



Burlington County Institute of Technology

Westampton Campus

Career and Technical Programs

Career Cluster: *Marketing*

Program Name: *Apparel and Textile Marketing Management*

Program Title: *Fashion Design*

CIP Code: *190605*

Board Approval Date: August, 2025



Program of Study

→ Grade 9

- Exploratory
- Introduction to Fashion Design and Merchandising I
- Introduction to Fashion Design and Merchandising II

→ Grade 10

- Apparel Construction I
- Fashion Illustration
- Apparel Construction II

→ Grade 11

- Accessory Design
- Niche Markets
- Advanced Apparel Construction

→ Grade 12

- Fashion Merchandising I
- Fashion Merchandising II
- Portfolio Design I
- Portfolio Design II



→ Program Descriptor

- ◆ Fashion Design & Merchandising is a multi-level, dual-track program for students who have an interest in the fashion industry. Whether the student is interested in a creative career (designer, illustrator, textile designer, stylist, etc.) or a business career (merchandiser, director, buyer, analyst, etc.) within the fashion industry, this curriculum takes a broad-based, holistic approach, utilizing both theoretic and practical methods of problem-solving, project-based instruction. Emphases are placed on sewing construction, sustainability, creative solutions, and the global marketplace. The Fashion Design and Merchandising curriculum takes a well-rounded stance by demonstrating both academic and hands-on approaches in order to teach students skills utilized in the industry. Students will learn foundational skills and advance step-by-step to the most technical methods employed by current fashion industry professionals.
- ◆ The Fashion Design and Merchandising Program also reflects the 21st Century Life and Careers Standards; Technological Literacy; Career Ready Practices; and Consumer, Family and Life Skills required by the New Jersey Department of Education. Students' activities will be developed with the use of various instructive materials including; lectures, unit projects, demonstrations, handouts, written media, visual and auditory media, guest speakers, community service and school-based projects, workshops, and field study trips. Evaluation methods will include written and performance tests, presentations, assignments, and projects.

→ Program Outcome

- ◆ The goal of this program is to lay a strong foundation of knowledge and competent skills in many areas of the fashion design and merchandising industry by exposing students to a comprehensive course of study which incorporates both theory and practical applications. Students will gain the understanding of the following throughout their four years: construction, basic flat pattern making, fashion career exploration, elements and principles of design, fashion illustration, merchandising, history of fashion, textiles, sustainability, Adobe Photoshop and Adobe Illustrator, fashion media, apparel collection development, trend forecasting, fashion event production, and portfolio development.
- ◆ The Fashion Design & Merchandising Program reflects the 21st Century Life and Career Skills and the NJ Student Learning Standards as required by the New Jersey Department of Education. Students of the Fashion Design & Merchandising program will gain the skills and competencies required for entry level



work as well as a foundation for pursuing post-secondary education. These acquired skills and competencies will provide preparation for students to sit for the National Pre-Professional Assessment and Certification exam in Fashion, Textiles & Apparel administered by the American Association of Family and Consumer Sciences.

→ Work Based Learning Opportunities

- ◆ Career Exploration: Community Service
- ◆ Career Exploration: School-Based Enterprise
- ◆ Career Exploration: Service Learning
- ◆ Career Preparation: Non-Hazardous School-to-Work

→ Industry Valued Credentials

- ◆ National Pre-Professional Assessment and Certification Exam in Fashion, Textiles, and Apparel
- ◆ OSHA 10



Course Descriptions

1. Grade 9

- a. *Exploratory*: Offering a sampling of what is to be expected in Fashion Design & Merchandising, this short course scratches the surface of some of the major components of the program in two or three weeks. Topics include: color theory, illustrating, hand sewing, fashion history, and merchandising. By the end of the exploratory cycle, the student should be versed well-enough in basic concepts of Fashion Design & Merchandising to decide if they are interested in pursuing the program as their Career Major.
- b. *Introduction to Fashion Design & Merchandising I*: Part one of this course is designed to introduce students to the world of fashion design and merchandising. Various career opportunities that are in the field of fashion design, marketing and merchandising will be discussed. Basic hand sewing techniques will be introduced. The function of fashion and personal style will be explored, along with the application of the Color Wheel and Elements and Principles of Design to apparel design.
- c. *Introduction to Fashion Design & Merchandising II*: In part two of this course, students will explore how textiles are produced and how to make informed decisions regarding materials and products and their appropriate uses, with an emphasis on sustainability. Students will also be introduced to the historical evolution of fashion design, and how clothing is a record of lifestyle, culture, politics and social economic conditions. Students will also become familiar with safely operating an industrial sewing machine.

2. Grade 10

- a. *Apparel Construction I*: Section I of this two-part course is the study of the fundamentals of apparel construction methods. Students will become familiar with construction utilizing commercial patterns, construction terminology, studio equipment and production techniques.
- b. *Fashion Illustration*: Various media will be explored including watercolor, acrylic, pastels, and collage. An emphasis will be placed on finding and developing individual illustration style. Technical flats will be introduced and created by hand.



- c. *Apparel Construction II*: Section II is a continued study of Apparel Construction. Students will learn the application and evaluation of advanced-beginner clothing construction techniques, pattern alterations, and fitting techniques used in the fashion industry.

3. Grade 11

- a. *Accessory Design*: In this course, students will design and create a portfolio of accessories such as jewelry, handbags, hair accessories, and shoes. Techniques will include applique, needle felting, embroidery, beading, crocheting and knitting. An emphasis will be placed on sustainability and creating unique, marketable designs.
- b. *Niche Markets*: In this course, students will explore various niche markets and how they fit into the overall Fashion industry. Niche markets include but are not limited to Bridal, Childrenswear, and Inclusive Design. Students will learn how to design products that satisfy consumer demand and how to stand out in a saturated market. Students will create working prototypes and document their creative process.
- c. *Advanced Apparel Construction*: This course builds upon knowledge and experience from previous courses. Students will create and assemble advanced garments by utilizing and altering commercial patterns. Students will learn the application and evaluation of intermediate clothing construction techniques, pattern alterations, and fitting techniques used in the fashion industry. Basic draping and flat patterning techniques will also be introduced.

4. Grade 12

- a. *Fashion Merchandising I*: This course introduces students to essential concepts in the practice of profitable fashion merchandising. Students will learn and apply fundamental tools of the trade including merchandising plans, buying aspects, retail pricing, merchandise inventory and budgets. Visual displays, retailing principles and buying markets are emphasized.
- b. *Fashion Merchandising II*: The continuation of this course will explore concepts related to customer service, operations, and the logistics and legalities of owning or operating a brand. Students will delve deeper into the importance of Fashion Merchandising and connecting to consumers as part of a successful business model.
- c. *Portfolio Design I*: In part one of this course, students will begin creating 2D and 3D work for their portfolio. The goal of curating a well rounded portfolio will be accomplished through researching and addressing industry needs. Students will display technical and creative capabilities through assigned and self guided projects, with an emphasis on high production quality. Additionally, each step of the



design process will be documented to create a Process Book, showcasing student development and technical progression.

- d. *Portfolio Design II*: In part two of this course, students will continue creating work to showcase in their portfolio. Students will curate 10-15 of their best pieces in a professional, digital portfolio to be used during job and/or post secondary interviews. A supplementary Process Book will accompany the digital portfolio. An emphasis is placed on editing work and tailoring the final portfolio to best suit individual students' post graduation needs.



