

# Apparel Design and Merchandising Course Syllabus



## Supervising Teacher

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**Course Description: 2 Semesters            2 Credits            Grades 9-12**

***\*Required prerequisite of Young Living or Teen Living***

Apparel Design and Merchandising is designed to expose students to career opportunities and skills within the apparel design/merchandising industry. Emphasis is on knowledge and skill development in design, merchandising, production, and acquisition and care of textiles and apparel products and services. Instruction includes art and design principles, construction techniques, entrepreneurship, merchandising opportunities and preparation for occupational coursework.

## Recommended Textbook Options:

**Glencoe: Clothing; Fashion, Fabric and Construction, 5<sup>th</sup> edition**

*Optional: Clothing; Fashion, Fabric and Construction Student and Teacher Activity Manuals*

**Goodheart/Willcox: Fashion!**

*Optional: Fashion! Student Activity Guide, Successful Sewing Instructors Guide*

## Recommended Supplemental Materials or Software:

Easy sewing project kits and patterns available at:

<http://www.simplicity.com/> (also has basic sewing help and techniques)

<http://www.craftsofchaddsford.com/veryeasysewingkitpillows.htm>

<http://www.haan.com/Products/Categories/products.cfm?Category=Pillows%20and%20Blankets>

Drawstring backpack instructions and photos:

<http://www.instructables.com/id/Drawstring-Backpack/>

## Supplies or Equipment:

Students must have access to a fully operational sewing machine and sewing supplies and notions needed to complete sewing projects.

## End of Course Assessment:

Instructor will assess 8 anchor assignments due monthly that are required for course completion.

**Course Evaluation:**

60 % of course grade is from daily work assessed by the parent and 40% is from monthly anchor assignments and/or labs assessed by the instructor.

**Pacing Guide**

The topics and standards for this course have been divided between the two semesters.

<b>Semester 1(Fall)</b>	<b>Semester 2 (Spring)</b>
<b>1. Content Standard: ANALYZE APPAREL AND FASHION</b>	<b>5. Content Standard: DEMONSTRATE TECHNIQUES TO ALTER, PRODUCE OR REPAIR TEXTILE PRODUCTS AND APPAREL</b>
<b>2. Content Standard: ANALYZE THE TEXTILE AND APPAREL INDUSTRIES</b>	<b>6. Content Standard: EXAMINE APPAREL SELECTION, CARE AND CONSUMER STRATEGIES</b>
<b>3. Content Standard: EXAMINE FIBER AND TEXTILE PRODUCT MATERIALS</b>	<b>7. ANALYZE CAREER OPTIONS WITHIN THE TEXTILES AND APPAREL INDUSTRY</b>
<b>4. Content Standard: ILLUSTRATE APPAREL DESIGN SKILLS</b>	

In order to fulfill this pacing requirement, the recommended texts have been broken down by unit. Covering the sections in the order listed will insure that all topics will be covered during the appropriate semester.

**Glencoe: Clothing; Fashion, Fabric and Construction, 5th edition**

<b>Semester 1(Fall)</b>	<b>Semester 2 (Spring)</b>
Unit 1: Clothing and Society	Sewing and Serging Handbook
Unit 2: The Fashion World	Unit 5: Clothing Care
Unit 3: Color and Design	Unit 6: Clothing Selection
Unit 4: Fibers and Fabrics	Unit 7: The Workplace

**Goodheart/Willcox: Fashion!**

<b>Semester 1(Fall)</b>	<b>Semester 2 (Spring)</b>
Part 1: Clothes and Fashion	Part 4: Design: The "Art" of Apparel
Part 2: Apparel Industries	Part 5: Consumers of Clothing
Part 3: Textiles: The "Science" of Apparel	Part 6: Apparel Industry Careers

**Additional Information from the Instructor:** For sewing instruction, purchase: *Fashion! Student Activity Guide, Successful Sewing Instructors Guide* or visit: <http://www.simplicity.com/>

**I-DEA Student Honor Code:**

With any form of valid proof of dishonesty with regard to student work or testing, the instructor may elect from a range of actions. Academic dishonesty could lead to a zero grade for the assignment or even failure for the entire course following consultation between the instructor, Secondary Supervisor, and Director.

All students must adhere to the **Honor Code**:

*“On my honor, I will maintain the highest possible standards of honesty, integrity and personal responsibility. This means I will not lie, cheat or steal, and as a member of this academic community, I am committed to creating an environment of respect and mutual trust.”*

## **CURRICULUM FRAMEWORK**

### **Apparel Design and Merchandising**

#### **1. Content Standard: ANALYZE APPAREL AND FASHION**

##### **1.01 Competency: ANALYZE THE MEANING OF APPAREL AND FASHION**

###### **PERFORMANCE INDICATORS:**

1. Analyze how clothing satisfies physical, psychological, and social needs
2. Examine how values, attitudes, and personality affect clothing selection
3. Explore factors that affect apparel and fashion decisions

##### **1.02 Competency: EXAMINE THE IMPACT OF FASHION TRENDS AND FORECASTING**

###### **PERFORMANCE INDICATORS:**

1. Explain fashion terminology
2. Describe current and past fashion cycles and trends
4. Analyze the influence of social, economic, and political factors on fashion cycles, fads, and trends
5. Describe the fashion forecasting process
6. Describe the impact of computer-aided design (CAD) on apparel design and production
7. Describe the impact of computer-aided manufacturing (CAM) on apparel design and production
8. Explain electronic merchandising
9. Describe the growth of home shopping network, catalog, and Internet sales

##### **1.03 Competency: DESCRIBE GARMENT STYLES AND FEATURES**

###### **PERFORMANCE INDICATORS:**

1. Describe the relationship between the cut of a garment and the style
2. Identify various dress designs and styles
3. Identify neckline and collar
4. Describe sleeve, skirt, pants, coat, and jacket styles
5. Illustrate how garment features can be combined in different ways to achieve new and different fashions
6. Describe how garment styles are modified for individuals with special and unique needs

#### **2. Content Standard: ANALYZE THE TEXTILE AND APPAREL INDUSTRIES**

##### **2.01 Competency: EXAMINE THE DEVELOPMENT OF THE FASHION INDUSTRY**

###### **PERFORMANCE INDICATOR:**

1. Explain the worldwide importance of the apparel industries
2. Describe the development of “Haute Couture”
3. Explore 20th century designers
4. Explain the importance of the ready-to-wear industry
5. Describe how new color and fashion trends begin and are marketed

6. Describe the influence of brand and name on the fashion industry

**2.02 Competency: EXPLORE THE TEXTILE INDUSTRY**

PERFORMANCE INDICATORS:

1. Explain the workings of textile businesses
2. Describe textile technology
3. Explore the worldwide textile industry of today and the future
4. Explore color, fabric, and fashion trends in textile products

**2.03 Competency: EXAMINE THE APPAREL PRODUCTION, PROMOTION, AND RETAILING INDUSTRIES**

PERFORMANCE INDICATORS:

1. Explore the business aspects of apparel production
2. Explain the production processes of ready-to-wear clothing
3. Describe selling methods of apparel manufacturers
4. Identify issues related to global manufacturing
5. Explore possible directions of apparel production
6. Examine fashion promotion including advertising, publicity, visual merchandising, and video merchandising
7. Explain retail terms
8. Describe different types of apparel stores
9. Explore the future in retail sales

**3. Content Standard: EXAMINE FIBER AND TEXTILE PRODUCT MATERIALS**

**3.01 Competency: DESCRIBE THE PHYSICAL AND CHEMICAL PROPERTIES OF FIBERS**

PERFORMANCE INDICATORS:

1. Explain the characteristics of natural fibers
2. Describe the characteristics of manufactured fibers
3. Describe the characteristics of blends
4. Explore laws governing textiles
5. Explain the influence of technology on textile fibers

