Tennessee CTE

Fashion Design (2023)

Occupational Safety 1

1 **Safety Practices: Demonstrate the ability to comply with personal and environmental safety practices associated with textile applications: the use of adhesives; hand tools; machines;and the handling, storage, and disposal of chemicals/materials in accordance with local, state, and federal safetyand environmental regulations.** 1.1

- a Inspect, maintain, and employ safe operating procedures with tools and equipment. 1.1.A
- b Adhere to responsibilities, regulations, and Occupational Safetyand Health Administration (OSHA) policies regarding reporting of accidents and observed hazards, and regarding emergency response procedures. 1.1.B
- c Maintain a portfolio record of written safety examinations and equipment examination for which the student has passed an operational checkout by the instructor. Compare occupational safety skills included in the portfolio to safety skills designated in authentic career postings. 1.1.C

Merchandising and Promotion 2

1 **Psychological Characteristics of Colors: Evaluate datafrom multiple sources, including textbooks and fine art books, to support analysis of the psychological characteristics of colors. For example, compare and contrast warm and cool color palettes. Craftan argument examining the effects on consumer preferences and buying trends when color psychology is employed in the marketing of fashion products. Assess the implications for the selection of fabrics forapparel and accessorydesign.** 2.1

2 **Visual Merchandising: Identify fundamental techniques and design concepts of fashion merchandise presentation. Research the influence of visual merchandising on consumer purchase decisions. Create a checklist to appraise visual displays for effective and efficient use of display space, lighting, and merchandise. Apply principles of visual merchandise organization by creatingan original merchandise display.** 2.2

3 **Store Layout: Design a visual representation of a store layout incorporating aesthetic considerations of merchandise, services, and customers. Assess how point of view or purpose of the store layoutaffects content, style,and color choices. Store layout representation could include:** 2.3

- a freeflow layout, 2.3.A
- ' grid layout, 2.3.B
- spine layout, 2.3.C

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d loop layout, and 2.3.D

e parallel layout. 2.3.E

4 **Merchandise Flow Processes: Examine the importance of establishing and maintaining merchandise flow processes and strategies for successful management of merchandise logistics. Compare and contrast the role of merchandise flow in evaluating and responding to the needs of the business and consumers.** 2.4

5 **Promotion Strategies: Identify promotion strategies used in the fashion industry for communication of product information. Consult sample catalogues, professional commentary, shoppingapps, and related print and digital sources to determine the impact of technology and social media on fashion marketingand promotion.** 2.5

Product and Service Management 3

1 **Retail Stores: Categorize types of retail clothing stores based on size, company organization (traditional, catalogue, internet),and range of products (variety or specialized). Examine how these retail stores operate within an integrated supply chain, using software such as Electronic Point of Sale (EPOS). Assess how the target population of a store shapes the contentand style of the products it sells.** 3.1

2 **Principles of Merchandise: Analyze principles of merchandise planning and buying, and explain how they relate to each other and the fashion industry as a whole. Use merchandise planning software solutions to coordinate a buying plan that includes the following elements:** 3.2

a selection of merchandise, 3.2.A

b establishment of retail prices, 3.2.B

c ongoing ordering processes, 3.2.C

d management of supplier relationships, 3.2.D

e strategic merchandising, and 3.2.E

f in-store advertising. 3.2.F

Marketing and Trends in Fashion Design 4

1 **Principles of Marketing: Identify basic principles of marketing, including but not limited to market analysis, planning, implementation, and control. Create a checklist of common marketing plan components (e.g., marketing objectives, customer analysis, marketing strategies, and tactics).Evaluate data and conduct an original fashion design analysis fora real or invented clothing line using the four basic elements of a fashion marketing plan:** 4.1

a product development, 4.1.A

b price, 4.1.B

c distribution management, and 4.1.C

d promotions and communications. 4.1.D

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2 **Market Analysis: Examine components of market analysis and trends research related to fashion design (i.e., season, target market, colors, fabrics, texture, usage). Analyze how and why individuals, events, and ideas develop and interact to create seasonal fashion trends. Research and interpret technical data to forecast trends in fashion and identify target markets.** 4.2

3 **Target Markets: Analyze the demographics of target markets to predict consumer requirements and preferences. Integrate research and analysis data to create original fashion collections for domestic and global markets using computer-aided design applications.** 4.3

4 **Seasonal Buying Plan: Create a comprehensive seasonal buying plan using industry-related budget designing software. Formulate basic budget functions including the following elements: planning process, buy quantity, and benchmarks for progress evaluation and plan adjustment.** 4.4

5 **Window Presentation: Create a window presentation for a retail store incorporating an original garment design and accessories. Create modified display options to accommodate different seasons, events, and customer demographics.** 4.5

Creation of Fashion Collection 5

1 **Collection Creation: Drawing on current and historic trends in the color, texture, and print of fabrics used for garment designs, develop a collection of apparel and accessories for different lifestyles and seasons using hand sketches or computer-aided design.** 5.1

2 **Fabrics and Trims: Justify the use of certain fabrics and trims for the needs of selected target markets and garment functionalities, citing market research or industry journals to support decisions. Analyze how properties of fabrics affect garment performance and cost. Compose an informative presentation from textile choices through the product development for a chosen target market.** 5.2

3 **Presentation Board Preparation: Compile a list of materials required for a presentation board featuring a wide range of material samples. Evaluate sample elements to determine the most effective combination for creating a comprehensive fashion collection using a variety of colors, fabrics, sketches, and/or industry software designs.** 5.3

4 **Presentation Board Assembly: Assemble a presentation board that incorporates a collage of color samples, fabrics, and sketches, mounted with color renderings that logically present a particular fashion collection by color or style of design. Create a name for each garment in the collection for tracking and communication to potential clients.** 5.4

5 **Justification of Fashion Collection: Compose and present a clear and coherent written justification for the presentation board that explains the principles of lesign, choice of samples, and analysis of the fashion collection.** 5.5

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6 **Garment Construction: Construct one or more garments from one of the student-designed collections developed in previous standards. Demonstrate basic garment construction skills and techniques, using samples provided on the presentation board. Demonstrate proficiency in proper pressing, fitting, alteration, finishing, and embellishment for quality garment construction. Demonstrate the appropriate use, selection, and maintenance of equipment, tools, and sewing supplies for the construction of apparel.** 5.6