

Standards/Measurement Criteria
Design and Merchandising
Interior Design and Merchandising - Option B
CIP No. 52.1900.3

***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 occupations
- 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 on line 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, 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, 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 the customer's needs
- 15.3 Identify strategies for promoting products/services

***16.b ANALYZE ART PERIODS AND DESIGN STYLES**

- 16.1b Compare art periods and design styles
- 16.2b Discuss influences of art on interior design

- 16.3b Explain how architecture, furniture and furnishings have been influenced by technology, mass production and prosperity cycles through history
- 16.4b Describe characteristics of different styles of architecture, interiors, furniture and furnishings

***17.b ANALYZE THE INTERIOR DESIGN AND HOUSING INDUSTRY**

- 17.1b Describe factors influencing the interior design industry
- 17.2b Examine trends in housing
- 17.3b Identify factors that influence design and development in housing and interiors
- 17.4b Describe the impact of technology on housing and interior design
- 17.5b Evaluate an existing plan using the 7 principles of Universal Design

***18.b DETERMINE ISSUES IN HOUSING**

- 18.1b Identify individual and family needs (standards, goals, financial resources, human resources and community preferences) in planning housing interiors
- 18.2b Relate how geographic locations, safety, security, energy-efficiency, aesthetic preferences and required maintenance affect housing choices for individuals, families and communities
- 18.3b Analyze construction specifications and quality to meet the needs of special populations
- 18.4b Explain basic housing construction and finishing considerations
- 18.5b Examine the effects of landscaping on housing and the larger environment
- 18.6b Summarize the impact of current and emerging trends and issues on housing needs of individuals, families and communities

***19.b ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN**

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

***20.b EXPLAIN THE BASIC ELEMENTS AND PRINCIPLES OF INTERIOR DESIGN**

- 20.1b Describe the influence of design elements and principles in interior design
- 20.2b Illustrate the application of design principles in interior design
- 20.3b Identify art principles as applied to housing and interiors

***21.b EVALUATE TEXTILES, FIBERS AND FABRICS**

- 21.1b Explain the history of fibers and fabrics
- 21.2b Identify the characteristics of natural and manufactured fibers
- 21.3b Identify the characteristics of fabrics with various yarn construction
- 21.4b Compare woven, knit and other methods of fabric construction
- 21.5b Explain fabric finishes and color application methods
- 21.6b Evaluate fibers and fabrics for specific end uses
- 21.7b Apply labeling information to care for fabrics

***22.b ANALYZE INTERIOR MATERIALS AND PRODUCTS**

- 22.1b Analyze floor coverings, wall coverings and window treatments
- 22.2b Compare the features of kitchen and bath surfaces
- 22.3b Examine and select textiles for their quality and appropriateness for household use
- 22.4b Apply guidelines in selecting appropriate lighting
- 22.5b Assess the environmental impact (green design) and sustainability of interior materials and products
- 22.6b Choose color schemes for rooms from paint, wallpaper, flooring and fabric samples
- 22.7b Analyze kitchen and bath fixtures and equipment
- 22.8b Identify carpet styles in terms of construction, fiber content and other quality factors

***23.b CHOOSE FURNISHINGS AND ACCESSORIES**

- 23.1b Determine the use of furnishings and products in meeting specific housing and interior needs
- 23.2b Identify types of accessories and demonstrate proper arrangement for needs of consumers (including the aging population and physically challenged)
- 23.3b Analyze upholstered furniture and explain criteria for judging the quality of furniture
- 23.4b Assess aesthetic and functional aspects of furniture
- 23.5b Describe factors to be considered when coordinating furniture and accessories
- 23.6b Compare characteristics of home furnishings and appliances (i.e., performance, safety, cost, quality, efficiency and space)
- 23.7b Evaluate various interior furnishings, appliances and equipment considering design elements

