

19.0906 Fashion Design

RATING SCALE:																										
4 = Exceeds criteria and/or able to teach task							National Codes				Local Task ID Code/Delivery Point	Post Secondary														
3 = Accomplishes task to criteria																										
2 = Accomplishes task with help																										
1 = Exposed to the task																										
N = Not exposed to task																										
Section #2 MICHIGAN STANDARDS																										
							4	3	2	1	N		4	3	2	1	N									
I CORE																										
A ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN																										
	1	Identify key elements and principles of design																								
	2	Consider how color impacts design																								
B APPLY KNOWLEDGE OF TEXTILES, FIBERS, AND FABRICS																										
	1	Understand the history of fibers and fabrics																								
	2	Create a textile design																								
	3	Identify characteristics of fabrics made from various fibers																								
	4	Assess the elements and principles of design utilized in textile product:																								
	5	Analyze characteristics of natural and man made fibers																								
C DEMONSTRATE ACCEPTED BUSINESS PRACTICES FOR DESIGN AND MERCHANDISING																										
	1	Understand how retail operates																								
	2	Develop marketing skills																								
	3	Exhibit ethical behavior in marketing to create goodwill and trust																								
	4	Apply persuasion appropriately																								
	5	Demonstrate customer service mindset																								
	6	Demonstrate programming or consultation skill:																								
	7	Assess clients' needs																								
	8	Classify types of clients and their motives for buying various product:																								
D DEMONSTRATE STORE OPERATION PROCEDURES																										
	1	Perform selling skills																								
	2	Complete a transaction																								
	3	Apply pricing procedures and fee structures for products and services																								
	4	Mark and stock merchandise																								
	5	Determine merchandise buying practices																								
	6	Conduct receiving procedures																								
E EXHIBIT MERCHANDISING SKILLS																										
	1	Apply psychological knowledge to facilitate marketing activities																								
	2	Understand visual merchandising and its impact																								
	3	Assemble a visual presentation using representational form																								
	4	Create product displays using the principles of design																								
	5	Evaluate the role and effectiveness of advertising																								
	6	Explain the use of promotional activities to market products and services:																								
	7	Utilize pricing strategies to maximize return and meet customers' perceptions of value																								
F EXERCISE SAFE USE OF EQUIPMENT																										
	1	Use trade equipment and tools appropriately																								
	2	Maintain and store equipment																								
	3	Analyze personal safety practices required while on work-related assignments beyond the business site																								
II Fashion Design and Merchandising (option A)																										
G ANALYZE THE APPAREL DESIGN AND MERCHANDISING INDUSTRY																										
	1	Examine the history and psychology of fashion																								
	2	Examine the impact of fashion trends and forecasting																								
	3	Describe business opportunities in apparel industry																								
	4	Analyze the business knowledge and skills necessary to create, maintain, and promote a career in fashion design																								
	5	Describe the impact of technology on apparel design and production																								
	6	Recognize the stages of apparel production																								
	7	Research the procedures in starting an entrepreneurial business in apparel services																								
	8	Explain the role of leading designers in determining fashion trend																								
	9	Analyze international factors affecting the apparel industry																								
	10	Analyze demographic, societal, and cultural factors affecting the apparel industry																								
	11	Determine the impact of design decisions on the cost of apparel product:																								

