



EXAM INFORMATION

Exam Number

405

Items

44

Points

70

Prerequisites

NONE

Recommended Course Length

ONE SEMESTER

National Career Cluster

ARTS, A/V TECHNOLOGY &
COMMUNICATIONS
HUMAN SERVICES
MARKETING

Performance Standards

INCLUDED (OPTIONAL)

Certificate Available

YES

DESCRIPTION

Fashion Design Merchandising is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of: basic fashion concepts and marketing terminology, fashion cycles, key components of the fashion industry, retail merchandise categories, fashion promotion and fashion careers. Student leadership and competitive events may be an integral part of the course.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Concepts and Terminology	5%
2- Marketing Basics	19%
3- Fashion Movement	10%
4- Key Components	14%
5- Retail and Promotion	16%
6- Main Segments	13%
7- Principles and Elements of Design	14%
8- Consumer Finance	9%
9- Interpersonal and Professional Skills (Optional)	



STANDARD 1

STUDENTS WILL RECOGNIZE BASIC FASHION CONCEPTS AND TERMINOLOGY

- Objective 1 Review fashion terms. (Fashion Design Studio Standard 1)
- Objective 2 Identify fashion product

STANDARD 2

STUDENTS WILL EXAMINE THE BASICS OF FASHION MARKETING

- Objective 1 Define the following marketing terms: marketing, marketing concept, target market, market segmentation, fashion merchandising.
- Objective 2 Describe the 4 Ps of marketing (product, price, place, promotion).
- Objective 3 Describe the 4 methods of market segmentation (demographics, geographics, psychographics, behavioral).
- Objective 4 Describe the 6 marketing functions (pricing, promotion, product/service management, marketing information management, distribution, selling).
- Objective 5 Identify careers in the fashion merchandising industry (advertiser, promoter, etc.)

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL DEMONSTRATE KNOWLEDGE OF THE BASICS OF THE FASHION MOVEMENT

- Objective 1 Define the following fashion terms: fashion movement and fashion leaders.
- Objective 2 Review the stages of the fashion cycle.
- Objective 3 Describe the theories of fashion movement (trickle down, trickle up, trickle across).
- Objective 4 Identify careers in the fashion merchandising industry (trend forecaster, fashion photographer, etc.).

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL DISCOVER KEY COMPONENTS OF THE FASHION INDUSTRY

- Objective 1 Identify factors that contributed to the development of the apparel industry (history, politics, economics, and media)
- Objective 2 Identify key fashion centers in the U.S. (New York, LA, Miami, Chicago) and around the world (Milan, Paris, London, Tokyo). Note: The emphasis in merchandising is on the US centers, the world capitals are a review.
- Objective 3 Identify and describe major trade publications, fashion magazines, internet sites and social media.



- Objective 4** Identify key fashion designers and their contributions: Giorgio Armani, Coco Chanel, Christian Dior, Dolce and Gabbana, Tom Ford, Marc Jacobs, Donna Karan, Calvin Klein, Karl Lagerfeld, Ralph Lauren, Yves St Laurent, Levi Strauss, Versace (Gianni and Donnatella), Diane von Furstenberg, Michael Kors, Louis Vuitton, and Vera Wang
- Objective 5** Identify careers in the fashion merchandising industry (designer, blogger, fashion journalist etc.).

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL ANALYZE FORMS OF FASHION RETAIL AND PROMOTION

- Objective 1** Describe the following types of fashion retailing: department stores, flagship stores, specialty stores, boutiques, chain stores, designer stores, outlets, discount stores, mail order houses, online and television retailers.
- Objective 2** Demonstrate knowledge of fashion promotion including: advertising, publicity, sales promotion, personal selling, and visual merchandising.
- Objective 3** Demonstrated knowledge of business marketing strategies: hang tags, logos, slogans, trademarks, and copyright.
- Objective 4** Identify careers in the fashion merchandising industry (visual merchandiser, buyer etc.).

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL EXPLORE THE MAIN SEGMENTS OF THE FASHION INDUSTRY

- Objective 1** Describe the primary market in the fashion industry.
- Objective 2** Describe the secondary market in the fashion industry.
- Objective 3** Describe the tertiary market in the fashion industry and the types of fashion businesses (sole proprietorship, partnership, and corporation).
- Objective 4** Students will recognize categories in the retail market (men's, women's, juniors, children, and home décor).
- Objective 5** Identify careers in the fashion merchandising industry (entrepreneur, store manager, etc.).

STANDARD 7

STUDENTS WILL RECOGNIZE THE USE OF THE PRINCIPLES AND ELEMENTS OF DESIGN

- Objective 1** Reassess elements of design (line, shape, texture, color, and pattern).
- Objective 2** Reassess color theory (color wheel, hue, value, intensity, and color schemes).
- Objective 3** Reassess the principles of design (balance, emphasis, rhythm, proportion, and harmony).
- Objective 4** Identify careers in the fashion merchandising industry (personal stylist, set designer, etc.).



Standard 7 Performance Evaluation included below (Optional)

STANDARD 8

STUDENTS WILL DESCRIBE BASIC CONSUMER FINANCE OPTIONS.

- Objective 1 Define POS (point-of-sale).
- Objective 2 Develop skills necessary to identify garment quality.
- Objective 3 Identify the various payment options available to consumers (cash, credit, and layaway).
- Objective 4 Define the credit terms (credit limit, credit rating, 30-day charge account, revolving charge account, and installment plan).
- Objective 5 Identify careers in the fashion merchandising industry (garment inspector, sales, etc.).

STANDARD 9 (Optional)

STUDENTS WILL DEVELOP PROFESSIONAL AND INTERPERSONAL SKILLS NEEDED FOR SUCCESS IN THE FASHION INDUSTRY

- Objective 1 Identify soft skills needed in the workplace.
- Objective 2 Identify hard skills needed in the workplace.
- Objective 3 Apply hire-ability skills needed to gain employment.



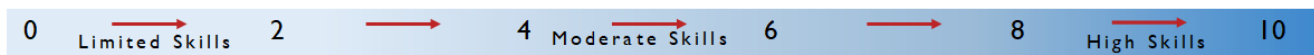
Fashion Design Merchandising I Performance Standards (Optional)

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 2 Marketing Basics

Score:

- Analyze a retail store based on market segmentation.

STANDARD 3 Fashion Movement

Score:

- Identify apparel in its current location on the fashion cycle.

STANDARD 4 Key Components

Score:

- Prepare an oral or written report on a fashion publication, social media site, or fashion career that has influenced the fashion industry.

STANDARD 5 Retail and Promotion

Score:

- Create or analyze a promotion plan for a store or product.

STANDARD 7 Principles and Elements of Design

Score:

- Identify how each design principle can be used to enhance a person's figure

PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name _____

Evaluator Title _____

Evaluator Signature _____

Date _____