24.b ESTABLISH SAFE USE OF EQUIPMENT

- 24.1b Use trade equipment and tools appropriately
- 24.2b Maintain and store equipment
- 24.3b Develop personal safety practices required while on work-related assignments beyond the business site
- 24.4b Identify proper safety procedures when using care products and equipment

***25.b DEMONSTRATE TECHNICAL KNOWLEDGE FOR INTERIOR DESIGN**

- 25.1b Explore sources of information about standard interior specifications
- 25.2b Utilize applicable building codes, universal principles and regulations in floor/space planning
- 25.3b Demonstrate measuring, estimating, ordering, purchasing and pricing skills for interior furnishings and products
- 25.4b Prepare a design plan that addresses needs, goals and resources of diverse client populations
- 25.5b Determine traffic flow, activity and existing architectural features in creating floor/space plans responding to needs of all populations (including the aging and physically challenged)

***26.b INTERPRET SCHEMATICS, BLUEPRINTS AND TECHNICAL DRAWINGS USED IN DESIGN AND MERCHANDISING**

- 26.1b Interpret blueprints and floor plans
- 26.2b Interpret spatial layout of three-dimensional form from two-dimensional drawing
- 26.3b Interpret dimensions, symbols, legends, scales and directions

27.b DEMONSTRATE ORAL COMMUNICATION SKILLS FOR THE DESIGN AND MERCHANDISING WORKPLACE

- 27.1b Use questioning techniques to obtain needed information from an audience
- 27.2b Interpret verbal and nonverbal communications
- 27.3b Demonstrate active listening skills during communications
- 27.4b Use technical language appropriate for the field of design and merchandising
- 27.5b Employ appropriate technologies for a formal presentation
- 27.6b Prepare, organize and deliver presentations including sales talks, incorporating both appropriate verbal and nonverbal communication skills
- 27.7b Demonstrate collaboration skills
- 27.8b Demonstrate effective telephone etiquette

28.b DEMONSTRATE WRITTEN COMMUNICATION SKILLS FOR THE DESIGN AND MERCHANDISING WORKPLACE

- 28.1b Conduct formal/informal research to compile appropriate topical information
- 28.2b Organize information and develop an outline
- 28.3b Write business communications using appropriate format for the situation
- 28.4b Using appropriate technology, prepare draft documents using established rules for grammar, spelling and sentence construction

***29.b PREPARE VISUAL PRESENTATIONS FOR INTERIOR DESIGN**

- 29.1b Select art surfaces for use in visual presentations
- 29.2b Use studio tools for visual presentations
- 29.3b Demonstrate board drafting skills for interior design
- 29.4b Prepare scale drawings
- 29.5b Use computer aided drafting for interior design
- 29.6b Prepare a color board visual presentation

30.b PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA (FCCLA)

- 30.1b Determine the roles and responsibilities that leaders and team members bring to a design and merchandising organization
- 30.2b Identify personal leadership style
- 30.3b Describe characteristics of an effective team player
- 30.4b Discuss characteristics of effective teams
- 30.5b Practice techniques to involve each member of the team
- 30.6b Demonstrate teamwork required for a design and merchandising environment
- 30.7b Practice effective meeting management
- 30.8b Participate in a design and merchandising career development event
- 30.9b Develop and implement a personal and professional improvement plan
- 30.10b Demonstrate business etiquette and networking skills
- 30.11b Practice the decision-making process
- 30.12b Examine the differences between consensus building and majority decision making

31.b EVALUATE LEADERSHIP STYLES APPROPRIATE FOR THE DESIGN AND MERCHANDISING WORKPLACE

- 31.1b Determine personal characteristics of effective leaders
- 31.2b Compare/contrast leadership and management styles
- 31.3b Describe how cultural/ethnic differences affect interpersonal interactions/communications within a group

***32.b INTERPRET THE ROLE OF AN INTERIOR DESIGN AND MERCHANDISING SMALL BUSINESS IN THE ECONOMY**

- 32.1b Explore the role of small business in local, state, national and international economies
- 32.2b List factors, including personal traits, which contribute to small business success
- 32.3b Compare and contrast the advantages and disadvantages of sole proprietorships, partnerships, and corporations

