Arizona CTE

Fashion Design and Merchandising

STANDARD 1.0—ANALYZE FACTORS THAT INFLUENCE HUMAN BEHAVIOR IN A DESIGN AND MERCHANDISING ENVIRONMENT 1.0	**1** Describe how personal values influence choices and goals 1.1
	2 Explain how culture influences behavior 1.2
	3 Develop social awareness related to diversity 1.3
	4 Identify anthropometrics and how they affect designs 1.4
	5 Explain the influence of physical attributes (including disabilities) on clothing designs and human environments 1.5
STANDARD 2.0—APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN DESIGN AND MERCHANDISING	**2.1** Express problems in design and merchandising using numeric, symbolic, and/or graphic representations
	2.2 Perform mathematical calculations in the context of design and merchandising related problems
	2.3 Demonstrate knowledge of units of measurement (English and metric)
	2.4 Use technology in the solution of math-related problem
	2.5 Calculate material quantities needed for a design project
STANDARD 3.0—DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR DESIGN AND MERCHANDISING	**3.1** Employ various types of drawing media and surfaces in traditional or digital form used in a design environment
	3.2 Illustrate basic elements and principles of design using traditional or digital media
	3.3 Apply fundamentals of color theory in traditional or digital media
STANDARD 4.0—APPLY MEASUREMENT TECHNIQUES	**4.1** Identify common measurement tools used in design and merchandising and their functions
	4.2 Select an appropriate measurement technique for a specific measurement need
	Select and use the appropriate measurement tool for the task

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	4.4 Determine the degree of accuracy required for a specific task or situation
STANDARD 5.0—ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN	5.1 Identify key elements and principles of design
	5.2 Demonstrate the use of basic design elements and principles
	5.3 Demonstrate an understanding of color principles
	5.4 Differentiate between hue, value, and intensity
	5.5 Explain how color impacts design
	5.6 Evaluate the elements and principles of design used in products
STANDARD 6.0—EVALUATE TEXTILES, FIBERS, AND FABRICS	6.1 Explain the history of fibers and fabrics
	6.2 Identify the characteristics of natural and manufactured fibers
	6.3 Identify the characteristics of fabrics with various yarn construction
	6.4 Compare woven, knit, and other methods of fabric construction
	6.5 Explain fabric finishes and color application methods
	6.6 Evaluate fibers and fabrics for specific end uses
	6.7 Apply labeling information to care for fabrics
STANDARD 7.0—UNDERSTAND THE OPERATIONS OF RETAILING	7.1 Define quality customer service
	7.2 Demonstrate selling techniques that meet client buying needs and motives
	7.3 Explain merchandise buying practices
	7.4 Explain how to receive, mark, and stock merchandise
	7.5 Explain the relationship among pricing, profit, and customer's perception of value
	7.6 Analyze the relationship of customer service and customer satisfaction on business success
	7.7 Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities
STANDARD 8.0—EXHIBIT MA TH DE	8.1 Explain merchandise buying practices
	Understand visual merchandising and its impact

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MERCHANDISING BUSINESS	**8.3** Assemble a visual marketing presentation
	8.4 Create product displays using the elements and principles of design
	8.5 Explain the use of promotional activities to market products and services
	8.6 Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust
STANDARD 9.0—DISTINGUISH INFLUENCES ON THE FASHION DESIGN INDUSTRY	**9.1** Explain the history of fashion
	9.2 Explain the psychology of fashion
	9.3 Explain the impact of fashion trends and forecasting
	9.4 Explain how values are communicated through clothing and accessories
	9.5 Explain the role of leading designers, celebrities, and others in determining fashion trends
STANDARD 10.0—ANALYZE A FASHION DESIGN AND MERCHANDISING BUSINESS	**10.1** Describe business opportunities in the apparel industry
	10.2 Compare the advantages and disadvantages of sole proprietorships, partnerships, and corporations
	10.3 Identify the stages of apparel production
	10.4 Describe the impact of technology on apparel design and production
	10.5 Summarize demographic, societal, and cultural factors that affect the apparel business
	10.6 Determine the impact of design decisions on the cost of apparel products
	10.7 Analyze international factors the affect the apparel industry
	10.8 Explain the role of small business on local, state, national, and international economies
STANDARD 11.0—ANALYZE FACTORS THAT DETERMINE THE SELECTION OF CLOTHING	**11.1** Explain how people express themselves through the use of clothing
	11.2 Identify body types and characteristics that influence the proper selection of clothing
	11.3 Explain how an illusion of size can be created by the proper selection of fabric design and texture
ST CONSTRUCT A GARMENT	**I** Compare the quality of different clothing construction techniques

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BY APPLYING THE PRINCIPLES OF QUALITY APPAREL CONSTRUCTION	**12.2** Determine yardage, cost of fabric, and other needs for selected pattern style and use
	12.3 Interpret pattern directions for constructing textile items
	12.4 Perform pattern layout and cutting for garment construction
	12.5 Use a pattern to construct a garment
	12.6 Practice effective pressing techniques by using appropriate equipment
	12.7 Evaluate the construction and proper fit of garments
STANDARD 13.0—PREPARE FASHION DESIGNS	**13.1** Identify styles, parts, and details that make up a garment
	13.2 Draw a fashion figure
	13.3 Sketch a fashion design on a croquis
	13.4 Illustrate the principles and elements of design in fashion sketches
	13.5 Select appropriate fashion swatches for a fashion design
	13.6 Create a flat that shows design features and construction details
	13.7 List the steps in developing a sample garment
	13.8 Identify computer software and applications for computer-assisted design (CAD) in the fashion industry
	13.9 Design and illustrate an apparel line
STANDARD 14.0—EXPLAIN THE IMPORTANCE OF ACCESSORIES TO FASHION	**14.1** Identify accessory categories
	14.2 Identify accessory styles within various categories
	14.3 Compare quality construction features of different accessories