Curriculum Maps

Course: Safety

Unit: OSHA 10

Length: 1 Week

Standards

- 9.3.12.AG-FD.1 Develop and implement procedures to ensure safety, sanitation and quality in food product and processing facilities.
- 9.3.12.AC-CST.5 Apply practices and procedures required to maintain jobsite safety.
- 9.3.12.AR.2 Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.
- 9.3.12.ED.4 Evaluate and manage risks to safety, health and the environment in education and training settings.
- 9.3.HT-RFB.2 Demonstrate safety and sanitation procedures in food and beverage service facilities.
- 9.3.HU-ED.5 Evaluate safety and sanitation procedures associated with the early childhood education environment to assure compliance and prevent potential hazards.
- 9.3.LW.4 Conduct law, public safety, corrections and security work tasks in accordance with employee and employer rights, obligations and responsibilities, including occupational safety and health requirements.
- 9.3.LW-ENF.8 Explain the appropriate techniques for managing crisis situations in order to maintain public safety.
- 9.3.MN.3 Comply with federal, state and local regulations to ensure worker safety and health and environmental work practices.
- 9.3.MN-HSE.3 Demonstrates a safety inspection process to assure a healthy and safe manufacturing environment.
- 9.3.MN-HSE.5 Evaluate continuous improvement protocols and techniques in health, safety and/or environmental practices.
- 9.3.12.TD.5 Describe transportation, distribution and logistics employee rights and responsibilities and employers' obligations concerning occupational safety and health.



- 9.3.12.TD-HSE.1 Describe the health, safety and environmental rules and regulations in transportation, distribution and logistics workplaces.
- 9.3.12.TD-OPS.3 Comply with policies, laws and regulations in order to maintain safety, security and health and mitigate the economic and environmental risk of transportation operations.

Essential Question(s)

- Why is it important to practice safety?
- What do safe practices look like in my industry?
- How can I keep myself and others safe?

Content

- Walking working surfaces
- Emergency action plans
- Fire protection
- Electrocution hazards
- Personal protective equipment
- Hazard communication
- Materials handling, storage, use and disposal.

Skills

- Explain why OSHA is important to workers.
- Explain workers rights under OSHA
- Discuss employer responsibilities under OSHA.
- Discuss the use of OSHA standards.
- Explain how OSHA inspections are conducted.
- Utilize helpful worker safety and health resources.
- Identify hazards in the workplace associated with walking and working surfaces.



- Identify best practices for eliminating or controlling hazards associated with walking and working surfaces in the workplace.
- Recognize employer requirements to protect workers from walking and working surface hazards.
- Recognize benefits of an Emergency Action Plan.
- Identify elements of the Fire Protection Plan.
- Identify conditions under which evacuation actions may be necessary in an emergency situation.
- Identify conditions under which shelter-in-place may be necessary in an emergency situation.
- Identify characteristics of an effective emergency escape route.
- Recognize the five types of fire extinguishers, including the types of fires they can extinguish.
- Review requirements for proper maintenance of portable fire extinguishers.
- Identify major electrical hazards.
- Describe types of electrical hazards.
- Describe electrical protection methods.
- Recognize employer requirements to protect workers from electrical hazards.
- Recall employer responsibilities toward affected employees regarding PPE.
- Identify when face and head protection should be used.
- Recall which types of hand and foot protection should be used in a specific situation.
- Recognize the differences between respirator types.
- Identify the differences between full-body protection levels.
- Identify the employer's responsibilities under the HCS, including training requirements.
- Identify components of a Hazard Communication program.
- Describe requirements of the different types of Hazard Communication labels.
- Locate pertinent information about chemicals on labels, including other forms of hazard communication, to ensure "right to understanding" provisions of GHS requirements.
- Identify types of material handling equipment.
- Describe hazards associated with material handling activities (e.g., storage, use, and disposal).
- Identify methods to prevent hazards associated with material handling equipment.
- Recognize employer requirements to protect workers from material handling hazards
- Identify the main causes of machinery accidents.



- Recognize basic machinery parts that expose workers to hazards.
- Recognize workplace situations involving machinery that requires guarding.
- Identify the requirements for safeguards.
- Identify types of machine guards including types of devices used to safeguard machines.
- Identify strategies to control chemical hazards.
- Identify strategies to control biological hazards.
- Identify strategies to control physical hazards.
- Identify strategies to control ergonomic hazards.
- Identify OSHA requirements pertaining to bloodborne pathogens.
- List the potential routes of exposure from bloodborne pathogens.
- Identify the risks associated with Human Immunodeficiency Virus (HIV), Hepatitis B, and Hepatitis C Virus.
- Identify methods of preventing transmission of bloodborne pathogens & managing occupational exposures.
- Restate methods of the safe disposal of sharps.
- Recount steps which should be taken in the event of an exposure to a potential bloodborne pathogen.
- Recognize risk factors associated with work-related musculoskeletal disorders (MSD)s.
- Identify good posture.
- Describe safe lifting techniques.
- Identify ergonomic control methods for eliminating/reducing work-related MSDs.
- Identify the number one cause of death for U.S. teens.
- List eight risk factors for young drivers.
- Identify the biggest risk factor for young drivers.
- Define distracted driving.
- Provide examples and/or causes of distracted driving.
- Identify the biggest risk factor for distracted driving
- Discuss the risk of having other young passengers in the car.
- List some actions employers should take to keep employees safe while driving.
- List some actions employees can take to safely drive on the job.
- Define the term violence.
- Recall who is at risk for encountering workplace violence.



- Describe workplace violence prevention strategies.
- Identify how to StartSafe and StaySafe to prevent or lessen workplace violence.
- Recognize the costs of workplace accidents.
- Recognize the benefits of implementing an effective safety and health program.
- Describe the elements of an effective safety and health program.
- Identify three methods to prevent workplace hazards.

Assessments

- OSHA 10 Assessment and Certificate

Course: CTE

Unit: Career Awareness

Length: Woven Throughout

Standards

- 9.2.12.CAP.1: Analyze unemployment rates for workers with different levels of education and how the economic, social, and political conditions of a time period are affected by a recession.
- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.3: Investigate how continuing education contributes to one's career and personal growth.
- 9.2.12.CAP.4: Evaluate different careers and develop various plans (e.g., costs of public, private, training schools) and timetables for achieving them, including educational/training requirements, costs, loans, and debt repayment.
- 9.2.12.CAP.5: Assess and modify a personal plan to support current interests and postsecondary plans. •
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.



- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.2.12.CAP.8: Determine job entrance criteria (e.g., education credentials, math/writing/reading comprehension tests, drug tests) used by employers in various industry sectors.
- 9.2.12.CAP.9: Locate information on working papers, what is required to obtain them, and who must sign them.
- 9.2.12.CAP.10: Identify strategies for reducing overall costs of postsecondary education (e.g., tuition assistance, loans, grants, scholarships, and student loans)
- 9.2.12.CAP.11: Demonstrate an understanding of Free Application for Federal Student Aid (FAFSA) requirements to apply for postsecondary education
- 9.2.12.CAP.12: Explain how compulsory government programs (e.g., Social Security, Medicare) provide insurance against some loss of income and benefits to eligible recipients.
- 9.2.12.CAP.13: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.2.12.CAP.14: Analyze and critique various sources of income and available resources (e.g., financial assets, property, and transfer payments) and how they may substitute for earned income
- 9.2.12.CAP.15: Demonstrate how exemptions, deductions, and deferred income (e.g., retirement or medical) can reduce taxable income.
- 9.2.12.CAP.16: Explain why taxes are withheld from income and the relationship of federal, state, and local taxes (e.g., property, income, excise, and sales) and how the money collected is used by local, county, state, and federal governments. •
- 9.2.12.CAP.17: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice. •
- 9.2.12.CAP.18: Differentiate between taxable and nontaxable income from various forms of employment (e.g., cash business, tips, tax filing and withholding). •
- 9.2.12.CAP.19: Explain the purpose of payroll deductions and why fees for various benefits (e.g., medical benefits) are taken out of pay, including the cost of employee benefits to employers and self-employment income.
- 9.2.12.CAP.20: Analyze a Federal and State Income Tax Return



- 9.2.12.CAP.21: Explain low-cost and low-risk ways to start a business.
- 9.2.12.CAP.22: Compare risk and reward potential and use the comparison to decide whether starting a business is feasible.
- 9.2.12.CAP.23: Identify different ways to obtain capital for starting a business

Essential Question(s)

- How does one prepare for a career?
- How does one improve marketability?
- Why is career planning important?
- What are the risks in starting a business?

Content

- There are strategies to improve one's professional value and marketability.
- Career planning requires purposeful planning based on research, self-knowledge, and informed choices.
- An individual's income and benefit needs and financial plan can change over time.
- Securing an income involve an understanding of the costs and time in preparing for a career field, interview and negotiation skills, job searches, resume development, prior experience, and vesting and retirement plans
- Understanding income involves an analysis of payroll taxes, deductions and earned benefits.
- There are ways to assess a business's feasibility and risk and to align it with an individual's financial goals

Skills

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership and effective management.
- Plan education and career paths aligned to personal goals.



- Use technology to enhance productivity, increase collaboration and communicate effectively.
- Work productively in teams while using cultural/global competence.

Assessments

- Career Research Project
- Resume/Cover Letter

Course: Exploratory

Length: 10 Days

Standards

- 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media
- Demonstrate creativity and innovation.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).

Essential Question(s)

- How is fashion relevant to my life?
- How can I effectively communicate ideas through visual and written media?

Content

- Social and psychological functions of clothing



- Personal style
- Color theory
- Hand sewing
- Fashion history
- Sustainability
- Visual merchandising

Skills

- Determine how clothes reflect values, personality & self-concept
- Apply basic color schemes and color theory to develop and enhance designs
- Articulate significant connections between past and present fashion designs
- Employ hand sewing techniques to bring creative ideas to fruition
- Generate design that takes into consideration environmental, sociological, psychological, technical, and economic trends and issues
- Apply external factors that influence merchandising

Assessments

- Hand Sewing
 - Fashion History
 - Color Theory
 - Visual Merchandising
 - Function of Fashion
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Course: Introduction to Fashion Design and Merchandising I

Length: Marking Period

Standards

- 9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity, increase collaboration and communicate effectively.
- Work productively in teams while using cultural/global competence.
- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8)
- 9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.

Essential Question(s)

- What is the importance of fashion in society?
- How can I effectively communicate ideas through visual media?
- What career opportunities are available in the Fashion industry?

Content

- Social and psychological functions of clothing
- Personal style
- Color Wheel
- Elements of design



- Principles of design
- Application of design elements and principles in apparel
- Hand sewing techniques
- Employment opportunities in the fashion, textiles, and apparel industry
- Functions and responsibilities associated with fashion, textiles, and apparel career paths

Skills

- Understanding Social and Psychological Functions of Clothing:
 - Recognizing the impact of clothing on self-expression, identity, and cultural representation.
 - Analyzing how clothing choices can convey social status, group affiliations, and personal values.
 - Understanding the psychological effects of clothing on self-esteem and confidence.
- Developing Personal Style:
 - Exploring and defining one's own fashion preferences and personal aesthetic.
 - Incorporating personal values, lifestyle, and aspirations into clothing choices.
 - Creating a unique and authentic visual identity through clothing.
- Color Wheel:
 - Understanding the basic principles of color theory, including primary, secondary, and complementary colors.
 - Applying knowledge of color harmony and contrast in clothing and design choices.
- Elements of Design:
 - Identifying fundamental design elements such as line, shape, form, texture, and space.
 - Analyzing how these elements contribute to visual appeal and communication in clothing design.
- Principles of Design:
 - Learning design principles like balance, proportion, unity, rhythm, and emphasis.
 - Applying these principles to create visually pleasing and well-balanced clothing ensembles.
- Application of Design Elements and Principles in Apparel:
 - Integrating design elements and principles into clothing design, pattern making, and outfit coordination.



- Creating innovative and aesthetically pleasing clothing designs that align with personal style.
- Hand Sewing Techniques:
 - Mastering essential hand sewing skills, including stitching, hemming, button sewing, and basic repairs.
 - Gaining proficiency in creating clean and precise sewing finishes on garments.
- Employment Opportunities in the Fashion, Textiles, and Apparel Industry:
 - Exploring various career paths within the fashion industry, such as fashion design, merchandising, styling, and retail management.
 - Understanding the diverse roles available and the skills required for success in these fields.
- Functions and Responsibilities Associated with Fashion, Textiles, and Apparel Career Paths:
 - Acquiring knowledge of industry roles' day-to-day tasks, responsibilities, and contributions.
 - Understanding the interconnected nature of roles in fashion, textiles, and apparel, from design to production to marketing.

Assessments

- Personal Style
- Fashion Industry Careers
- Hand Sewing Techniques
- Hand Sewing Buttons
- Elements and Principles of Design

Course: Introduction to Fashion Design and Merchandising II

Length: Semester

Standards



- 9.3.12.AR-VIS.1 Describe the history and evolution of the visual arts and its role in and impact on society.
- 8.2.12.B.2 Evaluate ethical considerations regarding the sustainability of environmental resources that are used for the design, creation and maintenance of a chosen product.
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)
- 9.4.12.IML.7: Develop an argument to support a claim regarding a current workplace or societal/ethical issue such as climate change (e.g., NJSLSA.W1, 7.1.AL.PRSNT.4).

Essential Question(s)

- Why should sustainability be a focus in the textile industry?
- Why should fashion be studied on a local and global scale?
- What can fashion history tell us about society?

