



M.F.A. FASHION PRODUCT DEVELOPMENT FINAL REVIEW GUIDELINE
Effective Fall 2016

SECTION I: DUE DATES & DELIVERABLES

DUE DATES	<p>Professionally printed books, portfolio, samples and other deliverables, and PDF upload must be received by your department one week in advance of your Final Review.</p> <p>NOTE: Please note that Summer Final Reviews will be scheduled at the end of Summer semester. All printed books and PDF must be received by your department one week in advance of your final review.</p>
DELIVERABLES	<p>FINAL BOOK: One (1) copy of your <u>Final Thesis</u>, professionally printed book must be submitted to the School of Fashion Merchandising when presenting. The book must be clearly labeled with your name, student ID number, date of presentation, major and project title.</p> <p>FINAL SAMPLES: A minimum of three to five product samples of your Final Collection</p> <p>FINAL COLLECTION: One (1) copy of your Final Collection, professionally printed <u>collection book and production documents</u> must be submitted to the School of Fashion Merchandising when presenting. The book must be clearly labeled with your name, student ID number, date of presentation, major and project title.</p> <p>UPLOAD: You must upload your:</p> <ol style="list-style-type: none"> 1. Final Thesis Project - all in PDF format to your student Homepage under Thesis Book 2. Final Personal Portfolio under Portfolio

SECTION II: FINAL REVIEW PRESENTATION

<p>REQUIREMENTS</p> <ul style="list-style-type: none"> • ALL must be prepared and submitted for your final review presentation 	<p>The Final Presentation demonstrates to your Director and the Review Committee that you have completed your Final Project with a high level of accomplishment, thoroughness and rigor. When presenting their Final Review all Fashion Product Development students must have the following ready for their presentation (please read specifications to follow):</p> <ul style="list-style-type: none"> <input type="checkbox"/> THESIS: At least ONE printed and also uploaded PDF version of your Final Thesis Book as proposed in your Midpoint. Your Final Thesis must be written, edited and formatted professionally and academically. <input type="checkbox"/> COLLECTION: At least ONE printed and also uploaded PDF version of your Final Collection <input type="checkbox"/> PROTOTYPES and SAMPLES: Developed samples of product line,
---	--



	<p>branded production documents, branding and marketing collateral</p> <p><input type="checkbox"/> PRESENTATION: Visual presentation of the Final Thesis</p> <p>PRESENTATION AND THESIS DEFENSE: Present and defend thesis with visual presentation</p> <p><input type="checkbox"/> VISUAL & ORAL PRESENTATION: This is a formal presentation to the committee of your body of work. The visual presentation will include the synopsis of your final thesis project and prototypes</p> <p><input type="checkbox"/> THESIS DEFENSE: Present and defend the thesis with visual presentation</p>
--	---

SECTION III: THESIS, COLLECTION DEVELOPMENT & CHECKLIST

<p>I. FINAL BOOK: <i>* Your Final Thesis Project must provide the completion of the work. Please note, the book will not be returned to you.</i></p>	<p>One final accumulation of all the thesis works and development process, professionally printed book must be submitted to the School of Fashion Merchandising when presenting.</p> <p>The Thesis Final Book is the completion of the detailed project including development process and documents produced. You will want to address the following in an articulate and well professional manner:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Table of Contents <input type="checkbox"/> Thesis Abstract: Define your Thesis Project. Describe background information on your topic and how you researched and developed this product <input type="checkbox"/> Brand Introduction <input type="checkbox"/> Fully developed final thesis project Including the following: <ul style="list-style-type: none"> • Brand overview: description, mission and vision • Thorough market research and analysis • Thorough trend research and analysis • Branding and labeling • Target customer research and analysis • Competitor analysis • Unique Selling Points • Product features and benefits • Product line concept development • Trend analysis for each season • Concept development for each season • Material, color and style directions for each season • Product line plan: full year with multiple seasonal collections (minimum of 8 styles each collection) with technical designs – including assortment plans, classifications, seasonality analysis, detailed line sheets for each season: materials, color ways, sizes and other product details • Production documents for a minimum of 3 to 5 samples: Specification sheets, cost sheets with technical design, tech packs including trims and accessories (swatches and samples needed)
--	--



