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| **11th Fashion Design Pacing Guide First Semester** |
|  | **1st Quarter** | **TN Standards** | **Lesson Focus** | **Additional Notes** |
|  | Week 1 | 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 included in the portfolio to safety skills designated in authentic career postings. (TN Reading 3, 4; TN Writing 4; FACS 16) | 1. Course Introduction & Syllabus Overview
2. Safety Test
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| Week 2 & 3 | 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 developmentb. Pricec. Distribution management d. Promotions and communications (TN Reading 9; TN Writing 4, 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 Reading 7, 9; TN Writing 8; FACS 16) | Basic Economic ConceptsSubstance of the Fashion Industry | Readings: *Fashion Marketing & Merchandising:* Chapter 3, 4, 5Film: Shark TankFashion Advertising Analysis ActivityFilm: The September IssueFCCLA STAR event: Fashion Design |
| Week 4 | 10) Examine components of market analysis and trends researchrelated to fashion design (i.e., season, target market, colors, fabrics, texture, usage). Analyze how and why individuals, events,and ideas develop and interact to create seasonal fashion trends. Research and interpret technical data to forecast trends in fashion and identify target markets. (TN Reading 8; TN Writing 7, 9; FACS 16) | Satisfying the Fashion Market | Film: ValentinoValentino Response PaperTrend Research Report |
| Week 6 | 2) Evaluate data from multiple sources, including textbooks and fine art books, to support analysis of the psychological 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 Reading 7, 8; TN Writing 1, 4, 7, 9; FACS 16) | Element of Design: Color | Pantone Color Research Color Collar Activity |
| Week 8 | 11) Analyze the demographics of target markets to predict consumer requirements and preferences.Integrate research and analysis data to create original fashion collections for domestic and global marketsusing computer-aided design applications. (TN Reading 8; TN Writing 7, 9; FACS 16) | Retail PositioningRetail MerchandisingPlanning to BuyMerchandise Buying | Readings: *Fashion Marketing & Merchandising:* Ch 13, 14, 15, 16Customer Profile ActivityFCCLA STAR event: Fashion Design |
|  | **End of 1st Quarter** |   |
|  |  **Fall Break**  |
|  | **2nd Quarter** | **TN Standards** | **Lesson Focus** | **Additional Notes** |
|  | Week 1 & 2 | 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 and seasons using hand sketches or computer-aided design. (FACS 16) | Creating a Collection | FCCLA STAR event: Fashion Design |
| Week 3 | 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 Reading 1; TN Writing 1, 2, 4; FACS 16) | Textiles Fabrics & Finishes | FCCLA STAR event: Fashion DesignFabric Profile Sheets |
| Week 4-9 | 19) Construct one or more garments from one of the student-designed collections developed in previous standards. Demonstrate basic garment construction skills and techniques, using samples provided on the presentation board. Demonstrate proficiency in proper pressing, fitting, alteration, finishing, and embellishment for quality garment construction. Demonstrate the appropriate use, selection, and maintenance of equipment, tools, andsewing supplies for the construction of apparel. (TN Reading 3; FACS 16) | Garment Construction | FCCLA STAR event: Fashion DesignGarment and accessory creation |
|  | **End of 2nd Quarter** |  |
|  | **End of 1st Semester** |  |
|  |   **Winter Break**  |
| **11th Fashion Design Pacing Guide Second Semester**  |
|  | **3rd Quarter** | **TN Standards** | **Lesson Focus** | **Additional Notes** |
|  | Week 1 | 7) Categorize types of retail clothing stores based on size, company organization (traditional, catalogue, internet), and range of products (variety or specialized). Examine how these retail stores operate within an integrated supply chain, using software such as Electric Point of Sale (EPSO). Assess how the target population of a store shapes the content and style of the products it sells. (TN Reading 2, 7; FACS 16) | Retail Positioning | Readings: Fashion Marketing & Merchandising FCCLA STAR event: Fashion DesignChapter 13 & 25 |