**3.02 Competency: EXAMINE FABRIC CONSTRUCTION TECHNIQUES**

PERFORMANCE INDICATORS:

1. Describe how fabrics are made from fibers and yarns
2. Examine methods of fabric construction  
-woven, knitted, non woven, bonded
3. Examine fabric characteristics that result from different construction techniques
4. Practice textile design skills

**3.03 Competency: EXAMINE FABRIC FINISHES AND DYES**

PERFORMANCE INDICATORS:

1. Explain how color and surface designs are applied to fabrics
2. Explain dyeing and color processes
3. Describe fabric finishes, and their effects

**4. Content Standard: ILLUSTRATE APPAREL DESIGN SKILLS**

**4.01 Competency: EXPLORE THE EFFECT OF COLOR AS AN ELEMENT**

PERFORMANCE INDICATORS:

1. Identify color as a design element
2. Distinguish among primary, secondary, and tertiary hues
3. Examine the psychology, symbolism and terms related to color
4. Practice using color schemes and illusions effectively in apparel
5. Choose colors that enhance hair, eyes, and skin tone

**4.02 Competency: EXAMINE THE EFFECTS OF ELEMENTS AND PRINCIPLES OF DESIGN**

PERFORMANCE INDICATORS:

1. Identify elements and principles of design
2. Examine the illusions created by each principle and element
3. Explain how principles and elements are used in fashion design, construction, and alteration
4. Explain how to use principles and elements to enhance the appearance of body shapes
5. Describe silhouette and its effect on appearance

**4.03 Competency: DEMONSTRATE USE OF ART PRINCIPLES AND ELEMENTS OF DESIGN**

PERFORMANCE INDICATORS:

1. Identify basic design details used in fashion design
2. Describe a proportioned croque or fashion figure
3. Describe fashion figure variations
4. Explain techniques used to enhance a fashion sketch
5. Examine the influence of technology on design
6. Practice design techniques
7. Create a design and/or fashion sketch

**4.04 Competency: ASSEMBLE A VISUAL PRESENTATION USING REPRESENTATIONAL FORM**

PERFORMANCE INDICATORS:

1. Describe different types of visual presentations
2. Describe the benefits of visual presentations
3. Describe the use of computer technology in visual presentations
4. Identify props and equipment used in visual presentations
5. Describe features to look for in visual presentations
6. Select a theme and prepare a sketch for a visual presentation
7. Create and evaluate a visual presentation

**5. Content Standard: DEMONSTRATE TECHNIQUES TO ALTER, PRODUCE OR REPAIR TEXTILE PRODUCTS AND APPAREL**

**5.01 Competency: DEVELOP SKILLS IN THE USE OF CONSTRUCTION EQUIPMENT AND TOOLS**

PERFORMANCE INDICATORS:

1. Practice using cutting tools and equipment used in construction
2. Practice using measuring tools and equipment
3. Practice using sewing tools and equipment
4. Practice using pressing tools and equipment
5. Practice using miscellaneous small tools and equipment used in construction
6. Practice safety procedures
7. Practice pressing techniques

**5.02 Competency: CONSTRUCT A PROJECT USING A PATTERN**

PERFORMANCE INDICATORS:

1. Match measurements to pattern size
2. Adjust a pattern for size
3. Explain information found on a pattern envelope and guidesheets
4. Identify pattern symbols
5. Select appropriate fabric and sewing notions
6. Practice pattern design and cutting and construction techniques

**5.03 Competency: DEVELOP APPAREL REPAIR, ALTERATION, OR RECYCLING TECHNIQUES**

PERFORMANCE INDICATORS:

1. Practice techniques used to repair garments
2. Practice techniques used to alter garments
3. Practice techniques used to recycle garments

