

**Standards/Measurement Criteria**  
**Design and Merchandising**  
**Fashion Design and Merchandising - Option A**  
**CIP No. 52.1900.2**

**\*This indicates the “technical skill standards” for this program that will be assessed on the end-of-program Design and Merchandising standards assessment.**

**1.0 EXPLORE A CAREER PLAN IN DESIGN AND MERCHANDISING**

- 1.1 Examine traditional, non-traditional, and entrepreneurial design and merchandising occupational choices
- 1.2 Review design and merchandising career opportunity information
- 1.3 Identify trends in design and merchandising related occupations through labor market research on wages, types and locations of opportunities
- 1.4 Recognize factors that influence design and merchandising career choices
- 1.5 Relate interests, skills and attitudes to career exploration in design and merchandising
- 1.6 Review post secondary education required for careers in design and merchandising

**2.0 PRACTICE EMPLOYABILITY SKILLS REQUIRED FOR A DESIGN AND MERCHANDISING OPPORTUNITY**

- 2.1 Identify factors contributing to job success in design and merchandising
- 2.2 Demonstrate work ethics and behavior
- 2.3 Discuss how social skills are helpful in obtaining and maintaining a job in design and merchandising
- 2.4 Practice the use of terminology related to design and merchandising occupation
- 2.5 Discuss elements of professionalism in a design environment

**3.0 DEVELOP JOB SEARCH SKILLS FOR THE DESIGN AND MERCHANDISING INDUSTRY**

- 3.1 Research employment opportunities in design and merchandising
- 3.2 Critique a job application online and in hard copy
- 3.3 Review professional dress, interviewing skills and résumés
- 3.4 Demonstrate the use of technology in a job search

**\*4.0 ANALYZE FACTORS THAT INFLUENCE HUMAN BEHAVIOR IN A DESIGN AND MERCHANDISING ENVIRONMENT**

- 4.1 Describe how personal values influence choices and goals
- 4.2 Explain how culture influences behavior

- 4.3 Develop social awareness related to diversity
- 4.4 Identify anthropometrics and how they affect designs
- 4.5 Explain the influence of physical attributes (including disabilities) on clothing designs and human environments

## **5.0 ANALYZE FAMILY UNITS BASED ON SOCIAL, CULTURAL, PHYSIOLOGICAL, ECONOMIC AND PSYCHOLOGICAL FACTORS AS THEY RELATE TO CLOTHING AND HOUSING NEEDS**

- 5.1 Examine recent changes in family structures
- 5.2 Examine stages in the family life cycle
- 5.3 Recognize cultural differences in families
- 5.4 Review the impact of physiological changes or differences on families
- 5.5 Identify the impact of economic differences on families

## **6.0 PRACTICE EFFECTIVE COMMUNICATION SKILLS FOR THE DESIGN AND MERCHANDISING WORKPLACE**

- 6.1 Interpret verbal and nonverbal communication
- 6.2 Identify barriers to effective communication
- 6.3 Practice skills used to communicate with clients in a design workplace
- 6.4 Identify guidelines and etiquette for effective written communication (letters, reports and email)
- 6.5 Recognize and adapt to language barriers, ethnicity and gender in a design workplace context
- 6.6 Practice communication skills to deal with conflict and problem solving in a design environment

## **7.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA (FCCLA)**

- 7.1 Determine the roles and responsibilities that leaders and team members bring to a design and merchandising organization
- 7.2 Identify personal leadership style
- 7.3 Describe characteristics of an effective team player
- 7.4 Discuss characteristics of effective teams
- 7.5 Practice techniques to involve each member of the team
- 7.6 Demonstrate teamwork required for a design and merchandising environment
- 7.7 Practice effective meeting management
- 7.8 Participate in a design and merchandising career development event
- 7.9 Develop and implement a personal and professional improvement plan
- 7.10 Demonstrate business etiquette and networking skills
- 7.11 Practice the decision-making process

- 7.12 Examine the differences between consensus building and majority decision making

## **8.0 DEMONSTRATE TECHNOLOGICAL LITERACY FOR THE DESIGN AND MERCHANDISING WORKPLACE**

- 8.1 Examine the uses of technology in the design and merchandising field
- 8.2 Communicate using telecommunication tools
- 8.3 Demonstrate basic usage of computers (input, storage and output)
- 8.4 Access information electronically (via Internet, CD-ROM, etc.)
- 8.5 Understand and properly use email

