

# Standards/Measurement Criteria

(\*\*Draft)

## Design and Merchandising

### Interior Design and Merchandising - Option B

CIP No. 52.1900

These state standards are designed to be delivered in a sequence of courses. \*Standards 1-15 are to be taught as an introduction within the Design and Merchandising program.

**\*\*Please note: The following CTE program Standards/Measurement Criteria are tentative until assessments are established.**

#### **\*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 Discuss ergonomics and how equipment is used in the design field
- 4.6 Explain how disability and physical attributes influence clothing and designs for 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 needs in planning for housing interiors
- 18.2b Analyze geographic locations, safety, security, energy-efficiency, aesthetic preferences, and required maintenance in order to make housing choices that meet needs of individuals, families, and communities
- 18.3b Analyze construction specifications and quality to meet 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 Consider how color impacts design
- 19.6b Assess the elements and principles of design utilized in textile products
- 19.7b Select specific hues to illustrate color principles in various design themes

## **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 APPLY KNOWLEDGE OF TEXTILES, FIBERS, AND FABRICS**

- 21.1b Understand the history of fibers and fabrics
- 21.2b Analyze characteristics of natural and manufactured fibers
- 21.3b Identify characteristics of fabrics with various yarn construction
- 21.4b Evaluate woven, knit and other methods of fabric construction
- 21.5b Evaluate fabric finishes and color application methods
- 21.6b Select appropriate fibers and fabrics for specific end users
- 21.7b Interpret labeling information to determine care procedures for various 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 Identify characteristics of textiles, which affect quality and appropriateness for household use
- 22.4b Determine guidelines in selecting appropriate lighting
- 22.5b Assess the environmental impact 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 disabled
- 23.3b Analyze upholstered furniture and explain criteria for judging quality of furniture
- 23.4b Describe factors to be considered when coordinating furniture and accessories
- 23.5b Compare qualities of home furnishings and appliances (i.e., performance, safety, cost, quality, efficiency, and space)
- 23.6b Assess aesthetic and functional aspects of furniture
- 23.7b Appraise various interior furnishings, appliances, and equipment considering design elements

## **24.0 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 Interpret blueprints and floor plans
- 25.6b Determine traffic flow, activity, and existing architectural features in creating floor/space plans responding to needs of all populations including disabled and aging

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

- 26.1b Interpret spatial layout of three-dimensional form from two-dimensional drawing
- 26.2b 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 Employ 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 EVALUATE THE ROLE OF A SMALL INTERIOR DESIGN AND MERCHANDISING BUSINESS IN THE ECONOMY**

- 32.1b Examine the role of small business on local, state, national and international economies
- 32.2b List the factors, including personal traits, which contribute to success in small business
- 32.3b Compare/contrast the advantages/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 DEMONSTRATE STORE OPERATION PROCEDURES**

- 34.1b Understand the operation of retailing
- 34.2b Mark and stock merchandise
- 34.3b Determine merchandise buying practices
- 34.4b Conduct receiving procedures
- 34.5b Define the parameters of quality customer service
- 34.6b Apply pricing procedures and fee structures for products and services that maximize return and meet the customer's perception of value
- 34.7b Perform selling techniques demonstrating an understanding of how to meet client buying needs and motives
- 34.8b Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities
- 34.9b Demonstrate customer service skills
- 34.10b Demonstrate consultation skills

### **35.B EXHIBIT MARKETING SKILLS FOR THE DESIGN AND MERCHANDISING INDUSTRY**

- 35.1b Apply psychological knowledge to facilitate marketing activities
- 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 Determine the role and effectiveness of advertising
- 35.6b Explain the use of promotional activities to market products and services
- 35.7b Exhibit ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust
- 35.8b Describe functions of the marketing process as they result to the successful operation of a business

## **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