



## Arkansas Department of Education Distance Learning Center

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### Fashion Merchandising

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### Course Description (Grades 10-12)

Fashion Merchandising is a one-semester course designed to offer an overview of the fashion industry. It provides the foundation to prepare students for a wide range of careers available in the different levels of the fashion industry. Emphasis is given to historical development, textiles, manufacturers, merchandising, marketing domestic and foreign markets, accessories, and retailing. Course code: 492190

### Required Textbooks:

*Fashion, From concept to consumer 9<sup>th</sup> edition, Pearson/Prentice Hall ISBN: 10: 0131590332*

All students are required to have an active e-mail account for this course

Schools must make a digital camera available for student use at scheduled times during the semester

School computers must be equipped with Microsoft Word, PowerPoint Applications and SameTime

**Supplies:** Colored pencils, pens, 1 ½ binder, sketch pad/drawing OR paper/copy paper, glue stick, magazines/catalogs, scissors

**Grading/Evaluation Procedures:** You determine your grade by the **total number of points** you earn during each nine weeks. Semester grades will include a cumulative final and will be submitted to schools as a percentage according to each school's semester grade calculations. Each nine weeks may consist of the following:

|                                     |                             |              |
|-------------------------------------|-----------------------------|--------------|
| <b>Tests</b>                        | 4 Exams, 100 pts each       | 400 Possible |
| <b>Projects</b> (Design Challenges) | 3 Projects, 100 pts each    | 300 Possible |
| <b>Quizzes</b>                      | 5 Quizzes, 30 points        | 150 Possible |
| <b>Assignments/<br/>Homework</b>    | 15 Assignments, 10 pts each | 150 Possible |
| <b>Total Number of Points</b>       |                             | <b>950</b>   |

- **Tests** will include objective questions such as multiple choice, fill in the blank, matching and short answer and/or essay.
- **Projects** may include design challenges, PowerPoint presentations, and critique of local boutique operations and career research.
- **Assignments/Homework** will be discussed in class and some assignments will be collected.
- **Quizzes** will be given throughout the semester that may include multiple choice, fill in the blank, matching or short answer questions. On occasion, unannounced quizzes will also be given.

**Class Rules:** Because we have so much information to cover in so little time, there will be a zero-tolerance rule when it comes to discipline problems in the classroom. Students are expected to follow all policies in the ADE DLC Student Handbook.

**Assignment/Homework Policy:** **ALL** assignment/homework will be checked for either completion or accuracy. Students are responsible for all assignments. Failure to complete an assignment on the due date will result in a grading penalty for that assignment.



### Make-up Assignments:

Regardless of why you may be absent, it is **your responsibility** to check your lesson plans and see what you missed. If you know you are going to be absent, it is **your responsibility** to follow along with the assignments on the lesson plans. Contact me via email if you have any questions about an assignment that you missed. Additional information on missed assignments is also in your ADE -DLC Student Handbook. It is **your responsibility** to follow the make up policy.

### Course objectives:

- Define basic fashion merchandising terminology
- Summarize economic and political influences on fashion
- Analyze the main principles of the fashion movement
- Describe the fashion cycle
- Describe the role of profit, competition and supply and demand in the free-market system
- List the basic forms of business organizations
- Explain the concepts of fashion marketing and fashion merchandising
- Distinguish between market growth, share and segmentation
- Summarize the concept of product development while emphasizing the importance of demographics and psychographics
- Summarize the important aspects of the textile industry
- Explain the importance of the principles and elements of design in relation to fashion
- Describe how harmony is achieved in garment designs
- Explain the price market category of apparel
- Discuss the process and methods of apparel production
- Summarize the purpose for, and types of, fashion advertising and promotion
- Explain the importance of visual merchandising
- Identify the different aspects of planning for fashion shows
- List and assess popular views about and educational requirements for fashion careers

### Course Outline and Arkansas Curriculum Framework Correlations:

#### The Meaning of Clothing and Fashion

- AR Frameworks: 1.1, 1.2, 1.3, 1.6, 1.7, 1.8, 2.1, 3.6, 6.5, 6.6, 7.1, 7.4, 7.5, & 10.1

#### Fashion Movement

- AR Frameworks: 1.5, 1.6, 1.7, 1.8, 2.1, 2.4, 3.6, 6.4, 6.5, 6.6 & 7.1

#### Basic Economic Concepts

- AR Frameworks: 1.5, 1.6, 1.7, 1.8, 2.1, 2.4, 2.5

#### Satisfying the Fashion Market

- AR Frameworks: 2.5, 5.3, 6.1, 6.2, 6.3, 8.1 & 8.4

#### Textiles

- AR Frameworks: 3.1, 3.2, 3.3 & 3.4

#### Using Design in Fashion

- AR Frameworks: 1.4, 1.5, 1.6, 1.7, 2.3, & 5.4

#### The Fashion Design Segment

- AR Frameworks: 2.3, 2.6, 3.7, 3.8, 3.9, 5.1, 5.4, 5.5, 6.1, 6.2, 6.3, 6.6, 6.7, 6.8

#### Fashion Promotion through Advertising

- AR Frameworks: 3.8, 6.1 & 7.5

#### Visual Merchandising

- AR Frameworks: FM 7.6

#### Special Events and Fashion Shows

- AR Frameworks: 6.9, 7.1, 7.3, 9.1, 9.2, 9.4, 9.5, 10.3 & 10.10

#### Fashion Careers

- AR Frameworks: 6.9, 9.1, 9.2, 9.5, 9.6, 10.1, 10.2, & 10.3