Content

- Natural, synthetic, and manufactured fibers
- Fiber manufacturing process
- Suitability of fibers and fabrics to end use
- Sustainable fibers and fabrics
- Sewing machine anatomy and use
- Fashion Cycles
- Fashion History
- Global Fashion

Skills

- Fiber Knowledge:



- Distinguish between natural, synthetic, and manufactured fibers, and understand their properties and characteristics.
 - Comprehend the fiber manufacturing process, including spinning, weaving, knitting, and finishing.
- Fiber Selection and Suitability:
 - Assess the appropriateness of different fibers and fabrics for specific end uses (e.g., sportswear, formalwear, home textiles).
 - Analyze factors such as durability, comfort, and aesthetics when choosing fibers and fabrics.
- Sustainable Textiles:
 - Identify sustainable fiber options and understand their environmental and ethical implications.
 - Evaluate the life cycle of fabrics and make informed choices to promote sustainability.
- Sewing Machine Proficiency:
 - Familiarize with sewing machine anatomy, components, and functions.
 - Master fundamental sewing techniques, including straight stitching, zigzag stitching, and seam finishing.
- Fashion Understanding:
 - Grasp the concept of fashion cycles, including trends, introduction, peak, decline, and revival phases.
 - Recognize the interplay between consumer preferences, cultural influences, and economic factors in shaping fashion trends.
- Fashion History:
 - Explore the evolution of fashion through different eras, from historical clothing to contemporary styles.
 - Analyze how societal, technological, and artistic developments have impacted fashion trends.
- Global Fashion Insight:
 - Gain awareness of global fashion markets, cultural influences, and regional design aesthetics.
 - Understand how fashion trends transcend geographical boundaries and influence consumer choices worldwide.
- Research and Critical Thinking:
 - Conduct research to gather information about fibers, fabrics, sewing techniques, fashion history, and global fashion trends.
 - Apply critical thinking skills to evaluate the credibility and relevance of sources.



- Communication Skills:
 - Effectively communicate ideas, concepts, and research findings related to fibers, fabrics, fashion history, and global fashion trends.
 - Present information clearly through written reports, presentations, and discussions.
- Problem-Solving Abilities:
 - Apply acquired knowledge to solve practical challenges related to fiber selection, sewing techniques, and understanding fashion cycles.
 - Develop creative solutions to address sustainability issues in the fashion industry.
- Hands-On Application:
 - Translate theoretical knowledge into practical skills by working with textiles, sewing machines, and fashion-related projects.
 - Create garments or prototypes that demonstrate understanding of fiber properties, fabric suitability, and sewing techniques.

Assessments

- Paper Weaving
 - Experimental Weaving
 - Natural, synthetic, and manufactured fibers
 - Microplastics
 - Sewing Machine Parts and Safety
 - Pillow
 - Decades Research
 - Global Fashion
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Course: Apparel Construction I

Length: Semester

Standards

- RST.9-10.4. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9-10 texts and topics
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).
- 9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice (e.g., 1.1.12acc.C1b, 2.2.12.PF.3).
- 9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving (e.g., 1.3E.12profCR3.a)

Essential Question(s)

- How do you use essential information found on the pattern envelope?
- What is the importance of accurate body measurements?
- What do pattern symbols indicate?

Content

- Operating the Sewing Machine
- Pressing As You Sew
- Suitability of fibers and fabrics to end use
- Sewing tools and supplies



- Commercial patterns
- Types of stitching (i.e., machine stitching, basting, understitching)
- Seams and seam finishes
- Elastic casings and waistbands
- Closures
- Darts
- Interfacing
- Hems
- Cutting layout and cutting
- Marking procedures
- Basic measurements

Skills

- Operating the Sewing Machine:
 - Become familiar with sewing machine functions, controls, and settings.
 - Safely start, stop, and control sewing speed.
 - Practice sewing straight lines and curves using different stitch types.
- Pressing As You Sew:
 - Understand the importance of pressing seams during sewing to achieve professional results.
 - Master proper pressing techniques using an iron.
- Suitability of Fibers and Fabrics to End Use:
 - Identify the properties and characteristics of different fibers and fabrics.
 - Determine which fabrics are suitable for specific types of projects or garments based on their durability, drape, and comfort.
- Sewing Tools and Supplies:
 - Recognize and effectively use essential sewing tools such as scissors, pins, tape measure, and seam ripper.
 - Understand the purpose of various sewing supplies and notions.
- Commercial Patterns:



- Interpret and follow instructions provided in commercial sewing patterns.
 - Select appropriate pattern sizes and make necessary adjustments.
- Types of Stitching:
 - Master machine stitching techniques, including straight stitching, zigzag stitching, and topstitching.
 - Understand the purpose and application of basting, understitching, and other stitching methods.
- Seams and Seam Finishes:
 - Learn various seam types, such as plain seams, French seams, and flat-felled seams.
 - Practice seam finishing techniques to prevent fraying and create clean edges.
- Elastic Casings and Waistbands:
 - Understand how to create and attach elastic casings and waistbands for comfortable fit and flexibility.
- Closures:
 - Explore different closure options like zippers, buttons, snaps, and hooks.
 - Learn techniques for inserting closures seamlessly into garments.
- Darts:
 - Master the art of sewing darts to shape and contour fabric for a better fit.
- Interfacing:
 - Understand the purpose of interfacing and how to apply it to stabilize and reinforce fabric areas.
- Hems:
 - Learn different hemming techniques, such as blind hemming, rolled hem, and hand-stitched hem.
 - Practice hemming for neat and polished garment finishes.
- Cutting Layout and Cutting:
 - Interpret cutting layouts on pattern instructions to efficiently use fabric.
 - Accurately cut fabric following patterns and guidelines.
- Marking Procedures:
 - Use marking tools to transfer pattern markings onto fabric accurately.
 - Follow marking instructions to ensure proper construction.
- Basic Measurements:
 - Learn how to take and record accurate body measurements for pattern sizing and fitting.



- Demonstrate professional skills in using a variety of equipment, tools, and supplies for apparel construction, alteration or repair
- Demonstrate basic techniques in the construction of a garment

Assessments

- Sewing Techniques Booklet
- Tote Bag
- Shorts
- Drawstring Bag
- Pattern of Choice

Course: Fashion Illustration

Length: Semester

Standards

- 9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.
- 9.3.12.AC-DES.7 Employ appropriate representational media to communicate concepts and project design
- Use technology to enhance productivity, increase collaboration and communicate effectively.
- Work productively in teams while using cultural/global competence.
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)
- 9.4.12.DC.6: Select information to post online that positively impacts personal image and future college and career opportunities.
- 9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving (e.g., 1.3E.12profCR3.a).



Essential Question(s)

- What is communicated through a technical flat?
- How do I effectively communicate my ideas visually?
- How do various illustrative media and techniques convey emotion?

