

Submitted By: Peter Hostrawser

Strategy Name: OPRF School of Business T-Shirt Work Flow

Purpose / Objectives: Students will design and produce a T-Shirt in a teamwork environment. Teams will create a balance sheet outlining pricing structure and costs per shirt.

Materials Needed:

DTG Printer
Computers with Photoshop, MS Word and MS Excel
Presentation Software (PowerPoint, Prezi, Etc.)
Blank T-Shirts

Process:

Students will be grouped in groups of 4 to 5. Each team will be assigned to create a OPRF School of Business T-Shirt to sell to students at OPRFHS.

Each team will be assigned the following items:

- Create a shirt design in Photoshop
- Create a cost structure for their product through Excel
- Present prototypes and marketing plan

Evaluation – Each team will be evaluated in three ways.

- Students at OPRFHS will choose a winning shirt.
- The instructor will provide a rubric and evaluate teams accordingly.
- Each team member will self-evaluate their involvement using Google forms.

Reflection – The instructor will recap all projects after a winner has been chosen. The reflection will include a review of each teams concepts, processes, and pricing of shirts. A classroom discussion will ensue following the project reviewing successes and failures of each team.

Additional Notes or Comments: