

Curriculum Development
In the Fairfield Public Schools

FAIRFIELD PUBLIC SCHOOLS
FAIRFIELD, CONNECTICUT

FASHION MERCHANDISING AND DESIGN

Board of Education Approved 06/24/2008

FASHION MERCHANDISING AND DESIGN

Statement of Purpose

Fashion Merchandising and Design is a comprehensive course designed to introduce students to fashion merchandising concepts. It explores the basics of market, textiles, design, and promotion.

Audience

Grades 10, 11, 12

Prerequisites

None

Design and Description

This course offers students an introduction to the various aspects of the field of fashion. Components of the course will include an overview of fashion design elements, fashion promotion, fashion and visual merchandising. A variety of hands-on experiences will be provided including the creation of a personal style portfolio, and a final project of designing their own boutique. Students will be responsible to design, manufacture, and merchandise fashion items as well as incorporate the retail philosophies for the course's boutique. Career options in the fashion industry will be explored.

1 credit, semester course

Course Objectives

Students will be able to:

- examine the basic reasons people wear clothes and make various clothing choices.
- summarize economic and political influences on fashion.
- define basic fashion terms.
- evaluate the role of fashion followers, leaders, and theories in the fashion movement.
- compare and analyze the main principles and factors that speed up or slow down fashion movement.
- relate the importance of fashion change.
- distinguish between market growth, share, and segmentation.
- distinguish and apply the principles of design to apparel.
- choose design to create illusions that enhance appearances.
- analyze the process and methods of apparel production.
- examine the main types of apparel retailers.
- evaluate the components of customer service.
- describe fashion promotion planning, follow through, budgeting, ethics.
- compare and contrast the types of fashion advertising and their purposes.
- analyze advertising strategy and media.
- explain the importance of visual merchandising and presentation.
- compare advantages, disadvantages and types of window displays.
- manage specific departments required for running a retail establishment.
- analyze and calculate costing and pricing for profit.
- evaluate the boutiques success in terms of:

target market
merchandising
customer traffic
profit
advertising
customer service
visual merchandising

- assess popular views about fashion careers.
- describe how to select a career path.
- describe how to gain preliminary work experience.

Skill Objectives

Students will:

- research a fashion trend from a previous era.
- show and describe a past popular fashion trend.
- interview an adult and discuss fashion trends from their teenage years.
- track fashion and trends using Women's Wear Daily.
- develop an element of design portfolio.
- research and present information on a retail establishment.
- travel to a retail/manufacturing establishment.
- list the functional areas of retail firms.
- develop effective print advertisement.
- research and design product for class boutique.
- produce merchandise for the class boutique.
- advertise and promote merchandise and boutique.
- inventory merchandise for retail sale in school boutique.
- create and arrange in-store displays.
- compare and contrast future employment within the industry.
- research admissions information for secondary schooling in fashion.
- list educational requirements for fashion careers.
- create a fashion career visual.

Family and Consumer Sciences Standards

Consumer Science and Family Resource Management

Students will evaluate management practices related to human, economic, and environmental resources.

Students will demonstrate skills needed for product development, testing, and presentation.

Interpersonal Relationships

Students will demonstrate respectful and caring relationships in the family, school, workplace, and community.

Students will compare personal needs and characteristics and their impact on interpersonal relationships.

Students will demonstrate communication skills that contribute to positive relationships.

Students will choose effective conflict prevention and management techniques.

Students will apply teamwork and leadership skills in the family, workplace, and community.

Textiles and Design

Students will analyze the principles of design as they apply to textiles, apparel, housing, interiors, and furniture.

Students will evaluate fiber and textiles materials.

Students will evaluate design decision in relation to available resources and options.

Students will become exposed to fashion history and elements of design.

Students will demonstrate design ideas through visual presentation.

Textiles, Apparel, Housing, Interiors, and Related Careers

Students will demonstrate the integration of knowledge, skills, and practices required for careers in textile, apparel, housing, and interiors.

Students will evaluate elements of textiles and apparel merchandising.

Students will demonstrate general operational procedures required for business profitability and career success.

Students will evaluate the components of customer service.

Students will demonstrate general procedures for business profitability and career success.

Information and Technology Standards (to be added)

Essential Questions

- How do we effectively utilize human, economic and environmental resources in our daily lives?
- What traits that contribute to positive and caring relationships are necessary to develop?
- How do consumers utilize the principles of design to make informed textile decisions?
- What knowledge, skills and practices are required to achieve career success in the textile, apparel and housing industries?

