

Instructional Framework

Fashion Design

52.1900.20



This Instructional Framework identifies, explains, and expands the content of the standards/measurement criteria, and, as well, guides the development of multiple-choice items for the Technical Skills Assessment. This document corresponds with the Technical Standards endorsed on May 12, 2016.

Domain 1: Design and Construction

Instructional Time: 45-55%

STANDARD 1.0 APPLY MATHEMATICAL PROCESSES TO PROBLEM IN DESIGN AND MERCHANDISING

1.1 Express problems in design and merchandising using numeric, symbolic, and/or graphic representations

- Measure

1.2 Perform mathematical calculations in the context of design- and merchandising-related problems

- Perform mathematical calculations

1.3 Identify and perform conversions of units of measurement (English and Metric)

- Equivalents and abbreviations

1.4 Calculate yardage multiplied by man hours and material price for a design project

- Calculate math problems

1.5 Solve common problems in merchandising and manufacturing using mathematical formulas (e.g., markup/markdown, gross margin, keystoneing, and profit and loss)

- Markup/Markdown
- Gross margin
- Keystoneing
- Profit and loss

1.6 Calculate the transition from sample to mass production

- Calculate costs

1.7 Use a chart to identify fabric weight per square yard

- Shipping weight
- Cold vs. warm
- Thick vs. thin

STANDARD 2.0 EXAMINE MEASUREMENT TECHNIQUES IN DESIGN, MANUFACTURING, AND MERCHANDISING

2.1 Identify the functions of common measurement tools used in design, manufacturing, and merchandising (e.g., French curve, S-curve, tape measure, see-through ruler, hem gauge, and hip curve)

- Identify and use measuring tools

2.2 Select the appropriate measurement technique for a specific need (e.g., pleating, seaming, and gathering)	<ul style="list-style-type: none"> • Appropriate measurement technique <ul style="list-style-type: none"> ◦ Pleating ◦ Seaming ◦ Gathering
2.3 Select the appropriate measurement tool for a specific task	<ul style="list-style-type: none"> • Appropriate measurement tool
STANDARD 3.0 ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN	
3.1 Explain basic design elements and principles	<ul style="list-style-type: none"> • Explain basic design elements and principles
3.2 Identify terminology related to color principles (e.g., color washes, psychology of color, physics of color, and color scheme)	<ul style="list-style-type: none"> • Psychology of color • Color scheme • Color washes • Physics of color
3.3 Differentiate between hue, value, and intensity	<ul style="list-style-type: none"> • Differentiate between hue, value, and intensity
3.4 Explain how elements and principles create visual illusion or flattering aesthetic	<ul style="list-style-type: none"> • Apply Elements and Principles of Design to create visual illusion or flattering aesthetic
3.5 Explain how color, pattern, and material create mood in design	<ul style="list-style-type: none"> • Create mood in design
STANDARD 4.0 EVALUATE TEXTILES, FIBERS, AND FABRICS	
4.1 Identify the characteristics of natural and synthetic/manufactured fibers	<ul style="list-style-type: none"> • Natural vs. synthetic
4.2 Identify the names of fabrics with various construction weaves	<ul style="list-style-type: none"> • Types of weaves
4.3 Describe the characteristics of fabrics with various construction weaves	<ul style="list-style-type: none"> • Characteristic of weaves
4.4 Differentiate among woven, knit, and other methods of fabric construction	<ul style="list-style-type: none"> • Knit vs. weaves
4.5 Identify fabric finishes	<ul style="list-style-type: none"> • Identify fabric finishes
4.6 Identify color application methods	<ul style="list-style-type: none"> • Identify color methods
4.7 Select fibers and fabrics for specific end uses	<ul style="list-style-type: none"> • Fabric end uses
4.8 Apply labeling information to care for fabric	<ul style="list-style-type: none"> • Apply labeling information to care for fabric

