

# Fashion Design A/B

Santa Maria Joint Union High School District

Modeled Course  
Outside District  
Approved



Jun 9, 2020  
Mary Foley

## Basic Course Information

### School(s) Offering This Course:

School Name	Course Learning Environment	Transcript Code(s)	
Santa Maria High School (053305)	Classroom Based	<b>Abbreviation</b>	<b>Course Code</b>
		Fash Des A (P)	HE2022
		Fash Des B (P)	HE2023
		Fash Des A (P)	HE4005
		Fash Des B (P)	HE4006

<b>Title:</b>	Fashion Design A/B
<b>Length of course:</b>	Full Year
<b>Subject area:</b>	Visual & Performing Arts (F) / Visual Arts
<b>UC honors designation?</b>	No
<b>Prerequisites:</b>	None
<b>Co-requisites:</b>	None
<b>Integrated (Academics / CTE)?</b>	Yes
<b>Grade levels:</b>	11th, 12th

# course Description

## course overview:

This capstone course provides students with the understanding of the fashion industry. This course provides students with an understanding of fashion, textiles and design. The emphasis of instruction is placed on Fashion merchandising, fashion illustration, and fashion designers. Students will apply the skills for a career in the area of fashion design by learning how to draw, design and restyle clothing. This course also studies fashion trends throughout history and includes an understanding of cultural, social, political and economic influences on fashion design. Students learn and then use the principles and elements of design to analyze other designers' work and create their own original designs. Students will understand the visual impact of marketing, displays, sales, visual merchandising and product development. Students will design a fashion show, and create a professional portfolio of their work. Throughout the year, students learn how fashion design and merchandising is connected to other academic disciplines and the career opportunities that are contained in the world of fashion.

This class is designed for students with a career goal in the field of fashion design, merchandising, marketing and management. Students will learn about fashion design, merchandising, textiles, history of fashion and retail. Instruction in the concepts of advertising, communications, display and visual merchandising, operations and product technology will also be discussed. Students will work on individual research projects, reflect and respond in journals, and develop fashion portfolios that will prepare them for careers and post-secondary training.

## course content:

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### Unit: Introduction to Fashion

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- This unit covers basic fashion terms, the “why” of clothes, and the influences on fashion (social, religious, economic, etc.). Students will be introduced to key fashion terms used throughout the fashion industry. They will learn the reasons for clothing throughout the world and the key influences on clothing choices. After receiving a foundation of knowledge students are introduced to the various world fashion centers. This includes a basic knowledge about each fashion center, what the area is known for in the fashion industry and key fashion designers from the areas. Students will communicate and express their ideas in the language of fashion.

## Unit Assignment(s):

### Fashion Terms Assignment

- Students will create mini wall posters for each fashion term plus portfolio pages-illustrating fashion terms. Both assignments will require students to demonstrate an understanding of the terms and use critical thinking and writing skills. They will identify the terms through fashion pictures then write how the pictures are an appropriate illustration of the term.

- **Why We Wear Assignment**
  - Students will create a collage of magazine pictures illustrating the clothes worn for a variety of occasions and write a description of each picture including the social, religious, political, economic and technological influences. Students will use key fashion terms when describing the fashions.
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## **Unit: Elements & Principles of Design**

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- We will cover the elements of design (line, shape, color and texture) and principles of design (proportion, rhythm, balance, emphasis, variety and harmony). Each element and principle will be thoroughly discussed individually and how they all relate to one another. Students will learn about textiles and be able to identify basic fibers, the characteristics, use and care of each textile. They will participate in a textile lab that includes burning and dyeing textiles to help identify the basic fibers. Students will learn about the basic weaves, how to identify them and the elements & principles of design related to the weaves. Lastly they will design their own printed fabric sample created by painting or color medium of their choice. Students will make a “fabric sample” on drawing paper and one on muslin. They will sketch a design that incorporates their textile design and identify how the elements & principles were used.
- Make informed critical judgments about fashion design based on artistic elements, design principles, expressive characteristics and technical merit.
- Create original design drawings for fashions using sound design principles.
- Students will learn how to use technical writing when describing the style of a particular garment.

