



M.F.A. FASHION PRODUCT DEVELOPMENT FINAL REVIEW GUIDELINE
Effective Fall 2019

PRODUCT DEVELOPMENT **FINAL REVIEW HANDBOOK**

SECTION I: INTRODUCTION & SCHEDULING

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| TIME | The Final Review is approximately one hour in length. Your presentation will be approximately 20 minutes long and 15 minutes of Q&A. The remaining 25 minutes will include panel discussions and deliberation. |
| LOCATION | Final Review presentations can be made either in San Francisco or online (through Cyber Campus). |
| ATTENDANCE | <p>Attendance at your Final Review is mandatory (onsite or online depending on your presentation). You must be on time. If you are 15 minutes late you will be marked as a “No Show” and will not be able to present again until the following semester. Once your appointment has been set, it is up to you to keep the Graduate School, Final Review Coordinator and your advisor informed of any changes. Changes to the schedule are rare and not often possible.</p> <p>Students are asked not to invite non-committee members, friends or family to their Final Review. Please do not provide food at the Final Review.</p> |
| CANCELLATIONS OR POSTPONEMENTS | Your Final Review cannot be cancelled. With rare exceptions, your Final Review cannot be rescheduled either. You will be expected to attend your meeting at the appointed time. If you do not show up (on campus or online) the Final Review will be considered a “No Show” and the student will fail the Final Review. |
| AWARDING THE MASTER’S DEGREE | <p>Diplomas are issued after completing and PASSING ALL of the following:</p> <ul style="list-style-type: none"> • All curriculum requirements fulfilled and minimum grade requirements completed. • Presentation of your Final Review before Committee. • Submission of the Final Thesis Project materials. • No outstanding financial obligations. <p>Complete the Online Graduate Survey at http://apply.academyart.edu/careersvsgradtrack/.</p> |



SECTION II: DUE DATES & DELIVERABLES

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| DUE DATES | <p>Professionally printed books and PDF upload must be received by your department two weeks 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: Three to five product samples of your Final Collection. Including labels, hangtags and all other packaging components.</p> <p>FINAL COLLECTION: One (1) copy of your Full Year Final Collection, professionally printed including line sheets, tech packs and other production documents 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"> Final Thesis Project - all in PDF format to your student Homepage under Thesis Book Final Personal Portfolio under Portfolio |

SECTION III: FINAL REVIEW PRESENTATION

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| <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 Full Year Final Collection <input type="checkbox"/> PRODUCTION DOCUMENTS: At least ONE printed branded technical packages <input type="checkbox"/> PROTOTYPES and SAMPLES: A minimum of 3 developed samples of product line including labels, hangtags, packaging and other branded materials. <input type="checkbox"/> PRESENTATION BOARDS AND MATERIALS: Developed concept and trend boards |
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| | <input type="checkbox"/> PRESENTATION: Visual presentation of the Final Thesis PRESENTATION AND THESIS DEFENSE: Present and defend thesis with visual presentation <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, prototype samples and presentation boards <input type="checkbox"/> THESIS DEFENSE: Present and defend the thesis with visual presentation |
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SECTION IV: THESIS, COLLECTION DEVELOPMENT & CHECKLIST

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| <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 <p>Fully developed final thesis project Including the following:</p> <ul style="list-style-type: none"> <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 Concept and Description <ul style="list-style-type: none"> o Business description o Missions, Visions and Values o Product Categories o Price points o Point of Difference – product features and benefits <input type="checkbox"/> Market Research and Analysis <ul style="list-style-type: none"> o Location research and analysis o Industry research and analysis o Target Customer Research and Analysis o Competitor Research and Analysis <input type="checkbox"/> Product Line Development <ul style="list-style-type: none"> o Trend research and analysis for each season o Concept development for each season o Material, color and style direction for each season o Product classifications and seasonality analysis o Branding and labeling o Product features and benefits |
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- Product Line Plan
 - Full year with multiple seasonal collections (minimum of 8 styles each collection) with technical designs
 - Assortment plan by season
 - Line sheet by season or delivery including colors, prints/patterns, sizes, price and other product details

- Production Documents for 5 styles
 - Specification sheets
 - Complete production tech packs including trims and accessories (swatches and samples needed)
 - Purchase order and Shipping Documents
 - Cost sheet