Content

- Traditional 9 head croquis
- Non traditional croquis development
- Illustrating faces
- Illustrating hands
- Illustrating shoes
- Illustrating fabrics
- Depicting emotion through illustrating
- Fashion Illustration career research

Skills

- Traditional 9 Head Croquis:
 - Create accurate proportions and guidelines for a traditional 9-head croquis.
 - Develop a foundation for drawing garments on the croquis.
- Non-Traditional Croquis Development:
 - Explore and experiment with various croquis styles beyond the traditional 9-head figure.
 - Develop personal croquis templates that suit different fashion illustration styles.
- Illustrating Faces:
 - Master techniques for drawing facial features, including eyes, noses, lips, and facial expressions.
 - Convey emotions and character through facial expressions.
- Illustrating Hands:



- Develop skills in drawing hands realistically and in various poses.
 - Depict different hand gestures and holding objects relevant to fashion illustration.
- Illustrating Shoes:
 - Learn techniques for illustrating different types of footwear, including heels, flats, boots, and sneakers.
 - Convey the texture and design details of shoes through illustration.
- Illustrating Fabrics:
 - Understand how to depict various fabric textures and patterns in illustrations.
 - Experiment with shading and linework to create the illusion of different fabric types.
- Depicting Emotion through Illustrating:
 - Learn how to convey different emotions and moods through poses, facial expressions, and body language in fashion illustrations.
- Fashion Illustration Career Research:
 - Explore and research various career paths in the field of fashion illustration.
 - Understand the demands and requirements for different roles, such as freelance illustrator, concept artist, or fashion design collaborator.
- Rendering Techniques:
 - Experiment with different rendering techniques such as watercolors, markers, colored pencils, and digital tools.
 - Understand how to effectively apply shading, highlighting, and textures to enhance illustrations.
- Composition and Layout:
 - Learn principles of composition and layout to create visually appealing illustrations.
 - Understand how to balance the croquis, garments, and other elements on the page.
- Color Theory:
 - Explore color theory and how to effectively use color palettes in fashion illustrations.
 - Understand the impact of color on conveying mood and style.
- Digital Illustration Skills:
 - Gain proficiency in using digital illustration software and tools.
 - Learn techniques for creating digital fashion illustrations with precision and detail.
- Presentation Skills:



- Develop the ability to present and showcase fashion illustrations professionally.
- Understand how to create a portfolio that highlights your skills and versatility.
- Critique and Feedback:
 - Provide and receive constructive feedback on your own work and that of peers.
 - Apply feedback to improve and refine your fashion illustration techniques.

Assessments

- Croquis
- Illustrating Fabrics
- Illustration recreation
- Emotions Illustrations
- Technical hand drawn flats
- Fashion Illustration Careers

Course: Apparel Construction II

Length: Semester

Standards

- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media
- 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
- 9.4.12.CT.3: Enlist input from a variety of stakeholders (e.g., community members, experts in the field) to design a service learning activity that addresses a local or global issue (e.g., environmental justice).
- 9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes
- Consider the environmental, social and economic impacts of decisions.



- Demonstrate creativity and innovation.

Essential Question(s)

- How can I add value to a new or redesigned product?
- How do I combine technical skill with creativity?

Content

- Suitability of fibers and fabrics to end use
- Sewing with commercial patterns
- Hems
- Cutting layout and cutting
- Marking procedures
- Embroidery
- Upcycling
- Length alterations and adjustments

Skills

- Suitability of Fibers and Fabrics to End Use:
 - Evaluate the properties and characteristics of different fibers and fabrics to determine their appropriateness for specific projects.
 - Make informed decisions on fabric choices based on factors such as durability, comfort, and desired aesthetics.
- Sewing with Commercial Patterns:
 - Interpret and follow instructions provided in commercial sewing patterns.
 - Accurately cut pattern pieces, follow pattern markings, and understand garment construction steps.
- Hems:



- Learn various hemming techniques, such as blind hemming, rolled hem, and hand-stitched hem.
 - Achieve clean and polished finishes for garments and projects.
- Cutting Layout and Cutting:
 - Interpret pattern cutting layouts to optimize fabric usage and reduce waste.
 - Precisely cut fabric pieces according to pattern specifications.
- Marking Procedures:
 - Use marking tools effectively to transfer pattern markings onto fabric without damaging the fabric.
 - Ensure accurate alignment of pattern pieces during sewing.
- Embroidery:
 - Master basic embroidery stitches and techniques for adding decorative elements to fabric.
 - Learn how to combine embroidery with sewing projects to enhance their visual appeal.
- Upcycling:
 - Develop creative skills to repurpose and transform existing garments or materials into new and unique items.
 - Understand sustainable practices in fashion through upcycling.
- Length Alterations and Adjustments:
 - Gain proficiency in altering garment lengths to achieve desired fits and styles.
 - Learn techniques for adjusting hems, sleeves, and other garment components.
- Problem-Solving and Adaptability:
 - Develop problem-solving skills to address challenges that may arise during sewing and alterations.
 - Adapt techniques and approaches to suit different fabrics and projects.
- Attention to Detail:
 - Cultivate meticulous attention to detail in measuring, cutting, marking, and stitching.
 - Ensure accurate and well-executed sewing and alteration outcomes.
- Creativity and Design Sensibility:
 - Apply creative thinking to customize and personalize garments and projects.
 - Develop an eye for design aesthetics in fabric selection, embroidery placement, and upcycling ideas.
- Sustainability Awareness:



- Understand the concept of sustainable fashion and how upcycling and alterations contribute to reducing waste.
- Incorporate eco-friendly practices into sewing and design choices.
- Technical Sewing Proficiency:
 - Demonstrate technical sewing skills by executing various alterations, hems, and embroidery stitches accurately.
 - Achieve professional-quality sewing results.
- Documentation and Communication:
 - Keep records of alterations, adjustments, and design decisions for future reference.
 - Communicate ideas and design choices effectively to clients or collaborators.

Assessments

- Pants
- Top
- Embroidery
- Upcycled garment

Course: Accessory Design

Length: Semester

Standards

- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media
- 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.



- Use technology to enhance productivity, increase collaboration and communicate effectively.
- 9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice (e.g., 1.1.12acc.C1b, 2.2.12.PF.3).
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).

Essential Question(s)

- How does the economy affect the accessory market?
- What materials and construction techniques produce desired finished products?

Content

- Shoe Design
- Handbag Design
- Jewelry Design
- Accessory Trend Research
- Hand Knitting
- Crocheting
- Beading

Skills

- Analyze opportunities for employment and entrepreneurial endeavors
- Analyze the effects of fashion, textiles, and apparel occupations on local, state, national and global economies
- Create an employment portfolio for use when applying for internships and work-based learning
- Analyze effects of textile characteristics on design, construction, care, use, and maintenance of products.
- Apply appropriate procedures for care of textile products



- Utilize elements and principles of design in designing, constructing, and/or altering fashion, textiles, and apparel products
- Generate design that takes into consideration ecological, environmental, sociological, psychological, technical, and economic trends and issues

Assessments

- Shoe Design
- Bag Design
- Jewelry Collection
- Hat/hair Accessory
- Beaded Accessory
- Hand Knitting
- Crocheting
- Accessory Portfolio

Course: Niche Markets

Length: Semester

Standards

- 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.
- Use technology to enhance productivity, increase collaboration and communicate effectively.
- Work productively in teams while using cultural/global competence.
- Model integrity, ethical leadership and effective management.
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).



- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).
- 9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice (e.g., 1.1.12acc.C1b, 2.2.12.PF.3).

Essential Question(s)

- How do I create designs to stand out in a saturated market?
- How do I design for consumers?

Content

- Bridal Wear Designing
- Childrenswear Designing
- Design for Inclusivity
- Athleisure trend development
- Creating for a saturated market
- Designing for niche markets
- Design revision
- Fashion Illustration
- Machine and hand sewing
- Developing and documenting the creative process

Skills

- Bridal Wear Designing:
 - Develop skills in creating exquisite bridal wear designs that align with client preferences and trends.
 - Understand the intricacies of bridal wear construction, fabrics, and embellishments.
- Childrenswear Designing:
 - Learn to design age-appropriate and functional clothing for children.