STANDARD 10.0 CONSTRUCT A GARMENT BY PRECISELY APPLYING THE PRINCIPLES OF QUALITY APPAREL CONSTRUCTION	
10.1 Compare the quality of different clothing construction techniques and their financial result (e.g., serged seam vs. wide margin seam)	<ul style="list-style-type: none"> • Seam types vs. costs <ul style="list-style-type: none"> ◦ Serged seam vs. wide margin seams
10.2 Determine yardage, cost of fabric, and other needs for selected pattern style and use	<ul style="list-style-type: none"> • Construction vocabulary <ul style="list-style-type: none"> ◦ Straight grain ◦ Cross grain ◦ Bias ◦ Selvage ◦ Center front ◦ Nap ◦ Print matching • Pattern layout
10.3 Define terms commonly used in pattern directions and layout (e.g., straight grain, cross grain, bias, selvage, center front, nap, and print matching)	<ul style="list-style-type: none"> • Interpret/Read patterns and industry terms
10.4 Interpret and follow pattern directions for constructing apparel	<ul style="list-style-type: none"> • Interpret/Read patterns and industry terms
10.5 Perform pattern layout and cutting for garment construction to minimize waste/cost	<ul style="list-style-type: none"> • Methods for pattern layout
10.6 Explain the use of appropriate equipment to practice effective pressing techniques (e.g., sewing and pressing)	<ul style="list-style-type: none"> • Pressing techniques
10.7 Evaluate the construction and proper fit of garments	<ul style="list-style-type: none"> • Use of appropriate equipment
STANDARD 11.0 PREPARE FASHION DESIGNS	
11.1 Identify styles, parts, and details that make up a garment	<ul style="list-style-type: none"> • Parts of a garment • Styles of garments
11.2 Describe and use the proportions of a fashion figure/croquis	<ul style="list-style-type: none"> • Croquis proportions
11.3 Identify ways physical attributes, including disabilities, influence clothing design	<ul style="list-style-type: none"> • Design adaptive clothing
11.4 Describe the principles and elements of design in fashion sketches	<ul style="list-style-type: none"> • Apply Elements and Principles of Design in croquis
11.5 Select appropriate fabric swatches for a fashion design	<ul style="list-style-type: none"> • Select appropriate fabric swatches

11.6 Identify design features and construction details on a flat	<ul style="list-style-type: none"> • Technical flat
11.7 Identify the correct order of steps in developing a sample garment	<ul style="list-style-type: none"> • Steps in construction
11.8 Identify computer software and applications for computer-assisted design (CAD) in the fashion industry (e.g., Auto CAD, Photoshop, and Illustrator)	<ul style="list-style-type: none"> • Introduce technology in industry <ul style="list-style-type: none"> ◦ Auto CAD ◦ Photoshop ◦ Illustrator
11.9 Select possible components of an apparel line	<ul style="list-style-type: none"> • Factors in developing an apparel line
STANDARD 12.0 EXPLAIN THE IMPORTANCE OF ACCESSORIES TO FASHION	
12.1 Identify accessory categories	<ul style="list-style-type: none"> • Identify accessory categories
12.2 Identify accessory styles within various categories	<ul style="list-style-type: none"> • Identify accessory styles
12.3 Recognize quality construction features of different accessories (e.g., jewelry: plating and fasteners; handbags: lining, edging, and hardware)	<ul style="list-style-type: none"> • Fine vs. costume accessory construction

Domain 2: Business of Fashion

Instructional Time: 35-45%

STANDARD 5.0 EXAMINE THE OPERATIONS OF RETAILING (BRICK AND MORTAR AND E-COMMERCE)

5.1 Distinguish quality customer service from poor customer service	<ul style="list-style-type: none"> • Quality customer service
5.2 Analyze the relationship of customer service and customer satisfaction on business success	<ul style="list-style-type: none"> • Customer relations impact on business success
5.3 Explain the concept of a target customer	<ul style="list-style-type: none"> • Target customer terminology
5.4 Describe how a target customer affects product selection	<ul style="list-style-type: none"> • Demographics of target customer
5.5 Explain merchandise buying practices (e.g., how to receive, mark, and stock merchandise)	<ul style="list-style-type: none"> • Buying practices • Receiving, marking, and stocking merchandise
5.6 Explain the relationship among pricing, profit, and customer's perception of value	<ul style="list-style-type: none"> • Perception of value • Costing

