

21st Century Learning Fashion Design and Merchandising

High School

Fashion Design and Merchandising is an elective that focuses on apparel design, production, selection and purchase. The principles and elements of design along with marketing and clothing construction techniques are featured, along with the employability skills needed to succeed in a career in this field.

1. EXPLORE A CAREER PLAN IN DESIGN AND MERCHANDISING	
1.1	Examine traditional, non-traditional, and entrepreneurial design and merchandising occupational choices
1.2	Review design and merchandising career opportunity information
1.3	Identify trends in design and merchandising related occupations through labor market research on wages, types and locations of opportunities
1.4	Recognize factors that influence design and merchandising career choices
1.5	Relate interests, skills, and attitudes to career exploration in design and merchandising
1.6	Review post secondary education required for careers in design and merchandising
2. PRACTICE EMPLOYABILITY SKILLS REQUIRED FOR A DESIGN AND MERCHANDISING OPPORTUNITY	
2.1	Identify factors contributing to job success in design and merchandising
2.2	Demonstrate work ethics and behavior
2.3	Discuss how social skills are helpful in obtaining and maintaining a job in design and merchandising
2.4	Practice the use of terminology related to design and merchandising occupation
2.5	Discuss elements of professionalism in a design environment
3. DEVELOP JOB SEARCH SKILLS FOR THE DESIGN AND MERCHANDISING INDUSTRY	
3.1	Research employment opportunities in design and merchandising
3.2	Critique a job application on line and in hard copy
3.3	Review professional dress, interviewing skills and resumes
3.4	Demonstrate the use of technology in a job search
4. ANALYZE FACTORS THAT INFLUENCE HUMAN BEHAVIOR IN A DESIGN AND MERCHANDISING ENVIRONMENT	
4.1	Describe how personal values influence choices and goals
4.2	Explain how culture influences behavior
4.3	Develop social awareness related to diversity
4.4	Identify anthropometrics and how they affect designs
4.5	Discuss ergonomics and how equipment is used in the design field
4.6	Explain how disability and physical attributes influence clothing designs or human environments
5. ANALYZE FAMILY UNITS BASED ON SOCIAL, CULTURAL, PHYSIOLOGICAL, ECONOMIC AND PSYCHOLOGICAL FACTORS AS THEY RELATE TO CLOTHING AND HOUSING NEEDS	
5.1	Examine recent changes in family structures
5.2	Examine stages in the family life cycle
5.3	Identify the impact of economic differences on families
6. PRACTICE EFFECTIVE COMMUNICATION SKILLS FOR THE DESIGN AND MERCHANDISING WORKPLACE	
6.1	Interpret verbal and nonverbal communication

6.2	Practice skills used to communicate with clients in a design workplace
6.3	Identify guidelines and etiquette for effective written communication (letters, reports, Email)
6.4	Practice communication skills to deal with conflict and problem solving in a design environment
7. DEMONSTRATE TECHNOLOGICAL LITERACY FOR THE DESIGN AND MERCHANDISING WORKPLACE	
7.1	Examine the uses of technology in the design and merchandising field
7.2	Communicate using telecommunication tools
7.3	Demonstrate basic usage of computers (input, storage, output) And access information electronically (via Internet, CD-ROM, etc.)
8. APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN DESIGN AND MERCHANDISING	
8.1	Express problems in design and merchandising using numeric, symbolic and/or graphic representations
8.2	Perform mathematical calculations in the context of design and merchandising related problems
8.3	Demonstrate knowledge of units of measurement (English and metric)
8.4	Use technology in the solution of math-related problem
8.5	Calculate material quantities needed for a design project
9. DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR DESIGN AND MERCHANDISING	
9.1	Employ various types of drawing media and surfaces in traditional or digital form used in a design environment
9.2	Illustrate the basic elements and principles of design using traditional or digital media
9.3	Apply fundamentals of color theory in traditional or digital media
10. APPLY MEASUREMENT TECHNIQUES	
10.1	Identify common measurement tools used in design and merchandising and their functions
10.2	Select an appropriate measurement technique for a specific measurement need
10.3	Select and use the appropriate measurement tool for the task and determine degree of accuracy required for a specific task or situation
11. PRACTICE SAFE WORKING PROCEDURES FOR A DESIGN AND MERCHANDISING WORKPLACE	
11.1	Identify responsibilities of professionals to create/maintain a safe design and merchandising work environment
11.2	Explain appropriate safety precautions for a design and merchandising workplace
11.3	Apply ergonomic principles for a design and merchandising environment
11.4	Recognize and demonstrate safe use of basic equipment for a design and merchandising workplace
11.5	Identify and learn to access codes and standards such as American Disabilities Act (ADA), Uniform Federal Accessibility Standards (UFAS) flammability and safety requirements
12. EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE DESIGN AND MERCHANDISING INDUSTRY	
12.1	Explain the basic concepts involved in contract law, consumer law, and consumer credit and protection
12.2	Define code of ethics for a design and merchandising environment
12.3	Examine the relationship between ethics and the law for the design and merchandising industry

