

Creative Design and Production	
Course Credit	0.5 (Standards 1, 2, 4, 6, 9, 10, 11, 13, 15, 16, and 20 are required) OR 1.0 (All standards are required)
Grade Levels	9-12
Prerequisites	Family and Consumer Sciences

Creative Design and Production provides opportunities for students to learn and practice creative design skills in the fashion and design industries. These skills are taught through the use of a variety of equipment, which may include heat transfer and digital printers, cutters, embroidery machines, heat presses, quilting machines, or computer design software programs. Content may be conveyed through a school-based enterprise, computer and technology applications, projects related to business ownership, and real or simulated occupational experiences. Standards are designed to include the use of technology throughout the course, allowing students to create artwork to produce marketable finished products. Skills needed to organize and manage a business and employability skills needed to be effective in the workforce are included in the course content.

Career and Technical Student Organizations are integral, co-curricular components of each career and technical education course. These organizations enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and access opportunities for personal and professional growth. Students in the Human Services cluster affiliate with Family, Career, and Community Leaders of America (FCCLA).

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts; explore career opportunities and requirements; practice the skills needed to succeed in the workplace; take advantage of leadership, teamwork, and personal growth opportunities afforded by Career and Technical Student Organizations; and learn and practice essential digital skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “*Students will...*”

Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

CREATIVE DESIGN AND PRODUCTION CONTENT STANDARDS

Each content standard completes the stem “*Students will...*”

Business Practices

1. Identify the target market and analyze product trends, pricing, and time factors to select products or services to sell in a small business focused on creative design.
2. Determine effective methods of advertising and promoting a small-business product or service to a particular target market.
3. Formulate a plan to promote services and products to a wide market.

Design

4. Create a pricing guide for products or services, factoring in the costs of production, time considerations, and consumer demand.
Examples: types of products, supply chain, lead time, overhead
5. Calculate and demonstrate the effect of mark-up on prices and profit margin in various scenarios and explain how retailers balance pricing with customers' willingness to spend.
6. Explain the importance of business records and describe the types of records necessary for a small business.
Examples: sales, purchasing, invoice, inventory, customer lists, expenses, payroll, sales tax, equipment
7. Develop and implement a customer service training program.
Examples: interactions between employees, suppliers, managers, and customers
8. Summarize copyright laws and policies regarding ownership and use of digital and non-digital content.
Examples: fair use, creative commons license
9. Research and create names for products and/or businesses.
10. Demonstrate advanced computer design skills, including converting, importing, exporting, and backing up files; transferring data among applications; and uploading templates.
11. Utilize a variety of industry-standard equipment and software programs to design and create finished products.
Examples: software for photo editing, vector graphics editing, drawing, designing, cutting, embroidering, quilting
12. Create and produce visually appealing business logos and product branding to communicate company identity and uniqueness.
13. Develop ads for creative products, using both traditional and non-traditional forms of media.
14. Describe the personal, emotional, sensory, and intellectual responses to elements of design.
Examples: elements of design found in architecture, fashion, housing, interior fixtures, and furnishings

	15. Apply design elements and principles to design original products, using traditional, digital, and multimedia techniques. <i>Examples: sketching and designing clothing and accessories, landscape design, interior design and furnishings, instructional video design, food styling and plate presentation</i>
Production	16. Produce two- and three-dimensional products using original designs. <i>Examples: a sticker to decorate a mug, theme-decorated cupcakes</i> 17. Create and utilize an inventory management system for the organization of materials during production, replenishment, clean-up, and storage.
Post-Production	18. Inspect products, using industry-standard quality-control practices. 19. Evaluate the production cycle, lead time, inventory, down time, and defect rate in the production process. a. Evaluate the final product for quality and determine if the product meets customers' expectations. 20. Repurpose and redesign products that do not meet marketable standards.