



EVALUATION
PRODUCT DEVELOPMENT (ATD480)

Student/Company Name _____ Date _____

As a "buyer", you are looking for:

- Research/Design Brief: Does the brand stand out? Is it clear who the customer is? Is it market and trend right? Is the price realistic for the style and quality of the garment? Do you believe the customer would pay this price? Is this a cohesive line?

- Meeting Notes: Can you follow the team's progress from beginning to end?

- Peer Evaluations Did all team members participate and contribute fully in the roles they were given? Did they ask for help? Did they give help? Did they participate outside of class time?

- Tech Packs/Prototypes: Do the illustrations reflect the look and feel of the brand? Do they look like the protos? Do the tech pack/protos make you interested in the line?

- Sales materials and presentation: Do the garments merchandise well? Are they the key pieces? Do they excite you? Are they well-made for the target market and price? Are the costing exercises complete and based on what the market would bear? Are gross margins clear? Do the wholesale and resale prices support the GM?

Would you buy this line? Was the presentation accurate, complete and persuasive?

Table with 3 columns: ITEM, Possible Points, Score. Rows include Research/Design Brief (20), Meeting Notes (10), Peer Evaluations (10), Tech Packs (15), Prototypes (15), Sales Materials (10), and Presentation (10).

NOTES: