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Designs on E-Learning International Conference

Innovating the collaborative future of global fashion business

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University of Huddersfield
7th September 2012
This project explores the future of fashion business education

This presentation is in three parts:

- What triggered the research
- How things worked out
- How we did it
Chaos of a redesign  New conceptual model
Synchronized Apparel Product Development Cycle

PLM Scenario

Line Planning
- Year (N-1) Business Results
- Statistics from ERP (revenue segmentation, store performances…)
- Devt of Collection Structure for Year N
- Validation of Styles to be returned based on collection structure defined
- Definition of assortment blocks, labels, given style will hit the stores

Design
- Trend Search – ideas for new theme/fabrics/styles
- Receive info on approx number of styles to develop per product line
- Fabric Development
- Development of pattern files, upload to PDM
- Validate in MC

Product Development
- Receive demand in MC (to-do list)
- For validated styles, show development of technical specification
- The Supplier directly accesses Spec Sheet via Web. Immediate response with price, delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- Validate in MC

Sourcing
- Receive demand in MC (to-do list)
- Size Spec, POM Table, Label, Packaging...
- Validate in MC

Remote Manufacturer
- Vendor directly accesses RFQ & Spec Pack via Web. Immediate response from Vendors on price, time...
- Receives a set of slightly modified patterns.
- Receives validation in MC for go through to production.
- Receives validation in MC for go through to production.

Fabric Supplier Quality Control
- Receive notification in MC
- On-the-Spot Quality Control (PDA connected to Web)

Vendor Response to RFQ
- Iterations with QC for validation
- Validated Supplier receives MC to-do list with deadline for delivery
- Validates in Master Calendar advancement of development
- Sends finished fabric to manufacturer by assigned deadline
- Receives a MC to-do list in his PDM
- Receives digital printed fabric to 3 shortlisted suppliers

Sales
- Surprise: change in trend, need to immediately create a variant for collection in store
- Via Line Planning, the decision is available to all concerned in Design dept.

Fabric Supplier Quality Control
- Receives digital printed fabric to 3 shortlisted suppliers

Vendor Response to RFQ
- Response to RFQ
- Validated Supplier receives MC to-do list with deadline for delivery
- Validates in Master Calendar advancement of development
- Sends finished fabric to manufacturer by assigned deadline
- Receives a MC to-do list in his PDM
- Receives digital printed fabric to 3 shortlisted suppliers

Sourcing
- Receive demand in MC (to-do list)
- Go-ahead for Production

Product Development
- Validate in MC
- Validate in MC
- Validate in MC
- Validate in MC

Design
- Validate in MC
- Validate in MC
- Validate in MC
- Validate in MC

Line Planning
- Validate in MC
- Validate in MC
- Validate in MC
- Validate in MC
Walltexx

WALLTEXX Mission Statement

WALLTEXXs mission is to serve as a non-profit organization working to fulfill hospitals need to create a safe and comfortable environment for children within their care.

WALLTEXX aims to improve childrens experiences within a hospital environment, whilst reducing their anxiety.

Our Team

Earth Kids
How Does it Work?

- Charm Activated
  - 15 Sec
  - Call Answered
  - Calls Next of kin
    - Call not Answered
    - Calls Next of kin
      - Call not Answered
      - Next of kin deals with the situation
  - Police are alerted through our company's automated system.

Prototype

- 3-D Model
  - Tracking Device and Bluetooth
  - Activation T-bar
  - Speaker and Audio Circuit
  - Silver Pendant Design

The Collection
Software used
The learning design

12 weeks (2 x 2 hour taught sessions per week plus self-directed (x2 recommended)

Pre-loaded Wiki
- PLM visual as overview
- Belbin questionnaire
- Tuckmann Model
- Previous projects (depth)
- Role profiles (more than members)

Lectures topical content
- Lecture on team effectiveness
- External speakers - opportunities - real life perspective
- Proposal form for submission week 5

Resources

Tasks

Support

Preparation / Team Formation

Prepare
- Bring info on trends & product shows to share

Team
- Meet .Bring Belbin self perception
- Contract/evaluation of peers. Communication

Allocate Roles

Confirm product for development

Prototype
- Formalise formative feedback to prevent ‘drift’

Presentations to panel
- Group mark allocation

Reflection

Team de-brief
- Personal reflection log
  include evidence if petitioning against a group mark

Forming team task / icebreaker
- Example of a team contract
- Peer review guide
- Facebook group or Prezi collaborate
- Tutor available end of every session. 30 mins “team time” week 1-5
- Common problems encountered
- IT Manager consultancy session
- Other specialist sessions: - Finance - Product performance

The learning design

Constructed using Oliver et al (2007) temporal sequence framework for role-based learning designs
Key Aspects

1. Planning and preparation
2. Team project
3. Reflection and evaluation
Key Aspects

1. Planning and preparation
2. Team project
3. Reflection and evaluation

Resources

Pre-loaded wiki

Tasks

Support
1. Planning and preparation
2. Team project
3. Reflection and evaluation
Key Aspects

Resources

Tasks

1. Planning and preparation

2. Team project

3. Reflection and evaluation

Support

Consultants
Use of external consultants

IT Managers meet with consultant

Overview of main providers PLM range of technologies in apparel/soft products.

Students research cloud technologies as alternatives and then disseminate relevant lead their team from their position of ‘expert’

Lead their group to consider choices of social media for improving on and adapting on industry PLM software providers solutions.
Okayyy, so this is the one I want to use....it turns out I have the rubbish version of iMovie so my editing isn't the best.

I used Google Sketch up and Cyber Link Power Director software. It's not perfect but it's alright for a first attempt at software I had no knowledge even existed!

Keeping in touch through Facebook group messaging was convenient, yet I feel using the 'wiki' could have been a more professional way of exchanging ideas and thoughts as Facebook could often be distracting.
Outcomes

Cloud Computing
everything and the kitchen sink
Outcomes – additional benefits

Future
Students as practitioners to local businesses
Thank you for your time and attention

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References