	<ul style="list-style-type: none"> • Sourcing and production plan: Vendor research, vendor analysis and cost comparison, material sourcing and production plan (CMT or FPP). • Product development timeline including sourcing and production timeline for full year • Minimum 3 to 5 Samples • Distribution plan • Marketing collateral: website, brand introduction package, lookbook etc. • Production cost analysis • Growth • Appendix • Work cited (MLA Format http://elmo.academyart.edu/reference-help/mla_citation_guide.htm http://arc.academyart.edu/writing/mla_examples.html) <p>For the Written Final Book:</p> <ul style="list-style-type: none"> • CONTENT: Review the Final Thesis Book Checklist above. • GRAMMAR/SPELLING: Be sure the final thesis is grammatically correct and free of spelling errors and typos. Also make sure to format the thesis professionally. The Academy Resource Center (ARC) offers support for both your written and oral presentation. <p>NOTE: Please leave enough time for you to print your book. Late submissions will not be accepted.</p> <p>NOTE: The Thesis Final Book is the completion of your thesis and must be comprehensive. All works must be included.</p>
<p>II. FINAL COLLECTION:</p>	<p>One (1) copy of your Final Collection, professionally printed <u>collection book and production documents</u> must be submitted to the School of Fashion Merchandising when presenting. The book must be clearly labeled with your name, student ID number, date of presentation, major and project title.</p> <ul style="list-style-type: none"> <input type="checkbox"/> COLLECTION CONCEPT <ul style="list-style-type: none"> • Product line concept development • Trend analysis for each season • Concept development for each season • Material, color and style directions for each season <input type="checkbox"/> COLLECTION <ul style="list-style-type: none"> • Product line plan: full year with multiple seasonal collections with technical designs – including assortment plans, classifications, detailed line sheets for each season: materials, color ways, sizes and other product details <input type="checkbox"/> PRODUCTION DOCUMENTS <ul style="list-style-type: none"> • Specification sheets, cost sheets with technical design, tech packs including trims and accessories (swatches and samples needed) <input type="checkbox"/> FINAL SAMPLES <ul style="list-style-type: none"> • A minimum of three to five complete products of your Final



	Collection with all branded labels
	<p>COVER PAGE: The cover of your written presentation must include the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Project title <input type="checkbox"/> Your Name <input type="checkbox"/> Student ID Number <input type="checkbox"/> Academy of Art University, Graduate School of Fashion Merchandising <input type="checkbox"/> Final Thesis Project Title <p>Date/Time of Presentation</p>
	<p>TABLE OF CONTENTS: All Final Reviews must have a table of contents (TOC):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Number each page of the book <input type="checkbox"/> List each topic section and it's corresponding page number in the TOC <input type="checkbox"/> Select an appropriate font <input type="checkbox"/> Font size should be no smaller than 10 pt. and easily readable
	<p>THESIS ABSTRACT: The Thesis Abstract is a short but detailed summary of your Thesis Project. By reading this summary, the committee should have a solid sense of what you have created without having to read the full book. The summary should include what the project was about, why the project was created, and what methods you used to fulfill the intent of the project. The summary should be approximately 150 words.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Area of emphasis <input type="checkbox"/> Rationale for choosing subject matter <input type="checkbox"/> Genre <input type="checkbox"/> Methods of developing project <input type="checkbox"/> Subject matter

