

# MOTIF

## 3D Transformation: The Why, What & How Online course

### Introduction

This overview course explores the WHY, WHAT, WHO and HOW of 3D implementation in product development. Learners will explore the reasons for adopting 3D and how to build their own business case. They will establish an appreciation of the technology, get guidance on selecting and working with software partners and identify the steps that need to be taken to implement 3D into BAU processes.

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### Key learning outcomes

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

- Identify the reasons for using 3D
- Assess their Current State of business and map out their Future State
- Define the scope of a Proof of Concept project
- Build a framework to select the right 3D software partner
- Create a structure for 3D implementation

### Who this course is for

The course is aimed at mid to senior level management who are new to 3D technology. It is relevant for a broad audience including personnel involved in product design, development and commercialization at sourcing companies, retailers & brands and suppliers. Learners do not need to have prior 3D knowledge to take the course but do need to have familiarity with managing E2E processes in the apparel or footwear sectors.

### Format

The course is self-paced and includes a **pre-assessment** and a **final test**, **6 modules of interactive instruction**, Executives' **interviews**, **case studies** by super users and best practice **downloadable assets**. All participants who successfully complete the course will receive a MOTIF Certificate of Completion. The recommended commitment for the course is a **minimum of 1 hour per week over a 5 week period**.

### Course outline

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#### Introduction: The 3D Landscape

#### 3D Fundamentals

#### 3D in the Apparel Industry

#### Apparel Industry Hesitancies

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#### Module 1: Where Are You Now?

#### The Problem You're Trying to Solve

#### Your Current State

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## The instructor



**Eryn Gregory** has a decade of experience in fit engineering and product development at an executive level within Columbia. Eryn managed the transformation of fit processes and implemented 3D into BAU.

## 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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## Module 2: Getting to Your Future State

### Preparing for Your Future State

#### Core Body Profile

#### Fit Blocks

#### Material Library

#### Supplier Onboarding

#### Return on Investment

#### Infrastructure

#### Timeline

#### Your people

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## Module 3: Selecting Software Partners and Building Your 3D Team

### Building Your Internal Team

#### Which 3D Software?

#### Vetting & Selecting Software Partners

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## Module 4: Proof of Concept Project

### Finalising the Scope of the POC

#### Kick Starting Your POC

#### POC Case Study

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## Module 5: Implementation

### What's Your Strategy?

#### What's Your Approach?

#### Who's Involved?

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## Module 6: Conclusion and Case Study with Li & Fung

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**MOTIF Certificate of Completion**  
for successful course participants

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This course is available on MOTIF, the apparel knowledge hub. To learn more about MOTIF, please visit [motif.org](http://motif.org).