



Fashion Design Studio

EXAM INFORMATION

Items

63

Points

63

Prerequisites

NONE

Grade Level

9-12

Course Length

ONE SEMESTER

Career Cluster

HUMAN SERVICES

MARKETING

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

This course explores how fashion influences everyday life and introduces students to the fashion industry. Topics covered include: fashion fundamentals, elements and principles of design, textiles, consumerism, and fashion related careers, with an emphasis on personal application. This course will strengthen comprehension of concepts and standards outlined in Sciences, Technology, Engineering and Math (STEM) education. Student organizations may be an integral part of this course.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Fashion Fundamentals	30%
2- Principles & Elements	32%
3- Textiles	16%
4- Customer Strategies	12%
5- Personal Fashion Characteristics	10%



STANDARD I

STUDENTS WILL EXPLORE THE FUNDAMENTALS OF FASHION

- Objective 1** Identify why we wear clothes (protection, adornment, identification, modesty, status).
- Objective 2** Define terminology.
1. Common terms: accessories, avant-garde, classic, design, draped, fad/craze, fashion, fashion cycle (introduction, rise, peak, decline, outdated), garment, haute couture, ready to wear, style, tailored, trend, wardrobe
 2. Basic design details: shirts, collars, sleeves, necklines, skirts, pants/trousers, jackets, etc
- Objective 3** Discuss the history of fashion, the cultural influences and their impact on drastic fashion changes in each decade.
1. Trends repeat every 20-30 years
 2. 1890's – Victorian Era: Gibson Girl, corset, bustle, hourglass silhouette.
 3. 1900's – Industrial Revolution Era. Duster coat, shirtwaist, Leg O' Mutton sleeves, s-curve silhouette.
 4. 1910's – WWI Era: Hobble skirt, bathing suit, bloomers, inverted triangle silhouette
 5. 1920's – "Roaring 20s" Era: Flapper, costume jewelry, cloche' hat, tubular silhouette.
 6. 1930's – Depression Era: bias cut dresses, waistline restored, hemlines dropped, hand-me downs, flour sack clothing, hourglass silhouette
 7. 1940s – WWII Era: Convertible suit, slacks, Eisenhower jacket, inverted triangle silhouette.
 8. 1950s – Rock n' Roll era: Poodle skirts, saddle shoes, Capri pants, the new look (Christian Dior), teenagers, hourglass silhouette.
 9. 1960s – Civil rights Era: Miniskirts, pantsuits, pillbox hat, tubular silhouette.
 10. 1970s – Hippie to Disco Era: Unisex, bold flower prints, platform shoes, triangular silhouette.
 11. 1980s – Yuppie Era: Logo wear, designer jeans, exercise wear, inverted triangle silhouette.
 12. 1990s – The Dot Com Era. Bare midriff, rejection of fashion, grunge, tubular silhouette.
 13. 2000s –War on Terrorism and increase in technology. Skinny jeans, embellishments, hip-hop style.
 14. 2010s - Social media (Look at what you're wearing today, what will people remember?) leggings, jeggings, cutouts, hipster-style.
- Objective 4** Identify and discuss characteristics of fashion capitals and designers.
1. Major fashion capitals: Paris, France (first fashion capital); Milan, Italy (elegance and luxurious fabrics); Tokyo, Japan (Asian influence, loose and unstructured); London, England (modern British designers tend to favor a "rebel" look); New York City, New York (clean cut casual style).
 2. Discuss designers of influence (Coco Chanel, Christian Dior).
- Objective 5** Identify fashion related careers. (costume designer, museum curator, etc.).

Standard I Performance Evaluation included below (Optional)



STANDARD 2

STUDENTS WILL RECOGNIZE AND APPLY THE PRINCIPLES AND ELEMENTS OF FASHION DESIGN

- Objective 1** Demonstrate knowledge of the elements (tools) of design.
1. Line (vertical, horizontal, curved, and diagonal - visual effects)
 2. Shape/clothing silhouette
 1. Color
 2. Color basics: hue, primary, secondary, tertiary/intermediate, location on a 12 color wheel
 3. Value: tints, shades
 4. Intensity: brightness, dullness (tones)
 5. Schemes: neutral, accented neutral, monochromatic, triad, analogous/adjacent, complementary
 3. Texture (tactile, visual)
 4. Pattern (naturalistic, conventional/stylized, geometric, abstract)
- Objective 2** Demonstrate knowledge of the principles (rules) of design.
1. Proportion/Scale
 2. Balance: formal/symmetrical, informal/asymmetrical
 3. Emphasis: focal point
 4. Rhythm: gradation, opposition, radiation, repetition, transition
 5. Harmony: unity and variety
- Objective 3** Identify related careers (fashion designer, illustrator, etc.).
- Objective 4** Create a color wheel identifying primary, secondary, and tertiary/intermediate colors, the warm and cool colors, and tints and shades
- Objective 5** Create a fashion project or professional presentation incorporating the principles and elements of design; explain in writing (design, portfolio, power point, display, etc.)