Focus Questions

- How is the market for fashion products affected by economic expansion and recessions?
- How does clothing fulfill physical and psychological needs?
- What determines the length of time that each style spends in any phase of the cycle?

- How do consumers show their acceptance or rejection of fashions?
- What is the difference between market growth and market share
- What are the elements and principals of design?
- How do you incorporate elements and principals of design into clothing?
- What is the difference between designer and ready-to-wear?
- What are the key functional areas of responsibility in the retail industry?
- How does catalog and electronic shopping affect retailing?
- How does retail positioning affect pricing?
- How does customer service affect retail sales?
- What are the goals of promotion?
- What are the purposes of retail advertising?
- What are the different forms of advertising?
- What should a print advertisement layout accomplish?
- What factors influence the type and quality of merchandise carried by a retail establishment?
- How does visual layout of the merchandise affect retail sales?
- How is pricing determined for retail merchandise profitability?
- How does the quality and satisfaction of service affect the retail establishment?
- What interests, aptitudes and skills are best suited for various fashion and textile careers?

UNITS of STUDY

Unit 1: Basic Fashion and Business Concepts

Family and Consumer Sciences Standard

Textiles and Design

Students will analyze the principles of design as they apply to textiles, apparel, housing, interiors, and furniture.

Students will evaluate design decision in relation to available resources and options.

Essential Question

How do consumers utilize the principles of design to make informed textile decisions?

Focus Questions

- How is the market for fashion products affected by economic expansion and recessions?
- How does clothing fulfill physical and psychological needs?
- What determines the length of time that each style spends in any phase of the cycle?
- How do consumers show their acceptance or rejection of fashions?
- What is the difference between market growth and market share?

Core Topics

- The Meaning of Clothing and Fashion
- Fashion Movement
- The Fashion Market

Unit Objectives

Students will be able to:

- examine the basic reasons people wear clothes and make various clothing choices.
- summarize economic and political influences on fashion.
- define basic fashion terms.
- evaluate the role of fashion followers, leaders, and theories in the fashion movement.
- compare and analyze the main principles and factors that speed up or slow down fashion movement.
- relate the importance of fashion change.
- distinguish between market growth, share, and segmentation.

Skill Objectives

Students will:

- research a fashion trend from a previous era.
- show and describe a past popular fashion trend.
- interview an adult and discuss fashion trends from their teenage years.
- track fashion and trends using Women's Wear Daily.

Sample Assessment

Fashion Trend Presentation

Pacing
3 weeks

Unit 2: Designing and Producing Apparel

Family and Consumer Sciences Standards

Textiles and Design

Students will analyze the principles of design as they apply to textiles, apparel, housing, interiors, and furniture.

Students will evaluate fiber and textiles materials.

Students will become exposed to fashion history and elements of design.

Students will demonstrate design ideas through visual presentation.

Essential Question

How do consumers utilize the principles of design to make informed textile decisions?

Focus Questions

- What are the elements and principals of design?
- How do you incorporate elements and principals of design into clothing?
- What is the difference between designer and ready-to-wear?

Core Topics

- Elements and Principals of Design
- Designer vs. Ready-to-Wear Clothing
- Commercial Manufacturing of Clothing

Unit Objectives

Students will be able to:

- distinguish and apply the principles of design to apparel.
- choose design to create illusions that enhance appearances.
- analyze the process and methods of apparel production.

Skill Objective

Students will:

- develop an element of design portfolio.

Sample Assessment

Portfolio

Pacing

2 Weeks

Unit 3: Retail Business Fundamentals

Family and Consumer Sciences Standards

Textiles, Apparel, Housing, Interiors, and Related Careers

Students will demonstrate the integration of knowledge, skills, and practices required for careers in textile, apparel, housing, and interiors.

Students will evaluate elements of textiles and apparel merchandising.

Students will evaluate the components of customer service.

Essential Question

What knowledge, skills and practices are required to achieve career success in the textile, apparel and housing industries?

Focus Questions

- What are the key functional areas of responsibility in the retail industry?
- How does catalog and electronic shopping affect retailing?
- How does retail positioning affect pricing?
- How does customer service affect retail sales?