## **6. Content Standard: EXAMINE APPAREL SELECTION, CARE AND CONSUMER STRATEGIES**

### **6.01 Competency: EXPLORE METHODS FOR ENHANCING PERSONAL AND PROFESSIONAL APPEARANCE**

#### PERFORMANCE INDICATORS:

1. Explore how images and statements are projected
2. Examine the importance of dressing for lifestyle, climate, and community standards
3. Examine the importance of appearance for employment
4. Explain the impact of grooming on personal image, self-esteem, and self-concept

### **6.02 Competency: DEVELOP SKILLS OF WARDROBE PLANNING**

#### PERFORMANCE INDICATORS:

1. Describe the benefits of a well-planned wardrobe
2. Prepare a current wardrobe inventory
3. Identify clothing wants and needs for personal wardrobe
4. Analyze current wardrobe needs for personal lifestyle
5. Practice wardrobe-planning skills
6. Examine the selection and use of accessories

### **6.03 Competency: EVALUATE QUALITY FEATURES OF APPAREL AND TEXTILE PRODUCTS**

#### PERFORMANCE INDICATORS:

1. Analyze the quality of workmanship, fabric, and design
2. Recognize the importance of proper fit for maximum wardrobe value
3. Examine apparel performance
4. Develop skills for apparel care and maintenance

### **6.04 Competency: EXAMINE STRATEGIES FOR BECOMING A WELLINFORMED CONSUMER**

#### PERFORMANCE INDICATORS:

1. Examine apparel stores and resources
2. Decide when and where to shop
3. Evaluate the information on hangtags, labels, and packaging
4. Examine laws relating to apparel and textiles
5. Examine the rights and responsibilities of the consumer

### **6.05 Competency: EXAMINE APPAREL FOR INFANTS AND CHILDREN**

#### PERFORMANCE INDICATORS:

1. Evaluate apparel needs for infants and children
2. Assess clothing sizes for infants and children
3. Examine features of clothing for infants and children
4. Examine fibers, fabrics and finishes used in clothing for infants and children

### **6.06 Competency: EXAMINE APPAREL FOR INDIVIDUALS WITH SPECIAL NEEDS**

#### PERFORMANCE INDICATORS:

1. Describe wardrobe selection guidelines for the elderly
2. Describe the special apparel needs of people with disabilities
3. Examine apparel for individuals with unique needs and sizes

### **6.07 Competency: DEMONSTRATE PROPER CLOTHING CARE TECHNIQUES**

#### PERFORMANCE INDICATORS:

1. Examine basic laundering products and procedures

2. Identify ways of saving energy during the laundry process
3. Evaluate and apply techniques to treat and remove a variety of stains
4. Practice pressing techniques
5. Examine the necessity and benefits of dry cleaning
6. Explore clothing storage methods

**7. Content Standard: ANALYZE CAREER OPTIONS WITHIN THE TEXTILES AND APPAREL INDUSTRY**

**7.01 Competency: EXPLORE OCCUPATIONS IN THE TEXTILES AND APPAREL INDUSTRIES**

PERFORMANCE INDICATORS:

1. Explore occupations in the textiles industry
2. Explore occupations in apparel design
3. Explore occupations in apparel and textile merchandising
4. Explore occupations in fashion promotion
5. Explore other apparel-related occupations

**7.02 Competency: EXPLORE SKILLS AND TRAINING FOR OCCUPATIONS IN THE TEXTILES AND APPAREL INDUSTRIES**

PERFORMANCE INDICATORS:

1. Describe skills and knowledge needed by workers
2. Describe merchandising techniques and practices
3. Demonstrate textile and apparel merchandising skills
4. Evaluate components of customer service
5. Describe the education and training requirements
6. Develop an educational/training plan for a career in the textiles or apparel industry

**7.03 Competency: EXAMINE ENTREPRENEURSHIP OPPORTUNITIES**

PERFORMANCE INDICATORS:

1. Describe the nature of small business in textiles and apparel
2. Explore opportunities in home-based industry
3. Describe the risks and rewards of business ownership
4. Identify characteristics of entrepreneurs
5. Explore the potential market for products or services
6. Develop a business plan for a small business or home-based industry