## **Unit Assignment(s):**

- **Color Scheme Portfolio Pages and Design Board**
  - Students will create portfolio pages to demonstrate their knowledge of color. They will mix primary colors to create all of the colors on the color wheel, illustrate value, intensity and complementary colors.
  - They will draw 3 original designs on fashion figures representing 3 different color schemes. They will label their designs with the color scheme and individual colors used to create the color scheme. In addition, they will write a one page analysis using color terminology of how color schemes were used in each drawing. They will describe each garment using key fashion terms and garment style names. This will be presented on a design board. There will be a peer evaluation of the color project design board using a rubric to critically assess their peers' color schemes and proper use of terms.
  - **Art as Fashion Assignment**
  - Individual students will research a piece of art to use as their personal influence for a fashion garment. They will find the art piece, print it out and write about the artist and what elements within the piece provided inspiration. Students will create a full color garment on a fashion figure that was inspired by the art. They will write a description of their garment, target market, and elements & principles of design. This will be added to the student's portfolio. Students will analyze and interpret other students' work through critiques and rubrics
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## Unit: History of Fashion

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- This unit will cover the history of fashion with a focus on the 20<sup>th</sup> and 21<sup>st</sup>. We will cover fashion styles, influences and decorative elements including social, cultural, political, economic, religious, architectural and artistic influences on fashion. During class we will watch the DVD “Fashion through the Ages”, have a speaker from the Fashion Institute of Design and Merchandising and review as a class the history of fashion. This foundation will allow students to dig deeper into a specific time period in the past.
- Demonstrate knowledge of cultural origins, historical significance and influence of specific fashions
- Identify periods, styles of fashion and works of individual designers who have national prominence and have been influential in their work.
- Analyze and discuss issues of period and style in terms of art and design elements and principles utilizing appropriate terminology.

### Unit Assignment(s):

- **Fashion History Multi-Media Project**
- In partners, students will research an assigned period of history. A multi-media presentation will be created to include influences of politics, economics, social customs and practices, fabrics, garment names and parts, jewelry, footwear, headdresses and special occasion clothing (weddings, royalty, uniforms). Include a collection of 7-10 pictures or illustrations of the fashions for that period of time.
- **Paper Doll Assignment**
- Students will create/construct an original design using the 9-heads croquis; draw an original paper doll wearing time period undergarments, mount on foam board, and draw 5 time period garments worn for different purposes. Label (wedding, sports wear, religious).
- **Portfolio Pages & Oral Report**
- A collaborative effort will be used to create a fashion history summary to be included in their portfolio. Students will develop a summary and 2-3 pictures of their time period. Before oral presentations these will be copied and distributed to each student. During the oral presentations they will add key information. Class presentation and oral report of the fashion history and paper dolls.

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## Unit: Fashion Designers

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- Students will learn in detail about key fashion designers throughout history and the world. Students will be assessed on prior knowledge, referring back to the world fashion centers and the designers presented earlier in the year. We will discuss additional designers as a class and have a presentation by the Fashion Institute of Design and Merchandising. As a class we will watch biographies on key designers, i.e., Calvin Klein and Coco Chanel. Students will learn about the background, education, motivation and successes of the designers.

## Unit Assignment(s):

### Fashion Designer Research Paper

- Students will choose a iconic designer to research. They will discover the designer's life history, education, motivation, notoriety, contributions to fashion and their fashion capitol. Students will create a digital presentation, plus a 2-3 page written report on their fashion designer. Through their research, students will learn more about the fashion industry, the requirements of the profession, the education and training needed, and the skills most needed to be successful in the field.
- During the presentations, students in the audience will take notes on each fashion designer presentation.
- **Fashion Designer Time Line , Presentation Board**
  - Students will create a time line detailing the historical events of their fashion designer.
  - Students will create a fashion presentation board of the a fashion designers work, with flats, color schemes and fabric samples, including a copycat design of their own.