12.4	Examine the problems related to maintaining ethical standards in situations without a clear standard
13. EXPLORE MARKETING PRINCIPLES FOR DESIGN AND MARKETING OPERATIONS	
13.1	Identify target markets
13.2	Select products or services to link with customer needs
13.3	Identify strategies for promoting products/services
14. INTERPRET INFLUENCES ON THE FASHION DESIGN INDUSTRY	
14.1	Examine the history and psychology of fashion
14.2	Evaluate the impact of fashion trends and forecasting
14.3	Explain how clothing and accessories communicate values
14.4	Explain the role of leading designers in determining fashion trends
14.5	Utilize fashion terms
15. ANALYZE THE FASHION DESIGN AND MERCHANDISING INDUSTRY	
15.1	Describe business opportunities in the apparel industry
15.2	Compare the organization and operation of the fashion product categories represented in the industry
15.3	Identify the stages of apparel production
15.4	Describe the impact of technology on apparel design and production
15.5	Analyze international factors affecting the apparel industry
15.6	Summarize demographic, societal, and cultural factors affecting the apparel industry
15.7	Determine the impact of design decisions on the cost of apparel products
16. ANALYZE FACTORS THAT DETERMINE THE SELECTION OF CLOTHING IN RELATION TO PERSONALITY AND BODY TYPE	
16.1	Explain how people express themselves through the use of clothing
16.2	Identify body types and characteristics that influence the proper selection of clothing
16.3	Compare personal body characteristics when making clothing selections
17. ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN	
17.1	Identify key elements and principles of design
17.2	Demonstrate the use of the basic design elements and principles
17.3	Demonstrate an understanding of the color principles
17.4	Differentiate between hue, value and intensity
17.5	Consider how color impacts design
17.6	Assess the elements and principles of design utilized in textile products
17.7	Select specific hues to illustrate color principles in various design themes
18. APPLY KNOWLEDGE OF TEXTILES, FIBERS, AND FABRICS	
18.1	Understand the history of fibers and fabrics
18.2	Analyze characteristics of natural and manufactured fibers
18.3	Identify characteristics of fabrics with various yarn construction
18.4	Evaluate woven, knit and other methods of fabric construction
18.5	Evaluate fabric finishes and color application methods

18.6	Select appropriate fibers and fabrics for specific end users
18.7	Interpret labeling information to determine care procedures for various fabrics
19. ESTABLISH SAFE USE OF EQUIPMENT	
19.1	Use trade equipment and tools appropriately
19.2	Maintain and store equipment
19.3	Identify proper safety procedures when using care products and equipment
20. APPLY PRINCIPLES OF QUALITY APPAREL CONSTRUCTION	
20.1	Compare the quality of different clothing construction techniques
20.2	Interpret pattern directions for constructing textile items
20.3	Determine yardage, cost of fabric and other needs for selected pattern style and use
22.4	Perform pattern layout and cutting for garment construction
20.5	Construct a garment using a pattern
20.6	Construct a garment using a pattern
20.7	Evaluate the construction and proper fit of garments
21. PREPARE FASHION DESIGNS	
21.1	Identify design features of a garment
21.2	Identify garment styles and parts that make up a garment
21.3	Draw a fashion figure
21.4	Sketch a fashion design on a croquis
21.5	Illustrate the principles and elements of design in fashion sketches
21.6	Select appropriate fashion swatches for a fashion design
21.7	Create a flat showing all of the design features and construction details
21.8	List the steps in developing a sample garment
22. INCORPORATE COMPUTER TECHNOLOGY TO CREATE A FASHION DESIGN	
22.1	Identify computer software and applications for computer-assisted design (CAD) in the fashion industry
22.2	Operate computer hardware and utilize appropriate software for fashion designing
22.3	Create and illustrate fashion designs using computer hardware and software
22.4	Use computer technology to scan and create flats, illustrations and textile designs
22.5	Use scanned original designs to create a garment
23. RELATE THE IMPORTANCE OF ACCESSORIES TO FASION	
23.1	Identify accessory categories
23.2	Describe accessory styles within various categories
23.3	Explain quality construction features of different accessories
23.4	Generalize rules for accessorizing garments