

Fashion Design and Merchandising

**STANDARD 1.0—
ANALYZE FACTORS THAT
INFLUENCE HUMAN
BEHAVIOR IN A DESIGN
AND MERCHANDISING
ENVIRONMENT 1.0**

- 1 Describe how personal values influence choices and goals 1.1**
- 2 Explain how culture influences behavior 1.2**
- 3 Develop social awareness related to diversity 1.3**
- 4 Identify anthropometrics and how they affect designs 1.4**
- 5 Explain the influence of physical attributes (including disabilities) on clothing designs and human environments 1.5**

**STANDARD 2.0—APPLY
MATHEMATICAL
PROCESSES TO
PROBLEMS IN DESIGN
AND MERCHANDISING**

- 2.1 Express problems in design and merchandising using numeric, symbolic, and/or graphic representations**
- 2.2 Perform mathematical calculations in the context of design and merchandising related problems**
- 2.3 Demonstrate knowledge of units of measurement (English and metric)**
- 2.4 Use technology in the solution of math-related problem**
- 2.5 Calculate material quantities needed for a design project**

**STANDARD 3.0—
DEMONSTRATE
DRAWING AND
VISUALIZATION SKILLS
REQUIRED FOR DESIGN
AND MERCHANDISING**

- 3.1 Employ various types of drawing media and surfaces in traditional or digital form used in a design environment**
- 3.2 Illustrate basic elements and principles of design using traditional or digital media**
- 3.3 Apply fundamentals of color theory in traditional or digital media**

**STANDARD 4.0—APPLY
MEASUREMENT
TECHNIQUES**

- 4.1 Identify common measurement tools used in design and merchandising and their functions**
- 4.2 Select an appropriate measurement technique for a specific measurement need**
- 4.3 Select and use the appropriate measurement tool for the task**

4.4 Determine the degree of accuracy required for a specific task or situation

**STANDARD 5.0—
ANALYZE THE
PRINCIPLES AND
ELEMENTS OF DESIGN**

5.1 Identify key elements and principles of design

5.2 Demonstrate the use of basic design elements and principles

5.3 Demonstrate an understanding of color principles

5.4 Differentiate between hue, value, and intensity

5.5 Explain how color impacts design

5.6 Evaluate the elements and principles of design used in products

**STANDARD 6.0—
EVALUATE TEXTILES,
FIBERS, AND FABRICS**

6.1 Explain the history of fibers and fabrics

6.2 Identify the characteristics of natural and manufactured fibers

6.3 Identify the characteristics of fabrics with various yarn construction

6.4 Compare woven, knit, and other methods of fabric construction

6.5 Explain fabric finishes and color application methods

6.6 Evaluate fibers and fabrics for specific end uses

6.7 Apply labeling information to care for fabrics

**STANDARD 7.0—
UNDERSTAND THE
OPERATIONS OF
RETAILING**

7.1 Define quality customer service

7.2 Demonstrate selling techniques that meet client buying needs and motives

7.3 Explain merchandise buying practices

7.4 Explain how to receive, mark, and stock merchandise

7.5 Explain the relationship among pricing, profit, and customer's perception of value

7.6 Analyze the relationship of customer service and customer satisfaction on business success

7.7 Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities

**STANDARD 8.0—EXHIBIT
MARKETING SKILLS FOR
THE SUCCESS OF
DESIGN AND**

8.1 Explain merchandise buying practices

8.2 Understand visual merchandising and its impact

**MERCHANDISING
BUSINESS**

8.3 Assemble a visual marketing presentation

8.4 Create product displays using the elements and principles of design

8.5 Explain the use of promotional activities to market products and services

8.6 Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust

**STANDARD 9.0—
DISTINGUISH
INFLUENCES ON THE
FASHION DESIGN
INDUSTRY**

9.1 Explain the history of fashion

9.2 Explain the psychology of fashion

9.3 Explain the impact of fashion trends and forecasting

9.4 Explain how values are communicated through clothing and accessories

9.5 Explain the role of leading designers, celebrities, and others in determining fashion trends

**STANDARD 10.0—
ANALYZE A FASHION
DESIGN AND
MERCHANDISING
BUSINESS**

10.1 Describe business opportunities in the apparel industry

10.2 Compare the advantages and disadvantages of sole proprietorships, partnerships, and corporations

10.3 Identify the stages of apparel production

10.4 Describe the impact of technology on apparel design and production

10.5 Summarize demographic, societal, and cultural factors that affect the apparel business

10.6 Determine the impact of design decisions on the cost of apparel products

10.7 Analyze international factors that affect the apparel industry

10.8 Explain the role of small business on local, state, national, and international economies

**STANDARD 11.0—
ANALYZE FACTORS THAT
DETERMINE THE
SELECTION OF
CLOTHING**

11.1 Explain how people express themselves through the use of clothing

11.2 Identify body types and characteristics that influence the proper selection of clothing

11.3 Explain how an illusion of size can be created by the proper selection of fabric design and texture

**STANDARD 12.0—
CONSTRUCT A GARMENT**

12.1 Compare the quality of different clothing construction techniques

**BY APPLYING THE
PRINCIPLES OF QUALITY
APPAREL
CONSTRUCTION**

- 12.2** Determine yardage, cost of fabric, and other needs for selected pattern style and use
- 12.3** Interpret pattern directions for constructing textile items
- 12.4** Perform pattern layout and cutting for garment construction
- 12.5** Use a pattern to construct a garment
- 12.6** Practice effective pressing techniques by using appropriate equipment
- 12.7** Evaluate the construction and proper fit of garments

**STANDARD 13.0—
PREPARE FASHION
DESIGNS**

- 13.1** Identify styles, parts, and details that make up a garment
- 13.2** Draw a fashion figure
- 13.3** Sketch a fashion design on a croquis
- 13.4** Illustrate the principles and elements of design in fashion sketches
- 13.5** Select appropriate fashion swatches for a fashion design
- 13.6** Create a flat that shows design features and construction details
- 13.7** List the steps in developing a sample garment
- 13.8** Identify computer software and applications for computer-assisted design (CAD) in the fashion industry
- 13.9** Design and illustrate an apparel line

**STANDARD 14.0—
EXPLAIN THE
IMPORTANCE OF
ACCESSORIES TO
FASHION**

- 14.1** Identify accessory categories
- 14.2** Identify accessory styles within various categories
- 14.3** Compare quality construction features of different accessories