- Sourcing and Production Plan
 - Vendor and supplier research
 - Vendor and supplier analysis
 - Cost comparison
 - Material sourcing and production plan (CMT or FPP).
 - Production calendar including sourcing and production timeline for full year
 - Production Plan and production cost analysis

- Final Samples
 - 3-5 samples from product line including labels, hangtags and packaging

- Marketing Collateral
 - Website
 - Brand introduction package
 - Look book
 - Line Sheets
 - Business Cards
 - Other Brand Marketing collateral

- Appendix
- Work Cited http://elmo.academyart.edu/reference-help/mla_citation_guide.htm
http://arc.academyart.edu/writing/mla_examples.html

For the Written Final Book:

- 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.



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| | <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 Thesis and COLLECTION:</p> | <p>One (1) copy of your Final Thesis Book, a printed <u>collection book and production documents</u> and 3 samples 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>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 its 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 |
| | <p><input type="checkbox"/></p> |

SECTION V: COLLECTION PRESENTATION

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| <p>OVERVIEW</p> | <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> |
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| | <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. - 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 <i>required</i> . | | | | | | | | | | | | | | |
| 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 compete 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 style="width: 100%; border: none;"> <tr> <td style="width: 80%;"><input type="checkbox"/> Set up and preparation</td> <td style="width: 20%; text-align: right;">5 minutes</td> </tr> <tr> <td><input type="checkbox"/> Introduction and thesis project</td> <td style="text-align: right;">5 minutes</td> </tr> <tr> <td><input type="checkbox"/> Final thesis presentation</td> <td style="text-align: right;">15 minutes</td> </tr> <tr> <td><input type="checkbox"/> Conclusion</td> <td style="text-align: right;">1 minute</td> </tr> <tr> <td><input type="checkbox"/> Q&A and review</td> <td style="text-align: right;">15 minutes</td> </tr> <tr> <td><input type="checkbox"/> Committee discussion</td> <td style="text-align: right;">15 minutes</td> </tr> <tr> <td><input type="checkbox"/> Deliberation</td> <td style="text-align: right;">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 | | | | | | | | | | | | | | |

SECTION VI: PRESENTATION CHECKLIST



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| POWERPOINT CHECKLIST | <p>Your PowerPoint should include the following slides:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction slide <input type="checkbox"/> Abstract slide(s) <input type="checkbox"/> Thesis project slides <input type="checkbox"/> Closing slide |
| INTRODUCTION | <p>The introduction/title slide must include the following items:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your name <input type="checkbox"/> Student ID <input type="checkbox"/> Department name <input type="checkbox"/> Project title <input type="checkbox"/> Date of the presentation |
| ABSTRACT | <p>Summary of your thesis project to give committee members an overview of the project. Also include the approved midpoint review topic, and modifications and evolution of the thesis progress during the course of directed studies.</p> |
| THESIS PROJECT | <p>Your thesis slides should be original, not a copy from your book.</p> <ul style="list-style-type: none"> <input type="checkbox"/> No more than 20 minutes of contents <input type="checkbox"/> Prototypes, collection presentation, boards and collateral <p>NOTE: It is best to keep your written text in bullet-point format or very short sentences in the PowerPoint presentation. You don't want the Review Panel to have to read a lot of written information and listen to your oral presentation simultaneously.</p> |
| CLOSING | <p>This slide should clearly indicate that you are finished with your presentation. You may choose to include Q&A session slide.</p> |

SECTION VIII: QUESTIONS, EVALUATION & RESULTS

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| QUESTION & ANSWER | <p>After your presentation, the committee will ask questions for clarification on your project. Be prepared to clarify your thesis project and/or defend, as needed. Afterwards, the committee will recess in private to discuss the success of your thesis.</p> |
| EVALUATION QUESTIONS | <p>The work you submit will be assessed using the Graduate School of Fashion program learning outcomes. The program learning outcomes are the same for</p> |



