

FASHION STRATEGIES

Family and Consumer Sciences

Grade: 9
Duration: 1 Semester
ISEE: 192009
FC: 0106

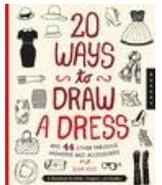
Teacher Endorsement:
Family & Consumer Sciences 06/12: 7094, 7971

COURSE DESCRIPTION:

A foundational course that prepares individuals to analyze the social, psychological, and physiological aspects of clothing and textiles. Focus is on the individual's own fashion awareness for personal selection, care, maintenance, and construction of their clothing needs. Included are: the nature, acquisition, and use of clothing and textile products; consumer and career information relative to the personal collection, design, construction and maintenance of clothing and textile products; and the effect of consumer choices on the individual and family. Career education and Family, Career and Community Leaders of America (FCCLA) student leadership are expected to be an integral part of the course.

SUGGESTED ANCILLARY RESOURCE MATERIALS:

- *Kate, the Duchess of Cambridge Royal Coloring Book* – Paperback by Ellen Rudisill Miller (Author) \$3.55
 - ISBN: 978-0486797724
- *20 Ways to Draw a Dress and 44 Other Fabulous Fashions and Accessories: A Sketchbook for Artists, Designers, and Doodlers* – Paperback by Julia Kuo (Author) \$12.15
 - ISBN: 978-1592538850
- *Fashion Design Workshop: Stylish step-by-step projects and drawing tips for up and coming designers* – Paperback by Stephanie Corfee (Author) \$10.84
 - ISBN: 978-1600582295
- *The Fashion Sketchpad: 420 Figure Templates for Designing Looks and Building Your Portfolio* – Spiral-bound by Tamar Daniel (Author) \$10.71
 - ISBN: 978-0811877886



SUGGESTED WEB LESSONS:

- Utah Ed. Network: <http://www.uen.org/cte/family/fashion/info.shtml>
- Fashion Strategies, Day 1: <https://www.tes.com/lessons/pCZgJJedueV11A/fashion-strategies-day-1-s3-01>

FASHION STRATEGIES

Scope and Sequence

UNIT I. Fashion 5-8 Days

1. Define: fashion, fad, classic, style, design, trends, fashion cycle.
2. Recognize fashion elements: silhouette, details, texture, and color.
3. Analyze the cyclical nature of fashion.
4. Identify basic design details used in fashion design and create an original fashion using the basic design.

UNIT II. Personal Fashion 5-10 Days

1. Recognize how to integrate fashion and textiles terminology.
2. Evaluate how your appearance communicates a message about you to others.
3. Analyze how clothing reflects individual and group images.
4. Identify fashion personalities.
5. Evaluate individual body type by using measurements and comparisons with body type charts and information.
6. Recognize, analyze, and identify fashions that flatter personal body type.
7. Create a personal fashion-statement board.

UNIT III. Grooming 2-4 Days

1. Discuss and analyze proper care of skin, nails, hair, and teeth.
2. Identify factors to consider when choosing a hairstyle, make-up, bodyscaping, and permanent art.
3. Develop a practical, personal, hygiene routine. Examine this routine and make needed improvements.
4. Correlate how diet, posture, exercise, and sleep affect appearance and the way a person feels.
5. Explore careers in grooming related careers.

UNIT IV. Consumer Strategies 3-5 Days

1. Analyze factors which influence our clothing buying patterns and habits such as:
 - a. Social conditions, buying power, leisure time, family size, geographic mobility, and technology.
 - b. Changes in the economy.
 - c. Increased education.
 - d. Current events.
 - e. Innovations in technology and marketing.

- f. Entertainment and entertainers of theater, films, sports figures, and TV and social media personalities.
 - g. Use of advertising techniques and how they influence our purchasing patterns.
2. Recognize the different types of retail stores available in the marketplace such as:
 - a. Chain
 - b. Department
 - c. Specialty
 - d. Discount
 - e. Manufacturer owned
 - f. Outlet
 - g. Online
 - h. Social media
 3. Discuss, evaluate, and predict personal shopping habits and the use of consumer credit.