## **9.0 APPLY PROBLEM SOLVING AND DECISION MAKING PROCESSES TO DESIGN AND MERCHANDISING SITUATIONS**

- 9.1 Practice problem-solving processes for a design and merchandising environment
- 9.2 Describe methods of establishing priorities for a design and merchandising workplace
- 9.3 Prepare a plan of work and schedule for the design and merchandising industry
- 9.4 Identify and create tools for the evaluation of products/services in the design and merchandising industry
- 9.5 Explore the needs of internal and external customers for a design and merchandising workplace

## **\*10.0 APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN DESIGN AND MERCHANDISING**

- 10.1 Express problems in design and merchandising using numeric, symbolic and/or graphic representations
- 10.2 Perform mathematical calculations in the context of design and merchandising related problems
- 10.3 Demonstrate knowledge of units of measurement (English and metric)
- 10.4 Use technology in the solution of math-related problems
- 10.5 Calculate material quantities needed for a design project

## **\*11.0 DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR DESIGN AND MERCHANDISING**

- 11.1 Employ various types of drawing media and surfaces in traditional or digital form used in a design environment
- 11.2 Illustrate the basic elements and principles of design using traditional or digital media
- 11.3 Apply fundamentals of color theory in traditional or digital media

## **\*12.0 APPLY MEASUREMENT TECHNIQUES**

- 12.1 Identify common measurement tools used in design and merchandising and their functions
- 12.2 Select an appropriate measurement technique for a specific measurement need
- 12.3 Select and use the appropriate measurement tool for the task
- 12.4 Determine degree of accuracy required for a specific task or situation

## **13.0 PRACTICE SAFE WORKING PROCEDURES FOR A DESIGN AND MERCHANDISING WORKPLACE**

- 13.1 Identify responsibilities of professionals to create/maintain a safe design and merchandising work environment
- 13.2 Explain appropriate safety precautions for a design and merchandising workplace
- 13.3 Apply ergonomic principles for a design and merchandising environment
- 13.4 Recognize and demonstrate safe use of basic equipment for a design and merchandising workplace
- 13.5 Identify and learn to access codes and standards such as American Disabilities Act (ADA), Uniform Federal Accessibility Standards (UFAS) flammability and safety requirements

## **14.0 EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE DESIGN AND MERCHANDISING INDUSTRY**

- 14.1 Explain the basic concepts involved in contract law, consumer law and consumer credit and protection
- 14.2 Define code of ethics for a design and merchandising environment
- 14.3 Examine the relationship between ethics and the law for the design and merchandising industry
- 14.4 Examine the problems related to maintaining ethical standards in situations without a clear standard

## **15.0 EXPLORE MARKETING PRINCIPLES FOR DESIGN AND MERCHANDISING OPERATIONS**

- 15.1 Identify target markets
- 15.2 Select products or services to link with customer needs
- 15.3 Identify strategies for promoting products/services

## **\*16.a DISTINGUISH INFLUENCES ON THE FASHION DESIGN INDUSTRY**

- 16.1a Explain the history of fashion
- 16.2a Explain the psychology of fashion
- 16.3a Explain the impact of fashion trends and forecasting
- 16.4a Explain how values are communicated through clothing and accessories

- 16.5a Explain the role of leading designers, celebrities and others in determining fashion trends

**\*17.a ANALYZE A FASHION DESIGN AND MERCHANDISING BUSINESS**

- 17.1a Describe business opportunities in the apparel industry
- 17.2a Compare the advantages and disadvantages of sole proprietorships, partnerships, and corporations
- 17.3a Identify the stages of apparel production
- 17.4a Describe the impact of technology on apparel design and production
- 17.5a Summarize demographic, societal and cultural factors that affect the apparel business
- 17.6a Determine the impact of design decisions on the cost of apparel products
- 17.7a Analyze international factors that affect the apparel industry
- 17.8a Explain the role of small business on local, state, national and international economies

**\*18.a ANALYZE FACTORS THAT DETERMINE THE SELECTION OF CLOTHING**

- 18.1a Explain how people express themselves through the use of clothing
- 18.2a Identify body types and characteristics that influence the proper selection of clothing
- 18.3a Explain how an illusion of size can be created by the proper selection of fabric design and texture

**\*19.a ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN**

- 19.1a Identify key elements and principles of design
- 19.2a Demonstrate the use of the basic design elements and principles
- 19.3a Demonstrate an understanding of the color principles
- 19.4a Differentiate between hue, value and intensity
- 19.5a Explain how color impacts design
- 19.6a Evaluate the elements and principles of design used in products

