on the semester's project in every session and will interact with industry professionals throughout the semester. Recorded classes will be available to allow flexibility.

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.

<u>Grade</u>	<u>Minimum Percentage Required</u>
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:

Concept Assignment 1 (Individual)	10%
Concept Assignment 2 (Individual)	10%
Concept Assignment 3 (Individual)	15%
Concept Assignment 4 (Individual)	20%
In-Class Assignments/Participation (Group Work)	10%
Exam	15%
Final Product Showcase (Group)	20%

Attendance:

In-class assignments will not be repeated unless advance arrangements are made or circumstances create an excused absence. Keep in touch with me via email about any issues that could potentially disrupt your class performance. My door, both virtual and in-person is always open.

Masters Students

This course is enhanced with additional material for those students who are participating as part of a Master's Degree program. If you are joining as a Master's student, Sakai will feature project supplements and reading materials designated for your use throughout the semester.

Capstone Students

An additional project is included in the semester work for senior capstone participants. Capstone students are designated at registration. If you are joining as a Capstone senior, you will have an additional brief with Capstone project parameters on Sakai Assignments.

Syllabus Changes

Changes may be made to the syllabus to respond to events of the semester or the industry. This includes project due dates and test dates. These changes will be announced as early as possible.

Honor Code

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 responsibilities under the Honor Code, please see 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.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.
(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-anincident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-anincident/>.

Diversity Statement

Our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

Accreditation

The Hussman School of Journalism and Media'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>

- 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 10	<i>In Class:</i> Welcome to Workroom FashionMash Product Design <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date Begin Tech Software Training (Details on Sakai by Date)
Class 2	Jan 12	<i>In Class:</i> Design Thinking, Customer Empathy <i>Out of Class:</i> Work on Concept 1
Class 3	Jan 17	<i>In Class:</i> Deep Dive into Brief and Brand Partner, Research <i>Out of Class:</i> Concept 1 Due on Sakai 11pm
Class 4	Jan 19	<i>In Class:</i> Design Principles, Customer Relationships <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date Complete Technical Software Training
Class 5	Jan 24	<i>In Class:</i> Design Principles, Customer Relationships <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 6	Jan 26	<i>In Class:</i> Meet the Customer, Research, Strategy <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 7	Jan 31	<i>In Class:</i> Early Planning and Development, Economics <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 8	Feb 2	<i>In Class:</i> Industry Pro Guest <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 9	Feb 7	<i>In Class:</i> Research & Rough Prototype Presentations <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 10	Feb 9	<i>In Class:</i> Research & Rough Prototype Presentations <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
	Feb 14	No Class—-Well Being Day
Class 11	Feb 16	<i>In Class:</i> Design/Develop <i>Out of Class:</i> Concept 2 Due

Class 12	Feb 21	<i>In Class:</i> Design/Develop <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 13	Feb 23	<i>In Class:</i> Design/Develop <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 14	Feb 28	<i>In Class:</i> Enhancing Designs <i>Out of Class:</i> Concept 2 Due on Sakai 11pm
Class 15	Mar 2	<i>In Class:</i> Enhancing Designs <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 16	Mar 7	<i>In Class:</i> Industry Pro Guest <i>Out of Class:</i> Read/Listen/Watch: Listed on Sakai by Date
Class 17	Mar 9	<i>In Class:</i> Enhancing Designs <i>Out of Class:</i> Study and prepare for exam

Week of March 13-17 Spring Break

Class 18	Mar 21	<i>In Class:</i> Out of Class Workday, See Sakai for In-Class Submission <i>Out of Class:</i> Prepare for tech exam
Class 19	Mar 23	<i>In Class:</i> EXAM—Build Tech Pack & Short Answer
Class 20	Mar 28	<i>In Class:</i> Build Products, Develop Showcase <i>Out of Class:</i> Work on Concept 3
Class 21	Mar 30	<i>In Class:</i> Build Products, Develop Showcase <i>Out of Class:</i> Concept 3 Due on Sakai, look in Assignments Folder
Class 22	Apr 4	<i>In Class:</i> Build Products, Develop Showcase <i>Out of Class:</i> Work with group on product and showcase
	Apr 6	No Class—Well Being Day

Class 23	Apr 11	<i>In Class:</i>	Build Products, Develop Showcase
		<i>Out of Class:</i>	Work with group on product and showcase
Class 24	Apr 13	<i>In Class:</i>	Build Products, Develop Showcase
		<i>Out of Class:</i>	Work with group on product and showcase
Class 25	Apr 18	<i>In Class:</i>	Test Product, Industry Visitor
		<i>Out of Class:</i>	Work with group on product and showcase
Class 26	Apr 20	<i>In Class:</i>	Adjust Products
		<i>Out of Class:</i>	Work on Concept 4
Class 27	Apr 25	<i>In Class:</i>	Presentation / Show Prep
		<i>Out of Class:</i>	Concept 4 Due on Sakai 11pm
Class 28	Apr 27	<i>In Class:</i>	LDOC Presentation / Show Prep
		<i>Out of Class:</i>	Show Prep
EXAM	May 5	12:00PM	Exam Period