- Develop an understanding of the specific considerations for designing childrenswear.
- Design for Inclusivity:
 - Master the art of designing clothing that accommodates diverse body types, abilities, and cultural backgrounds.
 - Develop sensitivity to inclusive design principles and practices.
- Athleisure Trend Development:
 - Understand the athleisure trend and develop skills in designing comfortable and stylish activewear.
 - Incorporate functional features and fashionable elements into athleisure designs.
- Creating for a Saturated Market:
 - Learn strategies to stand out in a competitive fashion market by creating unique and appealing designs.
 - Develop skills in market research and identifying gaps in the market.
- Designing for Niche Markets:
 - Master the ability to design for specific niche markets, catering to specialized interests and preferences.
 - Develop a deep understanding of niche consumers and their needs.
- Design Revision:
 - Develop skills in refining and improving design concepts based on feedback and self-assessment.
 - Learn to adapt designs to align with client or market requirements.
- Fashion Illustration:
 - Master the art of visual communication through fashion illustration.
 - Develop skills in depicting garments, textures, and styling using various illustration techniques.
- Machine and Hand Sewing:
 - Gain proficiency in both machine and hand sewing techniques.
 - Learn to sew garments and create high-quality finishes using various sewing methods.
- Creative Process Development and Documentation:
 - Learn to document the entire creative process, from ideation to final design.
 - Develop skills in maintaining design records, sketches, and inspiration boards.
- Fabric and Technology Demonstration:



- Learn to translate design concepts into tangible fabric or technology representations.
 - Demonstrate skills in draping, flat pattern making, and using technology for design visualization.
- Sustainability Considerations:
 - Develop an understanding of designing with ecological, environmental, and ethical considerations.
 - Learn to create fashion that aligns with sustainable trends and practices.
- Professional Equipment and Techniques:
 - Gain proficiency in using equipment, tools, and supplies for garment construction, alteration, and repair.
 - Develop skills in achieving professional-quality finishes.
- Garment Construction Techniques:
 - Master both basic and specialized techniques for constructing garments.
 - Develop skills in working with different fabrics, closures, and finishing details.
- Trend Analysis and Forecasting:
 - Learn to analyze current technology, trends, and market demands for fashion and textiles.
 - Develop skills in trend forecasting and applying insights to design.
- Ethical and External Considerations:
 - Analyze ethical considerations related to merchandising textile and apparel products.
 - Understand how external factors like culture, economy, and society influence design and merchandising.
- Research and Forecasting Techniques:
 - Develop skills in conducting research and forecasting techniques to inform marketing strategies.
 - Understand how to anticipate and meet consumer needs and preferences.

Assessments

- Bridalwear
-



- Childrenswear
- Inclusive Design
- Athleisure

Course: Advanced Apparel Construction

Length: Semester

Standards

- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media
- 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome
- 9.4.12.IML.2: Evaluate digital sources for timeliness, accuracy, perspective, credibility of the source, and relevance of information, in media, data, or other resources (e.g., NJSLSA.W8, Social Studies Practice: Gathering and Evaluating Sources.
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)
- 9.4.12.TL.3: Analyze the effectiveness of the process and quality of collaborative environments. 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem (e.g., 7.1.AL.IPERS.6).

Essential Question(s)

- What seam finishes/construction techniques will elevate garments?
- What effect do textiles have on a finished garment?
- How can commercial patterns be altered?

Content



- Suitability of Fibers and Fabrics to End Use
- Advanced Seam Finishes
- Pattern Selection (Information On Pattern Envelope, Pattern Types And Sizes, Etc.)
- Fabric Selection
- Selection Of Notions
- Cutting Layout And Cutting
- Marking Procedures
- Pattern Ease
- Waist And Hip Adjustments And Alterations
- Length Alterations And Adjustments
- Sleeve Alterations And Adjustments
- Hem adjustments
- Serger safety and operating

Skills

- Suitability of Fibers and Fabrics to End Use:
 - Analyze and select appropriate fibers and fabrics for specific projects based on their properties and desired characteristics.
 - Consider factors such as comfort, durability, and aesthetics when making fabric choices.
- Advanced Seam Finishes:
 - Learn and apply advanced seam finishing techniques, such as French seams, flat-felled seams, and bias-bound seams.
 - Achieve professional-quality finishes that prevent fraying and enhance the appearance of garments.
- Pattern Selection:
 - Understand information on pattern envelopes, including sizing, fabric requirements, and suggested notions.
 - Choose appropriate patterns based on project complexity, design preferences, and individual measurements.



- Fabric Selection:
 - Develop expertise in selecting fabrics that match the chosen pattern and suit the intended use of the garment.
 - Consider factors like drape, texture, and color when selecting fabrics.
- Selection of Notions:
 - Learn to identify and select appropriate notions, including zippers, buttons, threads, and interfacing.
 - Understand how notions contribute to the functionality and aesthetics of the garment.
- Cutting Layout and Cutting:
 - Interpret complex cutting layouts to optimize fabric utilization and minimize waste.
 - Achieve precise cutting of pattern pieces, accounting for seam allowances and pattern markings.
- Marking Procedures:
 - Master accurate marking techniques to transfer pattern markings onto fabric without causing damage.
 - Ensure alignment of pattern pieces during construction.
- Pattern Ease:
 - Understand the concept of pattern ease and how it affects the fit and comfort of a garment.
 - Apply appropriate amounts of ease based on the pattern and fabric characteristics.
- Waist and Hip Adjustments and Alterations:
 - Develop proficiency in adjusting patterns to accommodate different waist and hip measurements.
 - Implement alterations to achieve a better fit and maintain garment proportions.
- Length Alterations and Adjustments:
 - Learn techniques for adjusting garment lengths to suit individual preferences and proportions.
 - Maintain the overall balance and design of the garment during length alterations.
- Sleeve Alterations and Adjustments:
 - Master sleeve fitting techniques to achieve a comfortable and well-fitted sleeve.
 - Make adjustments for different arm lengths and arm shapes.
- Hem Adjustments:
 - Gain skills in adjusting and altering garment hems to achieve desired lengths and proportions.
 - Implement hem adjustments while maintaining the garment's design integrity.



- Serger Safety and Operating:
 - Understand serger safety practices to operate the serger machine confidently and efficiently.
 - Master basic serging techniques for finishing edges and seams.
- Problem-Solving and Precision:
 - Develop problem-solving skills to address fitting issues and alterations effectively.
 - Execute alterations and adjustments with precision and attention to detail.
- Documentation and Communication:
 - Keep detailed records of alterations, adjustments, and pattern modifications for reference.
 - Communicate alteration instructions clearly to achieve desired results.
 - Develop a portfolio of work for future employment.

Assessments

- Serged Seams
- Commercial Patterns of Choice
- Altered Commercial Pattern

Course: Fashion Merchandising I

Length: Semester

Standards

- 9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.
- 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.
- 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)



- 9.4.12.IML.4: Assess and critique the appropriateness and impact of existing data visualizations for an intended audience (e.g., S-ID.B.6b, HS-LS2-4).
- Demonstrate creativity and innovation.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership and effective management.

Essential Question(s)

- How does fashion affect the global economy?
- How does the global economy affect fashion?
- What kind of career opportunities are there in fashion merchandising?