**\*20.a EVALUATE TEXTILES, FIBERS AND FABRICS**

- 20.1a Explain the history of fibers and fabrics
- 20.2a Identify the characteristics of natural and manufactured fibers
- 20.3a Identify the characteristics of fabrics with various yarn construction
- 20.4a Compare woven, knit, and other methods of fabric construction
- 20.5a Explain fabric finishes and color application methods
- 20.6a Evaluate fibers and fabrics for specific end uses
- 20.7a Apply labeling information to care for fabrics

## **21.a ESTABLISH SAFE USE OF EQUIPMENT**

- 21.1a Use trade equipment and tools appropriately
- 21.2a Maintain and store equipment
- 21.3a Identify proper safety procedures when using care products and equipment

## **\*22.a CONSTRUCT A GARMENT BY APPLYING THE PRINCIPLES OF QUALITY APPAREL CONSTRUCTION**

- 22.1a Compare the quality of different clothing construction techniques
- 22.2a Determine yardage, cost of fabric, and other needs for selected pattern style and use
- 22.3a Interpret pattern directions for constructing textile items
- 22.4a Perform pattern layout and cutting for garment construction
- 22.5a Use a pattern to construct a garment
- 22.6a Practice effective pressing techniques by using appropriate equipment
- 22.7a Evaluate the construction and proper fit of garments

## **\*23.a PREPARE FASHION DESIGNS**

- 23.1a Identify styles, parts, and details that make up a garment
- 23.2a Draw a fashion figure
- 23.3a Sketch a fashion design on a croquis
- 23.4a Illustrate the principles and elements of design in fashion sketches
- 23.5a Select appropriate fashion swatches for a fashion design
- 23.6a Create a flat that shows design features and construction details
- 23.7a List the steps in developing a sample garment
- 23.8a Identify computer software and applications for computer-assisted design (CAD) in the fashion industry
- 23.9a Design and illustrate an apparel line

## **24.a INCORPORATE COMPUTER TECHNOLOGY TO CREATE A FASHION DESIGN**

- 24.1a Identify computer software and applications for computer-assisted design (CAD) in the fashion industry
- 24.2a Operate computer hardware and utilize appropriate software for fashion designing
- 24.3a Create and illustrate fashion designs using computer hardware and software
- 24.4a Use computer technology to scan and create flats, illustrations and textile designs
- 24.5a Use scanned original designs to create a garment
- 24.6a Illustrate the creation of an apparel line

**\*25.a EXPLAIN THE IMPORTANCE OF ACCESSORIES TO FASHION**

- 25.1a Identify accessory categories
- 25.2a Identify accessory styles within various categories
- 25.3a Compare quality construction features of different accessories

**26.a DEMONSTRATE ORAL COMMUNICATION SKILLS FOR THE DESIGN AND MERCHANDISING WORKPLACE**

- 26.1a Use questioning techniques to obtain needed information from an audience
- 26.2a Interpret verbal and nonverbal communications
- 26.3a Demonstrate active listening skills during communications
- 26.4a Use technical language appropriate for the field of design and merchandising
- 26.5a Employ appropriate technologies for a formal presentation
- 26.6a Prepare, organize and deliver presentations including sales talks, incorporating other appropriate verbal and nonverbal communication skills
- 26.7a Demonstrate collaboration skills
- 26.8a Demonstrate effective telephone etiquette

**27.a DEMONSTRATE WRITTEN COMMUNICATION SKILLS FOR THE DESIGN AND MERCHANDISING WORKPLACE**

- 27.1a Conduct formal/informal research to compile appropriate topical information
- 27.2a Organize information and develop an outline
- 27.3a Write business communications using appropriate format for the situation
- 27.4a Using appropriate technology, prepare draft documents using established rules for grammar, spelling and sentence construction

**28.a EVALUATE THE ROLE OF A SMALL FASHION DESIGN AND MERCHANDISING BUSINESS IN THE ECONOMY**

- 28.1a Examine the role of small business on local, state, national and international economies
- 28.2a List the factors, including personal traits, which contribute to success in small business
- 28.3a Compare/contrast the advantages/disadvantages of sole proprietorships, partnerships and corporations
- 28.4a Analyze the relationship of customer service and customer satisfaction on the success of a business

## **29.a RECOMMEND ACCEPTED BUSINESS PRACTICES FOR DESIGN AND MERCHANDISING**

- 29.1a Research the procedures for starting an entrepreneurial business in the design and merchandising field
- 29.2a Develop a budget based on a business plan for a design and merchandising business
- 29.3a Develop a budget based on a business plan for a Fashion Design and Merchandising Business
- 29.4a Develop an income statement and balance sheet for a design and merchandising business
- 29.5a Interpret financial information for decision making and planning including the need for banking services
- 29.6a Monitor and adjust business operations based on financial performance
- 29.7a Analyze insurance and benefit needs
- 29.8a Assess client needs and manage customer relations
- 29.9a Describe the impact of quality communications on the success of a design organization
- 29.10a Analyze contracts for potential work, including essential elements for the protection of both parties

## **\*30.a UNDERSTAND THE OPERATIONS OF RETAILING**

- 30.1a Define quality customer service
- 30.2a Demonstrate selling techniques that meet client buying needs and motives
- 30.3a Explain merchandise buying practices
- 30.4a Explain how to receive, mark, and stock merchandise
- 30.5a Explain the relationship among pricing, profit and customer's perception of value
- 30.6a Analyze the relationship of customer service and customer satisfaction on business success
- 30.7a Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities

## **\*31.a EXHIBIT MARKETING SKILLS FOR THE SUCCESS OF DESIGN AND MERCHANDISING BUSINESS**

- 31.1a Explain merchandise buying practices
- 31.2a Understand visual merchandising and its impact
- 31.3a Assemble a visual marketing presentation
- 31.4a Create product displays using the elements and principles of design
- 31.5a Explain the use of promotional activities to market products and services
- 31.6a Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust

### **32.a PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA (FCCLA)**

- 32.1a Determine the roles and responsibilities that leaders and team members bring to a design and merchandising organization
- 32.2a Identify personal leadership style
- 32.3a Describe characteristics of an effective team player
- 32.4a Discuss characteristics of effective teams
- 32.5a Practice techniques to involve each member of the team
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- 32.8a Participate in a design and merchandising career development event
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- 32.10a Demonstrate business etiquette and networking skills
- 32.11a Practice the decision-making process
- 32.12a Examine the differences between consensus building and majority decision making

### **33.a PREPARE FINANCIAL RECORDS AND ACCOUNTS FOR A DESIGN AND MERCHANDISING ORGANIZATION**

- 33.1a Explain checking account records
- 33.2a Explain accounts payable and accounts receivable
- 33.3a Complete expense records
- 33.4a Prepare financial statements
- 33.5a Examine payroll records/information

### **34.a EXPLORE DESIGN AND MERCHANDISING SYSTEMS THEORY AND PRACTICE**

- 34.1a Explain how planning is used to improve overall organizational performance
- 34.2a Use organizational charts to analyze the workplace operations of a design and merchandising business
- 34.3a Explain how work plans and budgets are used to allocate people and resources

### **35.a EVALUATE LEADERSHIP STYLES APPROPRIATE FOR THE DESIGN AND MERCHANDISING WORKPLACE**

- 35.1a Determine personal characteristics of effective leaders
- 35.2a Compare/contrast leadership and management styles
- 35.3a Describe how cultural/ethnic differences affect interpersonal interactions/communications within a group

### **36.a PREPARE FOR EMPLOYMENT IN DESIGN AND MERCHANDISING**

- 36.1a Develop a résumé
- 36.2a Complete the job application process
- 36.3a Research a company as a potential employer
- 36.4a Demonstrate interviewing skills, including pre-interview preparation and post-interview follow-up
- 36.5a Develop a portfolio that reflects a progression of work specific to the fashion design and merchandising industry

### **37.a MANAGE AN INDIVIDUAL CAREER PLAN FOR THE DESIGN AND MERCHANDISING INDUSTRY**

- 37.1a Examine career options in fashion design and merchandising, including entrepreneurship
- 37.2a Determine personal and career goals
- 37.3a Develop career goals based on interests, aptitudes and research
- 37.4a Describe factors that contribute to job satisfaction and success
- 37.5a Determine educational requirements and training necessary to be employed in the design and merchandising industry

### **38.a PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES FOR THE DESIGN AND MERCHANDISING INDUSTRY**

- 38.1a Use technology appropriate for the job
- 38.2a Demonstrate positive work behaviors
- 38.3a Demonstrate positive interpersonal behaviors
- 38.4a Understand how to adapt to changes in the workplace
- 38.5a Practice work-based learning by participating in a supervised fashion related work experience in an industry setting or by participating in the operation of a school based enterprise