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## Unit: Reuse & Recycle Fashion Show

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- Students will learn about up-cycling, recycling and re-purposing as it relates to fashion. We will cover how this concept has been used throughout history, referring back to their history of fashion projects, and how the concept has changed. They will also discover what it takes to put on a fashion show. They will receive a foundation of knowledge about the elements that go into organizing and running a fashion show, including their target market, purpose of the show, location, music, etc. For the target customer we will cover demographics, marketing techniques, meeting the customer needs, and clothing modifications.
- Demonstrate the ability to solve design problems. They will learn to work as a team and the importance of communication and conflict resolution and time management.
- Make sound, informed judgments about the quality of their own designs.
- Design a fashion show to display their own work and demonstrate interpretation of designers' artistic expression.

## Unit Assignment(s):

- **Market Research Survey Assignment**
- Students will conduct a survey on school campus regarding fashion trends and cultural influences on fashion decisions. Students will use Excel for data analysis and Word for a one page written analysis. Skills used will be discussed in terms of applicability to careers in fashion design, writing, merchandising, and market analysis. We will also discuss how to relate market research to creating a fashion show.
- **Recycled & Re-Purpose Fashions Assignment**
- Students will work collaboratively to take everyday items and recycle into multiple fashion items (clothing and accessories) or re-purpose clothing. Students will sketch each item in detail. Collaboration teams will physically

create one of their items into a 3-D item to be worn in the class produced fashion show.

- Students will bring in a project from home that they want to alter. They will first sketch the garment and then write a detailed list of steps required to change this garment into a new usable version.
- Students will write a paper that includes the original item's purpose, a description of each up-cycled or re-purposed design stating the garment style, elements & principles of design, influences on design and target customer. Students will orally present their design to the class and the class will evaluate the designs. Teams will also put their design in the fashion show.
- **Fashion Show**
- Students will work collaborative as a whole class to plan and execute a fashion show. Students will create committees with specific responsibilities and deadlines. We will have regular check-ins with each committee and discuss concerns, changes and progress as a class. Students will wear their recycled fashion item during the show.

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## **Unit: Retail Management and Marketing**

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- This unit will cover the retail industry. We will cover types of retail stores, store structure, careers, types of shopping centers, advertising, marketing and special events. Retail buying will be discussed in detail by explaining all of the different departments that work together to get a product from concept to consumer. Students will participate in a retail role play activity that takes a new item from the trend department through the retail chain to eventually reach the consumer. Students will write a PO for a specific manufacturer, based on their assigned OTB, store and target customer.

### **Unit Assignment(s):**

- **Retail Advertising Assignment**
- Students will find magazine examples of specific advertising approaches used in fashion. They will then create ads for other advertising approaches. They will use the computer to develop, design and revise their advertisements. They will create a portfolio page for each with a write up about the target customer, advertising approach, how the approach is represented in the ad, the merchandise featured and the store selling the merchandise.
- **Design a Virtual Fashion Business Assignment**
- In collaborative teams students will design their own virtual business. Using a the Virtual Business Fashion program students will create their own business. They will include a write up about the type of business, target audience, location, name of the business, and elements & principles of design used. Students will describe an event that will draw customers to their store.

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## **Unit: Visual Merchandising**

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- We will discuss all of the elements of visual merchandising specific to the fashion industry and retail stores. The purpose, elements & principles of design, classifications, themes and types will be covered in detail. Through a field

trip students will have the opportunity to see various visual merchandising types and styles in person. The students will take what they learned in class and apply it to what is currently taking place in retail stores.

## Unit Assignment(s):

- **Visual Merchandising Assignment**
- In teams students will develop an in-store visual merchandising plan. They will create a campaign for a new merchandise group. They will design an in-store poster, a door sign, and merchandise floor layout that cohesively promotes the new merchandise. They will write a 1-2 page paper describing their campaign elements and how they work together to successfully promote the merchandise.
  
- **Window Display**
- Students will create a 3-D window display for a specific retail store and merchandise. They will use the computer to digitally create an element of their display, background, props, etc. They will write a one page paper describing the store, target customer, and display in addition to the use of the elements and principles of design. Oral presentation and peer evaluation of display.
  