Core Topics

- The Retail Segment
- Retail Positioning
- Retail Merchandise
- Merchandise Planning and Buying
- Customer Service

Unit Objectives

Students will be able to:

- examine the main types of apparel retailers.
- evaluate the components of customer service.

Skill Objectives

Students will:

- research and present information on a retail establishment.
- travel to a retail/manufacturing establishment.
- list the functional areas of retail firms.

Sample Assessment

Research paper and presentation on a retail/and or manufacturing establishment.

Pacing

2 weeks

Unit 4: Fashion Promotion

Family and Consumer Sciences Standards

Consumer Science and Family Resource Management

Students will evaluate management practices related to human, economic, and environmental resources.

Students will demonstrate skills needed for product development, testing, and presentation.

Essential Question

How do we effectively utilize human, economic and environmental resources in our daily lives?

Focus Questions

- What are the goals of promotion?
- What are the purposes of retail advertising?
- What are the different forms of advertising?
- What should a print advertisement layout accomplish?

Core Topics

- The Purpose of Fashion Promotion
- Fashion Press
- Types and Purposes of Advertising
- Develop Effective Print Advertising

Unit Objectives

Students will be able to:

- describe fashion promotion planning, follow through, budgeting, ethics.
- compare and contrast the types of fashion advertising and their purposes.
- analyze advertising strategy and media.

Skill Objective

Student will:

- develop effective print advertisements.

Sample Assessment

Advertisement layout for Boutique

Pacing

2 weeks

Unit 5: Implementation of Fashion Theories

Family and Consumer Sciences Standards

Interpersonal Relationships

Students will demonstrate respectful and caring relationships in the family, school, workplace, and community.

Students will compare personal needs and characteristics and their impact on interpersonal relationships.

Students will demonstrate communication skills that contribute to positive relationships.

Students will choose effective conflict prevention and management techniques.

Students will apply teamwork and leadership skills in the family, workplace, and community.

Textiles, Apparel, Housing, Interiors, and Related Careers

Students will demonstrate the integration of knowledge, skills, and practices required for careers in textile, apparel, housing, and interiors.

Students will evaluate the components of customer service.

Students will demonstrate general operational procedures required for business profitability and career success.

Essential Questions

- What traits that contribute to positive and caring relationships are necessary to develop?
- What knowledge, skills and practices are required to achieve career success in the textile, apparel and housing industries?

Focus Questions

- What factors influence the type and quality of merchandise carried by a retail establishment?
- How does visual layout of the merchandise affect retail sales?
- How is pricing determined for retail merchandise profitability?
- How does the quality and satisfaction of service affect the retail establishment?

Core Topics

- The Importance of Visual Merchandising
- Strategies for Successful Merchandise and Store Layout
- Planning, Promoting, and Presenting a Retail Establishment

Unit Objectives

Students will be able to:

- explain the importance of visual merchandising and presentation.
- compare advantages, disadvantages and types of window displays.

- manage specific departments required for running a retail establishment.
- analyze and calculate costing and pricing for profit.
- evaluate the boutiques success in terms of :
 - target market
 - merchandising
 - customer traffic
 - profit
 - advertising
 - customer service
 - visual merchandising

Skill Objectives

Students will:

- research and design product for class boutique.
- produce merchandise for the class boutique
- advertise and promote merchandise and boutique.
- inventory merchandise for retail sale in school boutique
- create and arrange in-store displays.

Sample Assessment

Boutique assessment

Pacing

7 weeks

Unit 6: Fashion Merchandising and Design Careers

Family and Consumer Sciences Standard

Textiles, Apparel, Housing, Interiors, and Related Careers

Students will demonstrate the integration of knowledge, skills, and practices required for careers in textile, apparel, housing, and interiors.

Students will demonstrate general procedures for business profitability and career success.

Essential Question

What knowledge, skills and practices are required to achieve career success in the textile, apparel and housing industries?

Focus Question

- What interests, aptitudes and skills are best suited for various fashion and textile careers?

Core Topics

- Fashion Careers
- Career Planning

Unit Objectives

Students will be able to:

- assess popular views about fashion careers.
- describe how to select a career path.
- describe how to gain preliminary work experience.

Skill Objectives

Students will:

- compare and contrast future employment within the industry.
- research admissions information for secondary schooling in fashion.
- list educational requirements for fashion careers.
- create a fashion career visual.

Sample Assessment

PowerPoint presentation of various fashion careers

Pacing

2 weeks