# 9-12, Fashion Design, Quarter #1

## Big Ideas/Key Concepts:
The student will gain an understanding of the basic principles of marketing and the factors employed in the promotion of fashion products. The student will also create an original fashion collection beginning with the croquis (preliminary sketch) and fabric selections.

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<tr>
<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
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### Occupational Safety:

1) 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 safety and environmental regulations.

   a. Inspect, maintain, and employ safe operating procedures with tools and equipment.

   b. Adhere to responsibilities, regulations, and Occupational Safety & Health Administration (OSHA) policies regarding reporting of accidents and observed hazards, and regarding emergency response procedures.

   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 in the portfolio to safety skills designated in authentic career postings. (TN CCSS Reading 3, 4; TN CCSS Writing 4; FACS 16)

### Merchandising and Promotion:

2) Evaluate data from multiple sources, including textbooks and fine art books, to support analysis of the psychological

I can create scenarios with solutions for occupational safety in the classroom and workplace.

I can safely use equipment and tools while completing my construction projects.

I can begin my portfolio by maintaining safety checklists.
characteristics of colors. For example, compare and contrast warm and cool color palettes. Craft an 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 for apparel and accessory design. (TN CCSS Reading 7, 8; TN CCSS Writing 1, 4, 7, 9; FACS 16)

6) Identify promotion strategies used in the fashion industry for communication of product information. Consult sample catalogues, professional commentary, shopping apps, and related print and digital sources to determine the impact of technology and social media on fashion marketing and promotion. (TN CCSS Reading 7, 9; TN CCSS Writing 8; FACS 16)

Marketing and Trends in Fashion Design:

9) 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 for a real or invented clothing line using the four basic elements of a fashion marketing plan:
   a. Product development
   b. Price
   c. Distribution management
   d. Promotions and communications (TN CCSS Reading 9; TN CCSS Writing 4, 9; FACS 16)

Creation of Fashion Collection:

14) 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

I can apply the concepts of color theory to my personal attributes by classifying seasonal colors and tones.

I can craft an argument examining how color psychology affects consumer buying decisions.

I can critique promotional strategies used to communicate fashion products by developing a brochure to aid the consumer when comparing various marketing techniques.
and seasons using hand sketches or computer-aided design. (FACS 16)

15) 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. (TN CCSS Reading 1; TN CCSS Writing 1, 2, 4; FACS 16)

| I can develop a fashion collection for different lifestyles and seasons. I can cite evidence of inspiration for various target markets. I can sketch six croquis with a common theme for a target market. I can choose appropriate fabrics and trims for each of the six designs based on my market research. I can compose a descriptive portfolio page for each of my textile choices. | I can identify the four P’s of marketing and create a checklist of common marketing plan components. I can evaluate data and conduct an original fashion design analysis for my own clothing line. |