Content

- Careers in Fashion Merchandising
- Impact of the industry on the economies of other countries
- Costs of production
- Objectives of marketing (i.e., inform, awaken, persuade, pave the way, gain loyalty)
- Qualitative and quantitative marketing research
- Retail types (i.e., department stores, specialty stores, boutiques, discount stores)
- Labor costs
- Factors influencing costs
- Mass production
- Wholesale vs. retail prices
- Ethical treatment of employees
- Exploitation in the industry
- Fashion adoption theories
- Pricing strategies

Skills

- Understanding Careers in Fashion Merchandising:
 - Explore various roles and career paths within the fashion merchandising industry.
 - Understand the skills, responsibilities, and qualifications required for different positions.
- Global Economic Impact of the Industry:
 - Analyze how the fashion industry impacts economies of different countries through production, trade, and consumption.
 - Understand the interconnectedness of global supply chains.
- Costs of Production:
 - Grasp the components contributing to production costs, including materials, labor, overhead, and other expenses.
 - Learn how to calculate and manage production costs effectively.
- Marketing Objectives:
 - Understand the different objectives of marketing, such as informing, persuading, and building brand loyalty.
 - Apply these objectives in developing marketing strategies and campaigns.
- Qualitative and Quantitative Marketing Research:
 - Learn methods for conducting qualitative research (focus groups, interviews) and quantitative research (surveys, data analysis) to gather consumer insights.
 - Use research findings to make informed marketing decisions.
- Understanding Retail Types:
 - Explore different types of retail environments, such as department stores, specialty stores, and boutiques.
 - Understand the unique characteristics and strategies associated with each retail type.
- Labor Costs and Factors Influencing Costs:
 - Gain insights into labor costs within the fashion industry, including manufacturing and retail.
 - Understand how factors like location, skill level, and market demand influence labor costs.



- Mass Production and Wholesale vs. Retail Prices:
 - Learn about mass production techniques and their impact on manufacturing and pricing.
 - Understand the differences between wholesale and retail pricing strategies.
- Ethical Treatment of Employees:
 - Explore ethical considerations related to fair wages, safe working conditions, and workers' rights in the fashion industry.
 - Understand the importance of ethical treatment of employees across the supply chain.
- Exploitation in the Industry:
 - Gain awareness of issues related to labor exploitation and unethical practices in the fashion industry.
 - Understand the implications of exploitation and ways to address these issues.
- Fashion Adoption Theories:
 - Study theories explaining how trends and styles are adopted by different consumer segments.
 - Apply these theories to analyze consumer behavior and preferences.
- Pricing Strategies:
 - Learn various pricing strategies such as cost-based pricing, value-based pricing, and dynamic pricing.
 - Understand how pricing strategies align with business objectives and consumer perception.
- Critical Thinking and Ethical Analysis:
 - Develop critical thinking skills to analyze complex ethical issues within the fashion industry.
 - Evaluate the ethical implications of different business decisions.
- Research and Data Interpretation:
 - Master the ability to gather, interpret, and apply marketing research data to inform business strategies.
 - Use data to make informed decisions about pricing, production, and marketing campaigns.

Assessments

- Supply Chain Roles
 - Promotional Redesign
 - Counterfeit Goods
-



Course: Fashion Merchandising II

Length: Semester

Standards

- 9.3.MK-MER.5 Determine and adjust prices to maximize return and meet customers' perceptions of value
- 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants.
- 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)
- 9.4.12.IML.4: Assess and critique the appropriateness and impact of existing data visualizations for an intended audience (e.g., S-ID.B.6b, HS-LS2-4).
- Demonstrate creativity and innovation.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership and effective management.

Essential Question(s)

- How do I attract and retain customers in order to sustain and develop a brand?
- What are the logistics and legalities of operating a brand?

Content

- Attracting new customers
- Retaining existing customers
- Benefits of quality customer service
- Importance of quality process and product design
- Entrepreneurial possibilities
- Personality traits best suited to entrepreneurs and employees
- Developing cultural competence
- Payment policies



- Customer Loyalty or Rewards Programs
- Laws regarding textile and apparel production, labeling, care, and disposal
- Methods of loss prevention

Skills

- Attracting New Customers:
 - Learn strategies to identify and target potential customers.
 - Develop skills in creating compelling marketing campaigns to attract new clientele.
- Retaining Existing Customers:
 - Understand the importance of customer retention for sustained business growth.
 - Learn techniques to build strong relationships and provide ongoing value to existing customers.
- Benefits of Quality Customer Service:
 - Grasp the significance of delivering exceptional customer service.
 - Develop skills in effective communication, problem-solving, and conflict resolution.
- Importance of Quality Process and Product Design:
 - Understand the impact of product design and quality on customer satisfaction.
 - Learn to create products that meet customer needs and exceed expectations.
- Entrepreneurial Possibilities:
 - Explore opportunities and challenges in starting and managing a fashion-related business.
 - Develop a business mindset and entrepreneurial skills for success.
- Personality Traits for Entrepreneurs and Employees:
 - Identify and develop personality traits like adaptability, resilience, creativity, and leadership.
 - Understand how these traits contribute to success as an entrepreneur or employee.
- Developing Cultural Competence:
 - Gain awareness of cultural diversity and sensitivity in the fashion industry.
 - Develop skills to effectively engage and communicate with diverse customers and stakeholders.
- Payment Policies:
 - Learn to establish clear and fair payment policies for customers.
 - Understand the importance of transparency and customer trust in financial transactions.



- Customer Loyalty or Rewards Programs:
 - Understand the benefits of customer loyalty programs in fostering repeat business.
 - Learn to design and implement effective rewards programs.
- Textile and Apparel Regulations:
 - Develop knowledge of laws and regulations related to textile and apparel production, labeling, care, and disposal.
 - Ensure compliance with industry standards and consumer protection regulations.
- Loss Prevention Methods:
 - Learn strategies to prevent theft, damage, and loss of inventory.
 - Develop skills in inventory management, security, and risk mitigation.
- Problem-Solving and Decision-Making:
 - Cultivate problem-solving skills to address customer concerns and business challenges.
 - Make informed decisions that balance customer satisfaction and business goals.
- Ethical Awareness and Compliance:
 - Develop an understanding of ethical considerations in business operations.
 - Learn to navigate ethical dilemmas and make responsible choices.
- Communication and Interpersonal Skills:
 - Master effective communication skills to interact with customers, colleagues, and partners.
 - Develop interpersonal skills that foster positive relationships and collaboration.

Assessments

- Operational Costs
 - Customer Service
 - Entrepreneurship
-



Course: Portfolio Design I

Length: Semester

Standards

- 8.1.12.A.1 Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity, increase collaboration and communicate effectively.
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).
- 9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.
- 9.4.12.DC.6: Select information to post online that positively impacts personal image and future college and career opportunities.
- 9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society (e.g., 6.1.12.CivicsPD.16.a).

Essential Question(s)

- How do we apply prior design and construction knowledge to create advanced designs?
- How do I curate my work to showcase my technical and creative capabilities?