UNIT V. Fashion History

5-10 Days

1. Analyze and identify the fashions of each decade from 1890-current.
2. Compare design details of each decade of fashion.
3. Identify silhouette lines from 1890-current.
4. Predict future trends and how technology will play a role.

Unit VI. Fashion Careers

5-10 Days

1. Identify basic fashion economics as it relates to fashion career opportunities.
 - a. Fashion Design in general to include haute couture, designer label, ready-to-wear, mass market, and craft.
 - b. Analyze the differences and similarities in each market.
 - c. Define collections, and understand how they are developed.
2. Analyze fashion careers by description, qualifications, personal qualities needed, and how to get started in 10 of the following suggested careers:
 - a. Textile designer
 - b. Fashion illustrator
 - c. Pattern cutter/designer
 - d. Instructor of fashion design or illustration
 - e. Fashion photographer
 - f. Fashion journalist
 - g. Public relations consultant
 - h. Fashion merchandizer
 - i. Stylist
 - j. Fashion model
 - k. Theater and costume design
 - l. Product Developer
 - m. Hair and Makeup

- n. 3D Fashion Designer/technician
 - o. Copy writer
 - p. Trend forecaster
 - q. Garment production
 - r. Tailor/seamstress
 - s. Production management
3. Research a specific fashion career and identify skills and knowledge required for that career.

Unit VII. Fashion Designers

3-5 Days

1. Locate the five established fashion capitals around the world.
2. Identify at least two designers, past or present, to represent each country.
3. Understand how world fashion market timetables work.
4. Identify the top designers, modern and historical, European and American.

Unit VIII. Principles and Elements of Fashion Design

5-10 Days

1. Recognize the different types of line – horizontal, vertical, curved, diagonal, narrow, and wide – as they relate to personal fashion.
2. Identify the elements of design: proportion, scale, balance, emphasis, and rhythm.
3. Relate the affect these principles have on the way clothes look on an individual.
4. Apply principles and elements of design to personal fashion.
5. Recognize the color wheel components.
6. Demonstrate use of the color vocabulary words: hue, value, intensity, tint, shade, primary colors, secondary colors, and intermediate (tertiary) colors, warm and cool colors.
7. Identify color schemes: analogous, complementary, monochromatic and accented neutral.
8. Identify social and emotional correlations to color.
9. Identify aspects of color on body proportions and relate the information to personal body type.
10. Name at least three factors that influence color trends.
11. Experiment with color in make-up and clothing and discover its effects on personal appearance.
12. Complete a personal color analysis using color collars, examining hair, skin and eye color.
13. Practice using the principles and elements of design.

Unit IX. Textiles

1. Become familiar with textile terminology.
2. Define the characteristics of natural and manufactured fibers.
3. Describe how the fiber affects clothing characteristics.

4. Explain the care required for fabrics made from natural and manufactured fibers.
5. Identify the different fabric construction techniques. Include: woven, knitted, non-woven and bonded.

Unit X. Clothing Coordination

1. Define wardrobe planning.
2. Identify and analyze your current wardrobe needs.
3. Assess needs and wants for your wardrobe.
4. Plan adjustments to your wardrobe to fit your lifestyle and budget.
5. Analyze how labels and hangtags can help make clothing decisions.
6. Recognize how accessories can stretch a wardrobe.
7. Develop “wardrobe stretching” techniques.

Unit XI. Wardrobe Care

1. Review garment labeling and care labels.
2. Review proper laundry techniques.
3. Define elements of laundry including: water temperature, detergent selection, dry cleaning, ironing, sorting, hand washing, laundry aids, pretreating heavy soils, and stain removal.
4. Identify various types of stains and analyze treatment.
5. Complete laundry experiments relating to shrinkage and color bleeding.

Unit XII. Clothing Construction

1. Analyze construction preparation principles including: time management, pattern information, pattern markings, and measurements.
2. Review fabric selection and preparation.
3. Apply layout techniques including: grain line, how to mark, and fabric nap.
4. Review small equipment use and safety.
5. Review straight stitch machines and sergers for proper use and safety.
6. Complete construction projects relevant to class. Suggested: sweat shirts and pants, bags, windsocks, T-shirts, shorts, fanny packs, etc.
7. Compete in an FCCLA foundational, leadership, or career preparation STAR Event demonstrating fashion knowledge.