5.7 Describe common selling techniques (e.g., suggestion selling, loss leader, upselling, and cross-selling)	<ul style="list-style-type: none"> • Selling techniques • Loss leader • Upselling • Cross-selling
STANDARD 6.0 EXAMINE MARKETING SKILLS FOR THE SUCCESS OF DESIGN AND MERCHANDISING BUSINESS	
6.1 Describe the concept of target customer as relates to retail marketing	<ul style="list-style-type: none"> • Target market • Target customer
6.2 Describe the effect of visual merchandising on the customer	<ul style="list-style-type: none"> • Describe visual merchandising • Fixture • Visual merchandising techniques
6.3 Evaluate the concept of visual merchandising using the elements and principles of design	<ul style="list-style-type: none"> • Evaluate visual merchandising
6.4 Describe effective uses of social media for fashion marketing	<ul style="list-style-type: none"> • Social media marketing
6.5 Explain types and uses of promotional activities to market products and services (e.g., email, social media, in-store, loyalty programs, and flyers)	<ul style="list-style-type: none"> • Promotional activities
6.6 Describe ethical behavior in marketing	<ul style="list-style-type: none"> • Ethics
STANDARD 8.0 ANALYZE A FASHION DESIGN AND MERCHANDISING BUSINESS	
8.1 Describe employment opportunities in the apparel industry	<ul style="list-style-type: none"> • Career in industries
8.2 Compare the advantages and disadvantages of sole proprietorships, partnerships, and corporations	<ul style="list-style-type: none"> • Sole proprietorships, partnerships, and corporations
8.3 Identify the stages of apparel production	<ul style="list-style-type: none"> • Stages of apparel production
8.4 Differentiate fashion design lines and price points (e.g., haute couture, designer, bridge, contemporary, moderate, and budget/mass market)	<ul style="list-style-type: none"> • Fashion brand category vs. price point
8.5 Explain the importance of sourcing as it relates to the design process	<ul style="list-style-type: none"> • Sourcing
8.6 Describe the steps in the manufacturing process	<ul style="list-style-type: none"> • Manufacturing process

8.7 Describe how design decisions can affect the cost of apparel products	<ul style="list-style-type: none"> • Design decisions vs. costs
8.8 Identify components of trade relations (e.g., taxes, trade agreements, tariffs, import/export, and duties)	<ul style="list-style-type: none"> • Import/Export costs • Taxes • Trade agreements • Duties • Tariffs
8.9 Identify channels for product distribution	<ul style="list-style-type: none"> • Channels of distribution
STANDARD 13.0 EXPLORE ETHICAL ISSUES IN FASHION DESIGN AND MANUFACTURING	
13.1 Describe common ethical issues to be considered in sourcing and manufacturing (e.g., workers' rights, pollutants, energy efficiency, and animal rights)	<ul style="list-style-type: none"> • Ethical issues
13.2 Explain the use of the "triple bottom line" (social, environmental, commercial) in defining sustainability in the fashion industry	<ul style="list-style-type: none"> • Triple bottom line
13.3 Identify actions taken within the fashion industry to support ethical design, manufacturing, and distribution (e.g., upcycling/recycling materials, "fair trade" and "cruelty-free" labeling, and green/sustainable design practices)	<ul style="list-style-type: none"> • Ethics in fashion industry • Upcycling/recycling materials • Fair trade • Cruelty-free labeling • Green/Sustainable design practices • Zero waste

Domain 3: Psychology of Fashion

Instructional Time: 5-15%

STANDARD 7.0 DISTINGUISH INFLUENCES ON THE FASHION DESIGN INDUSTRY

7.1 Describe key moments in 20th century history that influenced the development of American fashion (e.g., cotton gin, sewing machine, paper pattern, and media)	<ul style="list-style-type: none"> • History of fashion <ul style="list-style-type: none"> ◦ Cotton gin ◦ Sewing machine ◦ Paper pattern ◦ Media
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7.2 Identify psychological influences on the development of fashion trends (e.g., denim and identification with the working class, the 80s “power suit,” and Chanel pants as an expression of liberation)	<ul style="list-style-type: none"> • Historical fashion trends <ul style="list-style-type: none"> ◦ Denim and identification with the working class ◦ The 80s “power suit” ◦ Chanel pants as an expression of liberation
7.3 Describe the relationship between fashion trends and forecasting	<ul style="list-style-type: none"> • Trends • Forecasting
7.4 Explain how values are communicated through clothing and accessories	<ul style="list-style-type: none"> • Communicating through clothing
7.5 Describe the role of leading designers, celebrities, and others in determining fashion trends	<ul style="list-style-type: none"> • Influences on fashion
STANDARD 9.0 ANALYZE FACTORS THAT DETERMINE THE SELECTION OF CLOTHING	
9.1 Describe how people use clothing to express themselves	<ul style="list-style-type: none"> • Expression through clothing
9.2 Identify body types and characteristics that influence the proper selection of clothing (e.g., anthropometrics and physical attributes)	<ul style="list-style-type: none"> • Selection of clothing based on body type <ul style="list-style-type: none"> ◦ Anthropometrics ◦ Physical attributes
9.3 Describe how an illusion of size can be created by the proper selection of fabric design	<ul style="list-style-type: none"> • Fabric design
9.4 Describe how an illusion of size can be created by the proper selection of fabric texture	<ul style="list-style-type: none"> • Fabric texture