Content

- Career preparation
- Harmonious use of fibers, fabrics, textures, patterns, and finishes
- Embellishments
- Draping techniques



- Computer aided design
- Colorways
- Patternmaking
- Mood Board
- Process Book

Skills

- Career Preparation:
 - Develop skills in creating resumes, cover letters, and job application materials.
 - Learn interview techniques and effective communication for job interviews.
- Harmonious Use of Fibers, Fabrics, Textures, Patterns, and Finishes:
 - Develop an understanding of how to combine different elements to create visually appealing designs.
 - Learn to balance and coordinate various design elements in fashion, textiles, and apparel.
- Embellishments:
 - Master techniques for adding decorative elements, such as beading, embroidery, and appliqué, to garments and textiles.
 - Learn how embellishments enhance the visual appeal and uniqueness of designs.
- Draping Techniques:
 - Develop skills in draping fabric directly onto dress forms to create three-dimensional designs.
 - Understand how draping contributes to design development and patternmaking.
- Computer-Aided Design:
 - Gain proficiency in using computer software for fashion and textile design.
 - Learn to create digital sketches, patterns, and illustrations using technology.
- Colorways:
 - Understand color theory and develop skills in selecting and coordinating color combinations.
 - Learn how to create harmonious and impactful color palettes for designs.
- Patternmaking:
 - Master the art of creating patterns that translate design concepts into tangible garments.
 - Develop skills in drafting, modifying, and adjusting patterns for different garment styles.



- Mood Board:
 - Learn to curate mood boards that visually communicate design concepts, themes, and inspirations.
 - Develop skills in presenting and conveying design ideas through mood boards.
- Process Book:
 - Develop skills in documenting the design process through pictures, writing, and drawings.
 - Create a comprehensive record of idea progression and design development.
- Construction, Styling, or Upcycling:
 - Gain hands-on skills in bringing design concepts to life through garment construction, styling, or upcycling.
 - Learn to execute designs using various techniques and methods.
- Employment Portfolio Creation:
 - Develop a professional employment portfolio showcasing your design work, skills, and achievements.
 - Learn how to effectively present your portfolio when applying for jobs or educational opportunities.
- Textile Characteristics and Design:
 - Understand how textile characteristics influence design, construction, care, and product use.
 - Learn to select appropriate fabrics based on their properties and intended applications.
- Elements and Principles of Design:
 - Apply elements and principles of design, such as balance, contrast, proportion, and rhythm, in your designs.
 - Create visually harmonious and aesthetically pleasing fashion and textile products.
- Design Considerations:
 - Develop the ability to design products that consider ecological, environmental, sociological, psychological, technical, and economic trends and issues.
 - Understand the impact of design choices on various aspects of society and the industry.
- Technology Use in Design:
 - Master technology skills for fashion, textile, and apparel design, including software, digital tools, and machinery.
 - Apply technology to enhance design, communication, and production processes.
- Professional Equipment and Techniques:



- Gain proficiency in using a wide range of equipment, tools, and supplies for garment construction, alteration, and repair.
- Develop skills in achieving high-quality finishes and precise construction.
- Garment Construction Techniques:
 - Master both basic and specialized techniques for constructing garments.
 - Develop skills in creating garments that are well-fitted and professionally finished.
- Documenting the Design Process:
 - Develop skills in maintaining comprehensive documentation of idea progression and design development.
 - Use pictures, writing, and drawings to communicate your creative process effectively.

Assessments

- Weekly Progress Reflections
- Garment(s)
- Colorways
- Mood boards
- Collection Designing
- Technical sewing skills
- Process Book

Course: Portfolio Design II

Length: Semester

Standards

- 8.1.12.A.1 Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media
- Plan education and career paths aligned to personal goals.



- Use technology to enhance productivity, increase collaboration and communicate effectively.
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).
- 9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.
- 9.4.12.DC.6: Select information to post online that positively impacts personal image and future college and career opportunities.
- 9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society (e.g., 6.1.12.CivicsPD.16.a).

Essential Question(s)

- How do I curate my work to showcase my technical and creative capabilities?
- How does my portfolio address my post graduation goals?

Content

- Career preparation
- Harmonious use of fibers, fabrics, textures, patterns, and finishes
- Draping techniques
- Computer aided design
- Colorways
- Patternmaking
- Mood Board
- Process Book
- Self editing

Skills



- Career Preparation:
 - Develop skills in crafting effective resumes, cover letters, and job application materials.
 - Learn job search strategies and interview techniques to secure employment.
- Harmonious Use of Fibers, Fabrics, Textures, Patterns, and Finishes:
 - Develop an eye for combining different design elements in a cohesive and visually appealing manner.
 - Learn to create designs that showcase the harmonious interplay of various textile elements.
- Draping Techniques:
 - Master the art of draping fabric on dress forms to create three-dimensional designs.
 - Develop skills in transforming drapes into pattern pieces for garment construction.
- Computer-Aided Design:
 - Gain proficiency in using computer software for fashion and textile design.
 - Learn to translate design concepts into digital sketches, patterns, and illustrations.
- Colorways:
 - Understand color theory and develop skills in selecting and coordinating color palettes.
 - Learn to create appealing and harmonious color combinations in designs.
- Patternmaking:
 - Master the techniques of patternmaking to create patterns that bring designs to life.
 - Develop skills in drafting, modifying, and adjusting patterns for various garment styles.
- Mood Board:
 - Learn to create mood boards that visually communicate design concepts and inspirations.
 - Develop skills in using imagery and elements to convey design themes.
- Process Book:
 - Develop skills in documenting the design process through visual and written content.
 - Create a comprehensive record of idea progression, inspirations, and design development.
- Self Editing:
 - Cultivate the ability to review and refine your design concepts critically.
 - Develop skills in identifying areas for improvement and making necessary adjustments.
- Construction, Styling, or Upcycling:



- Master hands-on skills in bringing designs to fruition through garment construction, styling, or upcycling.
 - Learn techniques to transform design concepts into tangible products.
- Employment Portfolio Creation:
 - Develop a professional portfolio showcasing your design work, skills, and achievements.
 - Learn to present your portfolio effectively when seeking jobs or educational opportunities.
- Design Considerations:
 - Develop skills in generating designs that consider ecological, environmental, sociological, psychological, technical, and economic trends and issues.
 - Understand the broader impact of design choices.
- Technology Use in Design:
 - Master the use of technology for fashion, textile, and apparel design, including software and digital tools.
 - Apply technology to enhance the design, communication, and presentation of your work.
- Professional Equipment and Techniques:
 - Gain proficiency in using a wide range of equipment, tools, and supplies for garment construction, alteration, and repair.
 - Develop skills in achieving high-quality finishes and precise construction.
- Garment Construction Techniques:
 - Master both basic and specialized techniques for constructing garments.
 - Develop skills in creating garments that are well-fitted and professionally finished.
- Documenting the Design Process:
 - Develop skills in maintaining comprehensive documentation of idea progression and design development.
 - Use visual and written content to showcase your creative process.
- Refining Ideas and Technical Skills:
 - Cultivate the ability to refine and enhance your design concepts and technical abilities over time.
 - Continuously seek opportunities for improvement and growth in your work.



Assessments

- Weekly Progress Reflections
- Garment(s)
- Mood boards
- Collection Designing
- Technical sewing skills
- Process Book

Resources

→ Course Resources

- ◆ Liddell, Louise A., and Carolee S. Samuels. Apparel: Design, Textiles & Construction. Goodheart-Willcox, 2012.