

# COMMUNITY UNIT SCHOOL DISTRICT 101

## BATAVIA PUBLIC SCHOOLS

Family and Consumer Science

High School—Grades 11 & 12

Fashion Merchandising—One Term

Elective

### **1. Subject Expectation The student will learn about the influences on clothing .**

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|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Essential Learning | Choosing what to wear.<br>a. Describe the basic functions that clothing fulfills.<br>2.1.2<br>b. Explain personal influences on clothing choices.<br>2.1.2                                              |
| Essential Learning | Understanding other influences in clothing selection.<br>a. Compare the influence of family and friends on clothing choices.<br>2.1.2<br>b. Evaluate the media's impact on clothing.<br>2.1.2           |
| Essential Learning | Explain how societal changes influence clothing.<br>a. Learn how casual living, rapid communication, multiple shopping options, consumer power and global marketplace affect clothing choices.<br>2.1.2 |

### **2. Subject Expectation The student will learn various fashion styles.**

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|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Essential Learning | The students will understand the components that make up fashion.<br>a. Define fashion terms, including style, classic, fad, avant-garde and retro.<br>2.1.2<br>b. Describe the difference between a fashion cycle and a fashion swing.<br>2.1.2 |
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Fashion Merchandising

National Standards for Family and Consumer Science (FACS)

Essential Learning Learn fashion features.  
a. Distinguish between styles of necklines, collars and sleeves.  
16.3.3  
b. Identify styles of dresses, shirts, skirts, pants, jackets, and coats.  
16.3.3

**3. Subject Expectation The student will understand how fashions evolved from early civilizations to the twentieth century.**

Essential Learning Learn about the earliest clothing and how fashion evolved through the twentieth century.  
a. Learn about the fashions of earliest civilizations, the Middle Ages, Renaissance, 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries.  
16.3.1  
b. Discuss factors that influenced fashion history.  
16.3.1

**4. Subject Expectation The student will learn about fashion designers.**

Essential Learning Explain the role of fashion designers in the apparel industry.  
a. Compare a high designer to an apparel industry designer.  
16.1.1  
b. Identify the names and achievements of famous fashion designers.  
16.1.1

Essential Learning Learn how designing affects the clothing selection for customers.  
a. Learn about the design process.  
16.1.1  
b. Understand the difference between couture, designer ready-to-wear and licensing.  
2.1.2

**5. Subject Expectation The student will learn how to operate the embroidery machine.**

Essential Learning Know the machine part names and functions in order to safely use the embroidery machine.  
a. Learn the parts and functions of the embroidery machine.  
16.4.1 & 16.7.2

- b. Learn how to thread the upper part of the embroidery machine.  
16.4.1 & 16.7.2
- c. Learn how to wind the bobbin and place it correctly in the bobbin case.  
16.4.1 & 16.7.2
- d. Understand how to trouble shoot when having basic problems with the embroidery machine.  
16.4.1 & 16.7.2
- e. Learn the appropriate stabilizer to use with a fabric.  
16.4.1
- f. Program and sew an embroidery design.  
16.4.1 & 16.7.2

**6. Subject Expectation The student will learn how to use a computer program for embroidery design.**

Essential Learning Learn & understand how to use the symbols and commands in an embroidery computer program.

- a. Determine when to use copy, paste, delete, resize, rotate or flip a design and save, etc.  
16.4.1

Essential Learning Learn how to create designs using an embroidery computer program.

- a. View possible designs images on the computer.  
16.4.1
- b. Select and combine designs.  
16.4.1
- c. Select thread colors.  
16.4.1

**7. Subject Expectation Students will promote their product.**

Essential Learning Learn about and do various promotion skills.

- a. Do market research and analysis to decide on their product.  
16.5.4 & 16.5.2
- b. Price the product, considering all costs, in order to make a profit.  
16.5.2

c. Use advertising and visual display to promote their product.

16.5.1

d. Create a sales slip and order form.

16.5.1

**8. Subject Expectation Students will understand various textile fibers.**

Essential Learning Understand the difference between natural and manmade fibers.

a. Know the difference between manmade and natural fibers.

16.2.1

b. Describe fiber characteristics needed for use in fabrics.

16.2.1

**9. Subject Expectation Students will be able to distinguish characteristics of various fabrics.**

Essential Learning Describe the four distinguishing characteristics of fabrics.

a. Differentiate between a woven fabric and a knit.

16.2.4

b. Recognize how texture, hand and weight affect the choice of stabilizer to be used on an embroidery project.

16.2.4

c. Understand labeling laws and standards.

16.2.3

**10. Subject Expectation Students will learn about the fashion industry.**

Essential Learning Explain how the textile industry operates.

a. Understand how garments are made from fibers.

16.4.2

b. Understand the manufacturing process.

16.4.2

Essential Learning Demonstrate what's involved in fashion merchandising.

a. Learn about the types of retail and independent businesses in the fashion industry.

16.5.1

b. Utilize promotion methods that are used by designers, manufacturers, and retailers.

16.5.1

<b>11. Subject Expectation</b>	<b>Students will produce, promote and sell a product or products.</b>
Essential Learning	<p>Demonstrate knowledge and skills in production, promotion and sales of a class product.</p> <p>a. Utilize the skills needed in operating an embroidery computer program and embroidery machine. 16.4.5</p> <p>b. Use various promotion techniques to advertise the product. 16.5.5</p> <p>c. Learn sales skills and basic business practices. 16.6.1, 16.6.3, 16.6.4, &amp; 16.7.3</p>

Textbook same as Clothing I: Clothing Fashion, Fabrics & Construction

by Jeanette Weber

Possible outline for course:

<u>Number of days</u>	<u>Subject</u>
1	Introduction for course
2	Influences on Clothing
3	Fashion Styles
6	History of Fashion & Designers
8-10	Learn embroidery machines, computer programs Create embroidery design(s) Pricing of product Create sales slip, order forms, flyers/ads, & displays.
6	Textile Fibers & Fabric Construction Textile Labeling Laws & Standards The Fashion Industry Take orders
10-12	Production of product
2-3	Preparation of product for delivery Delivery & Closing of books