

**APPAREL CERTIFICATE PROGRAM  
CONCEPT & DEVELOPMENT (AD402) MIDTERM EVALUATION FORM**

Student Name \_\_\_\_\_ Date \_\_\_\_\_

**Criteria:**

- 1 = Does not meet minimum expectations
- 2 = Meets minimal expectations – incomplete
- 3 = Average – complete
- 4 = High quality student work
- 5 = Excellent – meets professional standards

Elements for Evaluation

Mood Board(s):

- Does it fit the look and feel of the line that follows?
- Does it drive you to an emotion?
- Does it drive you to the intended emotion?

Colorways

- Do the color choices fit the concept and feel of the line?

Fabric Story:

- Do the fabric choices fit the concept and feel of the line?

Visual Merchandising Line Plan:

- Do the designs fit the concept and feel of the line?
- Are the designs cohesive?

ELEMENT	Possible	Points
Colorways	5	
Fabric story	5	
Mood board(s)	5	
Visual merchandising line plan	5	
<b>MIDTERM POINTS</b>	<b>20</b>	