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| | both Midpoint and Final Review. https://www.academyart.edu/fashion-school/mfa-learning-outcome.html |
| SUMMARY/ RESULTS | <p>After the discussion, the committee will present you with one of the following outcomes:</p> <ul style="list-style-type: none"> • Approved. You have been approved and will be granted the degree. • Not Approved. You have NOT been approved and will NOT be granted the degree until one of the following has been completed and the thesis project is approved by the Final Review Committee: <ul style="list-style-type: none"> ○ Resubmit: Following specific Final Review Committee requirements, your project requires changes that must be corrected and re-submitted within 3 weeks. If the resubmission meets the requirements, then the Final Thesis Project will be approved and you will be granted the degree. <i>* Once resubmitted, please contact and schedule a meeting with the graduate coordinator (Refer to the contact information below) for an individual review session.</i> ○ Re-present: Following specific Final Review Committee requirements, you must complete additional studio work, rethink Final Project, and/or sign up for a new Final Review the next semester. <p>Within a few days of completing your Final Review, you will be able to access the results recapping the outcome of your review from your student Home Page. See Accessing Your Review Results in Appendix III: Important Links.</p> |

SECTION VIII: FINAL REVIEW PREPARATION TIMELINE

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| 3-4 MONTHS BEFORE YOUR FINAL REVIEW | <ul style="list-style-type: none"> <input type="checkbox"/> Read this handbook in its entirety <input type="checkbox"/> Contact your Final Review Coordinator, finalreview@academyart.edu about scheduling your Final Review Date <input type="checkbox"/> Speak to your graduate coordinator regarding any additional questions about the Final Review process |
| 6 WEEKS BEFORE | <ul style="list-style-type: none"> <input type="checkbox"/> Prepare your presentation following the Written Presentation & Checklist in Section III |
| 1 MONTH BEFORE | <ul style="list-style-type: none"> <input type="checkbox"/> Print your written Thesis Final Project, proofread and have it professionally- bound <input type="checkbox"/> Create your PowerPoint slide show <input type="checkbox"/> Organize and create notes for your oral presentation <input type="checkbox"/> Online students: Receive contact from an Online Learning Coordinator to setup your presentation room and practice session |
| 3 WEEKS BEFORE | <ul style="list-style-type: none"> <input type="checkbox"/> (Online students) Send one (1) bound copy of your Thesis Project to be received by the School of Fashion Merchandising |



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| | <p>by the due date</p> <ul style="list-style-type: none"> <input type="checkbox"/> Upload your written Final Thesis Project in PDF form <input type="checkbox"/> Practice your oral presentation aloud and timed |
| 2 WEEKS BEFORE | <ul style="list-style-type: none"> <input type="checkbox"/> Review online presentation room with your Online Learning Coordinator <input type="checkbox"/> (Onsite students) Send one (1) bound copy of your Thesis Project to be received by the School of Fashion Merchandising by the due date <input type="checkbox"/> Upload your written Final Thesis Project in PDF form |
| 1 WEEK BEFORE | <ul style="list-style-type: none"> <input type="checkbox"/> Plan your attire. Dress neatly and comfortably, though remember this is an important, formal presentation in front of your Director and industry professionals <input type="checkbox"/> Practice your presentation in front of a live audience <input type="checkbox"/> Prepare any additional collaterals or prototypes to be presented to the committee during the presentation |
| TIPS FOR THE DAY OF YOUR FINAL REVIEW | <ul style="list-style-type: none"> <input type="checkbox"/> Get plenty of rest the night before <input type="checkbox"/> If you will be using a cell phone, make sure the battery is charged <input type="checkbox"/> Have a glass of water available during your presentation <input type="checkbox"/> Arrive at your Final Review early and ready to go <input type="checkbox"/> Greet your committee members prior to beginning your presentation <input type="checkbox"/> Be prepared to address questions about your Thesis <input type="checkbox"/> Listen to the whole question before answering <input type="checkbox"/> Maintain professionalism during the entire session |

APPENDIX: FREQUENTLY ASKED QUESTIONS

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| Q. When can I schedule my Final Review? | A. Once you have completed your eligibility requirements, you can contact the Final Review Coordinator to schedule your Final Review. |
| Q. How many pages should the Thesis Project be? | A. There is a minimum of 130 pages without inclusion of appendix for the completed Thesis Project. The written Report should be thorough in describing all aspects of your thesis, but you also want to think about how you can be concise and avoid redundancy of information in the content. |
| Q. Will my materials will be returned after my final review? | A. You will receive your final review materials (excluding final thesis books) if you include return shipping postage when you mail your final thesis book and collateral. |

APPENDIX: IMPORTANT LINKS

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| 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 |



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| 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 | TO ADD |
| 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. |