- **Design a Retail Store**
- In small collaborative teams students will design their own retail store. They will design their store logo, shopping bag, in store poster, merchandise display and window display. They will need to determine the merchandise carried and what size assortment they will offer. Students will include a write up about their store, target customer, marketing campaign, and merchandise plan. Students will orally present their store concept to the class.

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## Unit: Fashion in the Real World, Planning For the Future

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- In this unit, students will delve deeper into researching the wide variety of careers (many of them extremely lucrative) available within the fashion industry. In addition to researching various career pathways they haven't considered in previous courses, students identify the breadth and depth of education required for various positions and roles. New guest speakers and professionals in the fashion industry act as industry experts, delivering valuable presentations to students, both on the actual discipline of fashion as well as the realities of careers in fashion. For example, Fashion Blogging and Social Media are growing fields in the fashion industry. Students engage in question and answer sessions with these experts, receiving important mentoring and professional advice. Students refine their interests in career pathways and in addition to updating their professional art/design portfolio (or website), students will create a branding suite for their potential careers (including brand logo, business card, and resume). Wherever possible, students are eligible to "shadow" professionals to get a better sense of the day-to-day operations of a fashion career. As a result of

these experiences and research, students will evaluate and revise their Career and Education Plan that articulates their goals and strategies for pursuing a career of their choice in the fashion industry.

- Students will learn about creating a job portfolio including a job application, cover letter, resume and interview questions. We will have various guest speakers from the Fashion Institute of Design and Merchandising and other industry professionals.

## Unit Assignment(s):

- **Career Research**
- Students will research a wide variety of professional paths and fields within the contemporary fashion industry, for the primary purpose of identifying future careers within the industry. They should include careers that they have not previously explored in prior fashion courses. Students will refine & present a “Personal Career Plan,” that includes: (1) education requirements needed for selected career, (2) salary scale/earning potential, (3) career mapping (indicating transferability of knowledge/skills), and (4) A five year plan including personal/career goals. Students will utilize a career website like Xello to assist in this project.
- **Career Portfolio**
- Students will learn about creating a job portfolio including a job application, cover letter, resume and interview questions. We will have various guest speakers from the Fashion Institute of Design and Merchandising and other industry professionals.
- Students will find a classified ad for a fashion career. They will then write a cover letter directed to the classified ad and write a resume based on their skills and experiences. Students will practice answering the twelve common interview questions.
- Students will prepare and participate in a mock job interview.

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## Unit: Portfolio Development and Review

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- Students will develop professional portfolio. Each semester they will participate in a portfolio review. Students will present their own portfolio and then critique their peers' portfolios based on a rubric.

## Unit Assignment(s):

### **Develop a Professional Portfolio**

- Students will develop a professional portfolio that showcases their work. It will include a resume, job applications, a cover letter, fashion drawings, and projects that students have worked on and development throughout the year.
- Students will be able to take this portfolio with them when they complete the course and use it in the future career in the fashion industry.
- Students will present their own portfolios to their peers. Students will learn the process of developing a professional portfolio that they will be able to use in their career.



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## Course Materials

### Textbooks

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Title	Author	Publisher	Edition	Website	Primary
Fashion!	Wolfe, Mary	Goodheart-Wilcox Company, Inc	2012	[ empty ]	Yes
Apparel Design, Textiles, & Construction	Liddell & Samuels	Goodheart & Wilcox	2018	[ empty ]	No
How to Draw Like a Fashion Designer	Celia Joicey and Dennis Nothdruff	Thames & Hudson	2013	[ empty ]	No
Drawing Fashions	Bill Thames	Glencoe	1994	[ empty ]	No
How Fashion Figure Templates	Ireland, Patrick John	Batsford	2007	[ empty ]	No

### Websites

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Title	Author(s)/Editor(s)/Compiler(s)	Affiliated Institution or Organization	URL
Prepare a Fashion Design Portfolio	[ empty ]	wikiHow	<a href="http://www.wikihow.com/Prepare-a-Fashion-Design-Portfolio">http://www.wikihow.com/Prepare-a-Fashion-Design-Portfolio</a>
Fashion Illustration Gallery	FIG	FIG	<a href="http://www.fashionillustrationgallery.com/artists">www.fashionillustrationgallery.com/artists</a>

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