

Fundamentals of Fashion (2013)

Demonstrate employability skills required by business and industry. HUM-FF-1

- 1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities** 1.1
- 2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.** 1.2
- 3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.** 1.3
- 4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.** 1.4
- 5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.** 1.5
- 6 Present a professional image through appearance, behavior and language.** 1.6

Analyze the history of fashion and the fashion industry. HUM-FF-2

- 1 Formulate a time line detailing the evolution of fashion from early civilizations to the nineteenth century.** 2.1
- 2 Identify and describe influential people in fashion history.** 2.2
- 3 Analyze specific clothing styles in the twentieth century.** 2.3
- 4 Summarize three factors that contributed to the apparel industry.** 2.4
- 5 Critique three of the major trade publications in the fashion industry.** 2.5
- 6 Investigate different designers from around the world and their contributions to the fashion industry, including but not limited to Bill Blass, Liz Claiborne, Calvin Klein, Ralph Lauren, Gabrielle “Coco” Chanel, Christina Dior, Yves St Laurent, Giorgio Armani, Dolce and Gabanna, Gucci, and Versace.** 2.6

Define and recognize basic fashion terminology HUM-FF-3

- 1 Define and recognize fashion, apparel, garment, fashion trend, silhouette, high fashion, avant-garde, fad, craze, classic, accessories, wardrobe extenders, wardrobe plan and investment dressing.** 3.1

2 Define and recognize terms related to fashion construction, including fitted garment, seams, dart, bodice, draped, tailored, and composite. 3.2

Summarize the basics of the Fashion Cycle HUM-

FF-4

1 Critique each stage of the fashion cycle. 4.1

2 Explore the basic philosophy of Yin Yang. 4.2

3 Identify and describe fashion movement, fashion leaders and fashion trend. 4.3

4 Compare and contrast trickle-up theory, trickle-down theory, and trickle-across theory. 4.4

Differentiate basic clothing styles and parts. HUM-FF-5

1 Identify and compare collar styles, including but not limited to button down, shirt, turtleneck, crewneck, jabot and shawl. 5.1

2 Identify and compare neckline styles, including but not limited to crew, jewel, bateau, scoop, v-neck, sweetheart, and décolleté. 5.2

3 Identify and compare skirt styles, including but not limited to pleated, gathered, A-line, wrap, and dirndl. 5.3

4 Identify and compare pant styles, including but not limited to gauchos, hip huggers, jumpsuit, Bermudas, tapered and flared. 5.4

5 Identify and compare dress styles, including but not limited to empire, sheath, shirtwaist, dropped waist and princess. 5.5

6 Identify and compare jacket/coat styles, including but not limited to Chanel, blazer, pea, bolero, safari, trench, cape, wrap, polo, poncho and chesterfield. 5.6

Investigate the elements and principles of design relating to clothing. HUM-FF-6

1 Explore the color selection system based on the four seasons of the year to evaluate personal coloring and apply appealing color combinations to choices for wardrobe selection. 6.1

2 Differentiate the various forms or silhouettes that are common in clothes. 6.2

3 Assess figure types and body shapes in creating a pleasing sense of design. 6.3

4 Evaluate how each design principle can be used to enhance a person's figure. 6.4

Explore the basics of the design and production process. HUM-FF-7

1 Summarize the steps in the design process. 7.1

2 Explore apparel production terms and steps in the garment-making process. 7.2

Distinguish the types of business ownership and connect basic economic concepts HUM-FF-8

1 Identify and describe the types of business structures and terms related to entrepreneurial opportunities. 8.1

2 Summarize the sectors of the economy and identify where the fashion industry resides. 8.2

3 Analyze operational costs such as mark ups, mark downs, cash flow, and other factors affecting profit. 8.3

4 Determine the effects of security and inventory control strategies, cash and credit transaction methods, laws and worksite policies, on loss prevention and store profit. 8.4

5 Evaluate the role of profit, competition, and supply and demand in the free-market system. 8.5

6 Compare and contrast international sourcing for U.S. fashion importing and international market opportunities for exporting. 8.6

7 Analyze the types of risks faced by a fashion business. 8.7

Investigate beneficial consumer skills necessary to make informed fashion purchases. HUM-FF-9

1 Explain the information provided on labels, packaging and hang tags. 9.1

2 Summarize federal legislation that deals with textile products and include the four criteria that must appear on labels of all textile products. 9.2

3 Compare and contrast price versus quality and care in the garment purchasing decision. 9.3

4 Evaluate standards of quality construction in garments. 9.4

5 Differentiate standard size categories for children, men, and women according to body measurements. 9.5

6 Assess strategies to select clothes that fit properly. 9.6

7 Compare and contrast the many consumer options to pay for apparel purchases. 9.7

Summarize the concepts of marketing and merchandising. HUM-FF-10

1 Distinguish between market growth, share, and segmentation. 10.1

2 Identify and describe the original 4 P's of marketing, as well as the 7 and 8 P's of marketing. 10.2

3 Identify the seven marketing functions and summarize what each function does. 10.3

4 Assess the various types of retail establishments. 10.4

5 Compare and contrast various types of fashion promotion and their effectiveness, including advertising, publicity, visual merchandising, and video merchandising. 10.5

6 Analyze the latest fashion industry information technology. 10.6

7 Explain how technological, economic, and global factors influence fashion marketing. 10.7

Research career paths within the fashion industry. HUM-FF-11

1 Analyze opportunities for employment and entrepreneurial endeavors, including education and training requirements. 11.1

2 Investigate the future employment needs for the fashion industry. 11.2

3 Determine continuing education opportunities that enhance career advancement. 11.3

4 Analyze the role of professional organizations in the fashion, textile and apparel industries. 11.4