| Week 2 | 8) Analyze principles of merchandise planning and buying and explain how they relate to each other and the fashion industry as a whole. Use merchandise planning software solutions to coordinate a buying plan that includes the following elements:a. Selection of merchandise b. Establishment of retail pricesc. Ongoing ordering processesd. Management of supplier relationshipse. Strategic merchandising f. In-store advertising (TN Reading 3; FACS 16) | Merchandise Buying | Market Week ResearchSpeaker: BuyerField Trip: Boutique |
| Week 3 | 5) Examine the importance of establishing and maintaining merchandise flow processes and strategies for successful management of merchandise logistics. Compare and contrast the role of merchandise flow in evaluating and responding to the needs of the business and consumers.(TN Reading 9; FACS 16) | Retail Positioning | Competition Research Report |
| Week 4 | 12) Create a comprehensive seasonal buying plan using industry-related budget designing software. Formulate basic budget functions including the following elements: planning process, buy quantity, and benchmarks for progress evaluation and plan adjustment.(TN Writing 2; TN Math N-Q; FACS 16) | Merchandise Buying | Seasonal Buying Plan |
| Week 5 | 3) Identify fundamental techniques and design concepts of fashion merchandise presentation. Research the influence of visual merchandising on consumer purchase decisions. Create a checklist to appraise visual displays for effective and efficient use of display space, lighting, and merchandise. Apply principles of visual merchandise organization by creating an original merchandise display. (TN Reading 3; TN Writing 4, 7; FACS 16) | Visual Merchandising | Readings: Fashion Marketing & Merchandising Chapter 22 |
| Week 6 & 7 | 4) Design a visual representation of a store layout incorporating aesthetic considerations of merchandise, services, and customers. Assess how point of view or purpose of the store layout affects content, style, and color choices. Store layout representation could include: a. Freeflow Layout b. Grid Layoutc. Spine Layoutd. Loop Layoute. Parallel Layout(TN Reading 6; FAC 16) | Visual Merchandising | Store Layout Project |
| Week 8-10 | 13) Create a windowpresentation for a retail store incorporating an original garment design and accessories. Create modified display options to accommodate different seasons, events, and customer demographics. (FACS 16) | Visual Merchandising | Display Window PortfolioDisplay Windows |
|  | **End of 3rd Quarter** |  |
|  | **4th Quarter** | **TN Standards** | **Lesson Focus** | **Additional Notes** |
|  | **Week 1** | 16) Compile a list of materials required for a presentation board featuring a wide range of material samples. Evaluate sample elements to determine the most effective combination for creating a comprehensive fashion collection using a variety of colors, fabrics, sketches, and/or industry software designs. (TN Reading 2, 7; TN Writing 4, 8; FACS 16) | Garment ConstructionDesign Presentations | FCCLA STAR event: Fashion Design |
|  |  **Spring Break March 21 - 25** |
|  | **Week 1-10** | 19) Construct one or more garments from one of the student-designed collections developed in previous standards. Demonstrate basic garment construction skills and techniques, using samples provided on the presentation board. Demonstrate proficiency in proper pressing, fitting, alteration, finishing, and embellishment for quality garment construction. Demonstrate the appropriate use, selection, and maintenance of equipment, tools, andsewing supplies for the construction of apparel. (TN Reading 3; FACS 16)17) Assemble a presentation board that incorporates a collage of color samples, fabrics, and sketches, mounted with color renderings that logically present a particular fashion collection by color or style of design.Create a name for each garment in the collection for tracking and communication to potential clients. (FACS 16) 18) Compose and present a clear and coherent written justification for The presentation board that explains the principles of design, choice of samples, and analysis of the fashion collection. (TN Writing 1, 4; FACS 16) | Garment ConstructionDesign Presentations | FCCLA STAR event: Fashion Design & Fashion ConstructionPortfolio PresentationsRunway Show/Photo Shoot |
|  | **End of 4th Quarter** |  |
|  | **End of 2nd Semester**  |  |