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL EXAMINE THE USE OF TEXTILE IN FASHION

- Objective 1** Identify basic fibers, the characteristics, use, and care of the following textiles.
1. Identify sources and characteristics of natural fibers: cotton, linen, silk, wool.
 2. Identify sources and characteristics of synthetic fibers: nylon, polyester, acrylic, rayon, spandex, acetate
- Objective 2** Recognize various types of fabric construction.
1. Identify basic weaves (plain, twill, satin).
 2. Define knits.
 3. Identify non-woven fabrics.
 4. Fabric Finishes (solution, yarn, piece dyeing, printing)
- Objective 3** Identify textile related careers (textile designer, textile chemist, fabric designer, etc.).



Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL IDENTIFY CONSUMER STRATEGIES ASSOCIATED WITH FASHION

Objective 1 Identify consumer influences.

1. Cultural and economic condition
2. Media and advertising
3. Technology
4. Purchasing influences (conformity, peer pressure, social, [media, culture, religion], individuality)

Objective 2 Identify various types of purchasing options:

1. Types of stores (chain, department, specialty, discount, manufacturer-owned, outlet)
2. Internet and Catalog

Objective 3 Identify consumer skills and purchasing decisions.

1. Judging quality (basic construction, seams, matching plaid, attachment of fasteners)
2. Cost per wear
3. Smart shopping (shop sales, comparison shop, coupons, membership clubs)
4. Labels (required by law: fiber content, garment care, international care symbols, manufacturer number, country of origin)
5. Hang tags (optional: brand name, advertising, logo, etc.)

Objective 4 Identify related careers (buyer, retail sales, journalist, advertising, etc.)

STANDARD 5

STUDENTS WILL EVALUATE PERSONAL FASHION CHARACTERISTICS

Objective 1 Aspects of personal appearance.

1. Personal styles - yin/yang
2. Body types/silhouette - Hourglass, Triangle, Inverted Triangle, Rectangle
3. Personal coloring (warm and cool)

Objective 2 Identify and analyze wardrobe needs for a personal lifestyle

1. Basic 8 pieces – Classic, well-constructed, cost per wear, neutral = a favorite color.
2. Trendy – current style and patterns, colorful, fun, fad to mix & match (Woven shirt, Skirt, Patterned jeans, Dressy jacket, Casual jacket, Patterned scarf).

Objective 3 Identify related careers (fashion stylist, personal shopper, etc.).

Standard 5 Performance Evaluation included below (Optional)



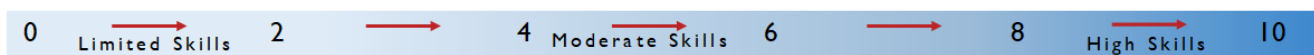
Fashion Design Studio Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Fashion Fundamentals

Score:

- Prepare an oral or written report on one of the following.
 - Fashion Capital
 - Fashion Career
 - Historic era that has influenced fashion

STANDARD 2 Principles & Elements

Score:

- Create a color wheel identifying the following:
 - Primary colors
 - Secondary colors
 - Tertiary/intermediate colors
 - Warm and cool colors
 - Tints and shades
- Create a fashion project or professional presentation incorporating the principles and elements of design; explain in writing:
 - Design
 - PowerPoint
 - Portfolio
 - Display

STANDARD 3 Textiles

Score:

- Create a fabric reference guide consisting of natural/synthetic fibers and woven/knit fabrics.

STANDARD 5 Personal Fashion Characteristics

Score:

- Plan a personal wardrobe using the eight basic pieces and six trendy pieces.
 - Create a visual representation and write a description that explains how this collection expresses your personal fashion characteristics.
 - Accessorize based on personal taste

PERFORMANCE STANDARD AVERAGE SCORE: