

**APPAREL CERTIFICATE PROGRAM
CONCEPT & DEVELOPMENT (AD402) 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

Colorways & Fabric Story:

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

Mood Board:

- 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?

Visual Line Plan:

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

Sketches and Croquis Illustrations:

- Do the illustrations clearly show the designs?
- Are there details shown where needed for construction?

Collection Flats/Final Presentation:

- Did the student clearly present the concept and line?
- Is the presentation board portfolio ready?
- Is the board hard copy and digital?

ELEMENT	Possible	Points
Colorways & fabric story	10	
Mood board	20	
Visual line plan	10	
Sketches and croquis illustrations	30	
Collection flats/final presentation	20	
Class attendance	10	