

Fashion Design Merchandising (20.0316) (District)

District > 2016-2017 > Basic > FACS > Fashion Design Merchandising (20.0316) (District) > Wilson, Diane

Wednesday, November 9, 2016, 2:26PM

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>Fashion Merchandising A--What is Fashion? (Week 1, 4 Weeks)</p>	<p>What are some basic fashion terms? What are the names of some typical fashion products? Why do people wear clothes? How does clothing satisfy physical, psychological and social needs? How do values, attitudes, individuality, and personality affect clothing?</p>	<p>Students will: 1) understand basic fashion concepts and terminology; 2) be able to identify fashion products; and 3) understand why people wear clothes and how clothing satisfies certain physical, psychological, and social needs.</p>	<p>Students will be able to: 1) identify basic fashion concepts, terminology and products; 2) understand the reasons people need and want clothing and how clothing satisfies certain physical, psychological, and social needs; and 3) be able to compare how values, attitudes, conformity, individuality, and personality affect clothing selections.</p>	<p>fashion style design apparel ready-to-wear haute coutureclassic garment accessories silhouette fit fad high fashion avant-garde fashion trend and fashion cycle Physical Need Psychological Need Social Need Protection Adornment Identification Modesty Status Values Attitude Conformity Individuality Personality</p>	<p>Clothing Photo Project/Oral Presentation Summative: Project: Visual Arts</p>
<p>Fashion Marketing (Week 5, 4 Weeks)</p>	<p>How does marketing figure into Fashion Merchandising? Why is an understanding of marketing concepts</p>	<p>Students will gain a basic understanding of key marketing concepts and understand how marketing is essential in the fashion industry.</p>	<p>Students will be able to identify marketing terminology as well as concepts and see their application in the fashion industry.</p>	<p>Marketing 7 Functions of Marketing 4 Ps of Marketing Marketing Concept Target Market</p>	<p>Unit Exam Summative: Test: Common</p>

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	critical to success in the fashion industry?			Market Segmentation (Demographics, Psychographics, Geographics, and Behavioral [rate of use]) Fashion Merchandising	
The Fashion Cycle (Week 9, 2 Weeks)	What is a fashion cycle and what happens in each stage of the cycle? What is the difference between a movement and a trend?	Students will understand that cycles occur in the fashion industry and know the difference between a movement and a trend.	Students will be able to give examples of trickle-up, trickle-down, and trickle-across theories.	Fashion Cycle -introduction -growth stage -maturity stage -decline -re-introduction Fashion Movement Fashion Leaders Fashion Trend Trickle-up theory Trickle-down theory Trickle-across theory	Unit Exam Summative: Test: Common
The Fashion Industry (Week 11, 3 Weeks)	How did the apparel industry come into being? What are some of the key fashion centers in the U.S	Students will: 1) understand the factors that contributed to the development of the apparel industry; 2) know the key fashion centers in the U.S and around the world; 3) identify and	Students will be able to: 1) identify the major factors that contributed to the development of the apparel industry ; 2) identify the key fashion centers in the U.S and around the world;	Fashion Centers Trade Publication Fashion Designers Fashion Houses Fashion Events	Fashion Designer Essay Formative: Written: Essay

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	<p>and around the world? What are some of the major trade publications and magazines in the industry? Who are some of the major fashion designers in the U.S and around the world and what are their contributions?</p>	<p>describe major trade publications and fashion magazines; and 4) identify key fashion designers and their contributions: Giorgio Armani, Pierre Cardin, Coco Chanel, Christian Dior, Dolce and Gabanna, Tom Ford, Marc Jacobs, Donna Karan, Calvin Klein, Karl Lagerfeld, Ralph Lauren, Yves St Laurent, Levi Strauss, Versace (Gianni and Donnatella), Diane von Furstenberg, and Vera Wang.</p>	<p>3) identify the major trade publications and magazines of the industry; 4) identify and be able to research and summarize the accomplishments of the fashion industry's major designers.</p>		
<p>Fashion Retail and Promotion <i>(Week 14, 3 Weeks)</i></p>	<p>Where are fashions sold? How are fashions marketed?</p>	<p>Student will understand forms of fashion retail and promotion.</p>	<p>Students will be able to: 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; and 2) identify the types of fashion promotion including: advertising, publicity, sales promotion, personal selling, and visual merchandising.</p>	<p>department stores flagship stores specialty stores boutiques chain stores designer stores outlets discount stores mail order houses online and television retailers advertising, publicity sales promotion personal selling visual merchandising.</p>	<p>Promotional Techniques Analysis Formative: Authentic Task</p>
<p>Fashion Careers <i>(Week 16, 2 Weeks)</i></p>	<p>What are some key careers in the textile, fashion design, manufacturing, fashion promotion,</p>	<p>Describe key careers in the textile industry. Describe key careers in the fashion design industry Describe key careers in the fashion manufacturing industry.</p>	<p>Students will be able to: 1) describe key careers in the textile, fashion design, fashion manufacturing, fashion promotion, as well as fashion retail industries; 2) research a</p>	<p>Designer Illustrator Model Photographer Design Instructor Fashion Consultant</p>	<p>Research Paper Formative: Written: Report Unit Exam</p>

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	as well as fashion retail industries? How can I find myself in one of these Career Pathways?	Describe key careers in the retail industry.	career title in the fashion industry; 3) list three job postings that are currently available including location, salary, and experience required in the fashion industry.	Merchandiser PR Specialist Marketing Executive Boutique Owner	Formative: Test: Common