

PROGRAM: Fashion Design and Merchandising

**PROGRAM
CIP CODE:** 52.1900.20

DESCRIPTION: The **Fashion Design and Merchandising** program is designed to prepare students for employment or advanced postsecondary coursework in fashion design production, apparel sales, custom fashion design, supervisory positions in apparel manufacturing, and as buyers for retail establishments. A student completing this program will possess the technical knowledge and skills associated with fashion design, production and selection, wholesale purchasing, sales and promotion. In addition to technical skills, students completing this program will also develop advanced critical thinking, career development, applied academic skills, employability skills, basic business practices and leadership skills required for entry into fashion design and merchandising occupations. The program utilizes a delivery system made up of four integral parts:

- 1) formal/technical instruction,
- 2) experiential learning,
- 3) supervised occupational experience, and
- 4) the Career and Technical Student Organization, FCCLA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

**Career
Preparation** The following describes the recommended sequence of courses developed from industry-validated skills necessary for initial employment or continued related education. All the state-designated Fashion Design and Merchandising standards are addressed in this instructional sequence.

52.1900.10 **Fundamentals of Design and Merchandising:**
This course introduces students to the technical knowledge and skills associated with design principles, production, selection, marketing principles, display, purchase, sales, promotion, construction, textile science, and business practices.

-and-

52.1900.20 **Fashion Design and Merchandising Applications:**
This course is designed for students to apply advanced occupational skills in fashion design, production, selection, marketing, display, purchase, sales, promotion, and materials selection.

And program may elect to add:

52.1900.75 **Design and Merchandising - Internship:** This course provides students an opportunity to apply previously developed knowledge and skills into a structured work experience within the specific option they have studied. This work experience may or may not require classroom instruction, may be paid or unpaid, and is available for 12th graders who have completed at least one Carnegie unit of study in the Fashion Design and Merchandising program.

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52.1900.80 **Design and Merchandising - Cooperative Education:** This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the standards identified for the Design and Merchandising program option.

**TEACHER CERTIFICATION REQUIREMENTS FOR THE
FASHION DESIGN AND MERCHANDISING PROGRAM**

CAREER PREPARATION: The instructor must be CTE certified according to the following table

Fashion Design and Merchandising	CERTIFICATES
	Types: PCTF, SCTF, PCTBM, SCTBM
Note:	
<ul style="list-style-type: none"> ▪ Design and Merchandising, 52.1900.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator 52.1900.75 is not required to have a Cooperative Education Endorsement (CEN). ▪ CTE certified teachers with a CEN certificate may manage Design and Merchandising students for 52.1900.80 with a work plan approved by Design and Merchandising teacher of record. 	

**CERTIFICATE ABBREVIATIONS FOR THE
DESIGN AND MERCHANDISING PROGRAM**

Certificate Types	
PCTBM	Provisional Career and Technical Education Business and Marketing
PCTF	Provisional Career and Technical Education Family Consumer Sciences
SCTBM	Standard Career and Technical Education Business and Marketing
SCTF	Standard Career and Technical Education Family Consumer Sciences