



Introduction

Design to Cost: The Fundamentals is the first course in a series which covers how to develop product with quality and cost in mind. This course provides the foundations on which you can build your product skills and will be followed by courses specific to product categories including jersey and denim. This course teaches how to design product to a price point through understanding of cost levers. It covers good, better and best product engineering taking into account the basic principles of garment construction, components and fabrication. It aims to equip learners with the ability to develop in-house specifications and a platform to deliver consistent quality to the end consumer.

Key learning outcomes

By the end of the course, participants will be able to:

- Understand the relationship between value, quality and cost
- Appreciate the different elements which can impact product cost and how to build a product specification
- Recognise basic construction methods, materials and components

Who this course is for

This course is aimed at in-house product developers, designers and technical designers. It is an entry level course for those who have a basic understanding of construction and product manufacturing.

Format

The online course is self-paced and includes a **pre-assessment test**, modules of interactive instruction combining a variety of formats such as **videos, practical exercises, assignments, discussion forums** and **case studies**. It concludes on a **final assessment**. All participants who successfully complete the course will receive a MOTIF Certificate of Completion.

Course outline

Introduction

Welcome to the Course

What is Quality

Poor Quality

End of Introduction Assessment

Module 1: Importance of Quality

Cost of Quality

Theoretical Case Study: Poor Quality

Establishing Value for Money (VFM)

Defining Good - Better - Best

Contact us

Please reach us at hello@motif.org for further information.

The instructor



With a career spanning almost 30 years in technical design and product development with organisations such as M&S, Littlewoods, Shop Direct, C&A and Missguided, **Jackie Lewis** joined MOTIF in 2018 as Course Development Director. She is also an expert consultant focusing on 3D, process efficiencies and sustainability.

Module 2: Building Product Specifications

Product Framework

Initial Product Creation Brief

Fabrics

Fit and Measurements

Garment Special Features and Minimum Standards

Trims and Additional Useful Information

Final Product Checklist

Module 3: What Can Go Wrong

Issue 1: Poor Hit Rate

Issue 2: Product Failure

Issue 3: Poor Value for Money

Conclusion



MOTIF Certificate of Completion
for successful course participants

About MOTIF

MOTIF is the apparel knowledge hub that connects professionals around the world with the skills and industry expertise they need to transform their businesses, lives and careers. MOTIF tackles the industry need for evolving skill sets and continuous professional development.

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MOTIF

This course is available on MOTIF, the apparel knowledge hub. To learn more about MOTIF, please visit motif.org.