- 32.4b Analyze the relationship of customer service and customer satisfaction on the success of a business

33.b RECOMMEND ACCEPTED BUSINESS PRACTICES FOR DESIGN AND MERCHANDISING

- 33.1b Research the procedures for starting an entrepreneurial business in the design and merchandising field
- 33.2b Develop a basic business plan
- 33.3b Develop a budget based on a business plan for a design and merchandising business
- 33.4b Develop an income statement and balance sheet for a design and merchandising business
- 33.5b Interpret financial information for decision making and planning including the need for banking services
- 33.6b Monitor and adjust business operations based on financial performance
- 33.7b Analyze insurance and benefit needs
- 33.8b Assess client needs and manage customer relations
- 33.9b Describe the impact of quality communications on the success of a design organization
- 33.10b Analyze contracts for potential work, including essential elements for the protection of both parties

***34.b UNDERSTAND THE OPERATIONS OF RETAILING**

- 34.1b Define quality customer service
- 34.2b Demonstrate selling techniques that meet client buying needs and motives
- 34.3b Explain merchandise buying practices
- 34.4b Explain how to receive, mark and stock merchandise
- 34.5b Explain the relationship among pricing, profit and customer's perception of value
- 34.6b Analyze the relationship of customer service and customer satisfaction on business success
- 34.7b Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities

***35.b EXHIBIT MARKETING SKILLS FOR THE SUCCESS OF A DESIGN AND MERCHANDISING BUSINESS**

- 35.1b Explain merchandise buying practices
- 35.2b Understand visual merchandising and its impact
- 35.3b Assemble a visual marketing presentation
- 35.4b Create product displays using the elements and principles of design
- 35.5b Explain the use of promotional activities to market products and services
- 35.6b Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust

36.b PREPARE FINANCIAL RECORDS AND ACCOUNTS FOR A DESIGN AND MERCHANDISING ORGANIZATION

- 36.1b Explain checking account records
- 36.2b Explain accounts payable and accounts receivable
- 36.3b Complete expense records
- 36.4b Prepare financial statements
- 36.5b Examine payroll records/information

37.b EXPLORE DESIGN AND MERCHANDISING SYSTEMS THEORY AND PRACTICE

- 37.1b Explain how planning is used to improve overall organizational performance
- 37.2b Use organizational charts to analyze the workplace operations of a design and merchandising business
- 37.3b Explain how work plans and budgets are used to allocate people and resources

38.b PREPARE FOR EMPLOYMENT IN DESIGN AND MERCHANDISING

- 38.1b Develop a résumé
- 38.2b Complete the job application process
- 38.3b Research a company as a potential employer
- 38.4b Demonstrate interviewing skills, including pre-interview preparation and post-interview follow-up
- 38.5b Develop a portfolio that reflects a progression of work specific to the fashion design and merchandising industry

39.b MANAGE AN INDIVIDUAL CAREER PLAN FOR THE DESIGN AND MERCHANDISING INDUSTRY

- 39.1b Examine career options in interior design and merchandising, including entrepreneurship
- 39.2b Determine personal and career goals
- 39.3b Develop career goals based on interests, aptitudes and research
- 39.4b Describe factors that contribute to job satisfaction and success
- 39.5b Determine educational requirements and training necessary to be employed in the design and merchandising industry

40.b PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES FOR THE DESIGN AND MERCHANDISING INDUSTRY

- 40.1b Use technology appropriate for the job
- 40.2b Demonstrate positive work behaviors
- 40.3b Demonstrate positive interpersonal behaviors
- 40.4b Understand how to adapt to changes in the workplace

40.5b Practice work-based learning by participating in a supervised interior design related work experience in an industry setting or by participating in the operation of a school based enterprise