SECTION IV: COLLECTION PRESENTATION

OVERVIEW	<p>The oral and visual presentation is a summation of the research and product development process with final outcomes of the Final Thesis. All materials should be original and unique to each thesis. Presentation must include visual materials, collateral and prototypes.</p> <p>This is a formal presentation of a student's Final Thesis as proposed by the student and approved at Midpoint Review to the committee. Recap your written document in your presentation. Do not include heavy details from your written presentation. Summarize and show that you have a thorough understanding of your business, product, marketing and financial strategies and plans.</p> <ul style="list-style-type: none"> • You must present the fully developed content as proposed at your Midpoint. • All work presented for the Final Review should be created after successfully passing the Midpoint Review. • All work presented for the Final Review should be unique and original.
-----------------	--



	<ul style="list-style-type: none">• The project presentation must exemplify your highest level of technical proficiency. <p>All the presentation materials should be written, edited and formatted professionally and academically. Committee can disregard the submissions if materials are not professionally written and presented.</p>														
VISUAL PRESENTATION	SLIDE DECK: A PDF presentation accompanying your oral presentation is required .														
ORAL PRESENTATION	A student must summarize and communicate a project to the committee within the timeframe, keeping in mind that a visual presentation is a guide for the presenter, not the report of the complete thesis. A student must speak without reading the presentation slides. Practice your oral presentation in advance of your review to check the grammar, spelling and quality of images used and to ensure the timing of your presentation.														
THESIS REVIEW	Prepare to answer questions raised by the committee and to defend your work at the end of your presentation.														
TIME	<p>The Final Review is approximately one hour in length. Your oral presentation should be presented in approximately 20 minutes followed by 15 minutes of Q&A and reviews.</p> <table><tr><td><input type="checkbox"/> Set up and preparation</td><td>5 minutes</td></tr><tr><td><input type="checkbox"/> Introduction and thesis project</td><td>5 minutes</td></tr><tr><td><input type="checkbox"/> Final thesis presentation</td><td>15 minutes</td></tr><tr><td><input type="checkbox"/> Conclusion</td><td>1 minute</td></tr><tr><td><input type="checkbox"/> Q&A and review</td><td>15 minutes</td></tr><tr><td><input type="checkbox"/> Committee discussion</td><td>15 minutes</td></tr><tr><td><input type="checkbox"/> Deliberation</td><td>4-5 minutes</td></tr></table>	<input type="checkbox"/> Set up and preparation	5 minutes	<input type="checkbox"/> Introduction and thesis project	5 minutes	<input type="checkbox"/> Final thesis presentation	15 minutes	<input type="checkbox"/> Conclusion	1 minute	<input type="checkbox"/> Q&A and review	15 minutes	<input type="checkbox"/> Committee discussion	15 minutes	<input type="checkbox"/> Deliberation	4-5 minutes
<input type="checkbox"/> Set up and preparation	5 minutes														
<input type="checkbox"/> Introduction and thesis project	5 minutes														
<input type="checkbox"/> Final thesis presentation	15 minutes														
<input type="checkbox"/> Conclusion	1 minute														
<input type="checkbox"/> Q&A and review	15 minutes														
<input type="checkbox"/> Committee discussion	15 minutes														
<input type="checkbox"/> Deliberation	4-5 minutes														



APPENDIX: IMPORTANT LINKS

AAU LIBRARY	http://library.academyart.edu/
MLA CITATION	http://elmo.academyart.edu/reference-help/mla_citation_guide.html/ http://arc.academyart.edu/writing/mla_examples.html
AAU GRADUATE STUDENTS HOMEPAGE	http://gradstudents.academyart.edu/
ACADEMY RESOURCE CENTER (ARC)	http://arc.academyart.edu/ Your resource for proofreading, ESL assistance, Midpoint Review, Writing Lab.
GUIDELINES PAGE FOR FASHION PRODUCT DEVELOPMENT	http://gradshowcase.academyart.edu/schools/fashion-product-development.html
GRADUATE SCHOOL CALENDAR	http://gradstudents.academyart.edu/grad_calendar.html
GRADUATE STUDENTS FINAL REVIEW PAGE	http://gradshowcase.academyart.edu/ Here you will find a link to the Midpoint Review Orientation, and links to the Midpoint Review Guidelines and Handbooks.