

# Fashion Merchandising B

**Levels:** Grades 10-12  
**Units of Credits:** 0.50  
**CIP Code:** 08.0101  
**Core Code:** 37010000060  
**Prerequisites:** None  
**Skill Test:**

## COURSE DESCRIPTION

The Fashion Merchandising course 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: Elements and Principles of design, color theory, wardrobing, Fashion Marketing, Basic Fashion and Business Concepts, size categories, and caring for clothing. Students taking marketing classes should have the opportunity to participate in the DECA organization (Student Marketing Leadership Association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

## CORE STANDARDS, OBJECTIVES AND INDICATORS

### STANDARD 9

**Students will understand the basic elements of color.**

**Objective 1:** Identify symbolism for eight colors.

a.

**Objective 2:** Explain hue, value, and intensity.

a.

**Objective 3:** Identify the five basic color schemes.

a.

**Objective 4:** Identify the elements of the color wheel.

a.

**Objective 5:** Identify the four personal seasonal coloring types.

a.

### STANDARD 10

**Students will understand the elements of design.**

**Objective 1:** Identify and provide a definition for each of four elements of design.

a.

**Objective 2:** Identify each of the following lines: straight, jagged, curved, horizontal, vertical, and diagonal.

a.

**Objective 3:** Identify four different textures and describe the visual effect of each.

a.

**Objective 4:** Identify the following shapes: full, wide; trim, compact; straight, tubular; form fitting

## **STANDARD 11**

**Students will understand the principles of design.**

**Objective 1:** Identify the four principles of design and provide a definition for each.

a.

**Objective 2:** Identify how each design principle can be used to enhance a person's figure.

a.

**Objective 3:** Identify five common body types and list two clothing items to avoid and two to choose when selecting clothing items.

a.

## **STANDARD 12**

**Students will understand the basics of the design process.**

**Objective 1:** Identify the steps in the design process.

a.

**Objective 2:** Define: pattern making, grading, samples

a.

## **STANDARD 13**

**Students will understand how to choose clothes that are appropriate for them and the basics of planning a wardrobe.**

**Objective 1:** Explain why the image you project is important.

a.

**Objective 2:** Identify Yin and Yang traits.

a.

**Objective 3:** List factors that help you choose apparel that is "right" for you.

a.

**Objective 4:** Identify three benefits of wearing clothing that is "right" for you.

a.

**Objective 5:** Identify ten accessory items that can help complete outfits in a wardrobe.

a.

**Objective 6:** Identify three examples of wardrobe extenders.

a.

**Objective 7:** Define: basic apparel, investment dressing, extenders, wardrobe plan.

a.

## **STANDARD 14**

**Students will understand the types of business ownership and basic economic terms.**

**Objective 1:** Define the following terms: primary market, secondary market, tertiary market, retailing, sole proprietorship, partnership, corporation, risk, risk management.

a.

**Objective 2:** Identify the types of risks faced by a fashion business

a.

**Objective 3:** Define the following terms: globalization, imports, exports, balance of trade, supply, demand, law of supply and demand, profit, trade quotas.

a.

## **STANDARD 15**

**Students will understand basic skills to help them be smart shoppers and making good purchases.**

**Objective 1:** Define: hangtags, labels, packaging.

a.

**Objective 2:** Define the following terms: Permanent Care Labeling Rule and Textile Fiber Products Identification Act and identify the four kinds of information that must appear on labels of all textile products sold in the United States.

a.

**Objective 3:** Define: Comparison shopping, value, low quality garments, medium quality garments, high quality garments (including the 5 characteristics of high quality garments).

a.

**Objective 4:** List ten specific points to check when judging the quality of a garment and explain specific items for each.

a.

**Objective 5:** Identify five ways to check the fit of a garment when trying it on.

a.

**Objective 6:** Identify five ways of paying for a purchase and list two advantages and two disadvantages for each.

a.

**Objective 7:** Define the following terms: credit limit, credit rating, 30-day charge account, revolving charge account, and installment plan.

a.

## **STANDARD 16**

**Students will understand size categories for children, men, and women.**

**Objective 1:** Identify the seven age-related size categories for infants.

a.

**Objective 2:** Identify the four size categories for toddlers.

a.

**Objective 3:** Identify the six size categories for young children.

a.

**Objective 4:** Identify the classifications for women's wear.

a.

**Objective 5:** Identify the classifications for men's wear.

a.