

Fashion Design and Merchandising Syllabus

Instructor: Sylvi Schilbach

Office Hours: 6:45-7:45 am & 1:45-2:15 pm

Location: Building 1, Room 151

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Course Information:

AM session: 7:55- 10:25 AM Monday thru Friday

PM session: 11:10- 1:40 PM, Monday thru Friday

High School Credits: 3.0 elective or CTE

Equivalency Credit: 1.0 Fine Arts

CTE Dual Credit: Pacific NW College Credit Bellevue College, Mktg 104, 2 credits

Course Description:

This course provides students with the most current fashion design and merchandising concepts. Students are introduced to the business and marketing aspects as well as apparel production and management of the fashion industry. Content includes technological advances in manufacturing, customization, sustainability, inventory planning, and retailing. Essential career skills within the textile and apparel will be practiced daily. Students will explore strategies in retail promotion and electronic retail in product development and online sales. Fashion Design and Merchandising prepares students for the knowledge, skills and practices required for careers in the apparel and design industry.

Course Objectives:

Upon completion of the fashion design and merchandising course, each student should be able to identify and discuss industry terminology and categories, fashion timeline interrelationships, career paths, trends and forecasting.

1. Evaluate fiber and textile materials
2. Identify career paths within the textiles and apparel industry
3. Understand the use, care, and selection of textile products
4. Demonstrate basic fabric construction skills
5. Demonstrate safe use and care of the sewing machine, related equipment, and professional work setting
6. Investigate color theory and the psychological effect design can have on an individual
7. Practice integrating the elements and principles of design in creating products
8. Utilize sewing machine, serger, and embroidery machine in the production of own designs, upcycled/repurposed clothing, and accessories
9. Design a line fashion show and pop-up shop participation
10. Optional competitions to be determined

Course Materials

Fashion Marketing & Merchandising, Mary Wolfe, Goodheart-Wilcox Co., 2019 edition; ISBN 978163563145-6.

In person and online guest presentations, field trips, leadership opportunities, and project materials will be included.

Provide a three-ring binder for your portfolio. Include dividers, pen, pencils, and colored pencils if desired. Materials will be provided for students for drawing, draping, and presentations. Fabrics for projects will be available but you may provide your own fabrics and materials.

Instructional Activities:

- Problem-solving
- Small group collaboration and cooperative learning through individual and group projects
- Research and study on the history of costume and couture
- Production of textile and design projects
- Plan and design a community service project that extends the activities you have learned in this course
- Presentations from guest speakers from area industry in-person, onsite visits, and over Zoom

Equipment and Materials:

Sewing supplies are available to all students as well as the materials used in the production of garments and accessories. Students may bring in their own materials and garments for chosen upcycled and repurposed projects. Resources include sewing construction manuals, commercial sewing patterns, DVDs and online technology, sewing machines, fabrics, notions, guest speakers, field trips, and art supplies.

Units:

History of Costume: Analyze the effects of textiles, fashion, and apparel industries.

Fundamentals of Fashion: Coordinate fabrics and accessories with pattern, color, texture, and rhythm. Sketch using principles of fashion illustration. Recycle and redesign projects. Design your own fashion illustration croquis and several looks for your design aesthetic. Describe the effect for the arts in apparel and design.

Fiber and Textile Composition: describe how fabrics are made and learn the characteristics of lab work to understand the science, technology, and style of textile products.

Fashion Trends and Technology: Coordinate fabrics and accessories using the elements and principles of design. Research emerging elements of future design, sustainability, and wearable technology. Describe effects of trade, trends, and technologies that affect textile, apparel, and fashion industries.

Sewing Construction and Safety: Learn and practice the retail apparel safety practices. Train to utilize sewing machine, quilting machine, serger, flat lock, and embroidery machines used in apparel production through construction of multiple projects. Create samples and illustrations in the development of multiple projects leading up to your fashion line.

Careers in Textiles and Design: Research a designer within the fashion industry and create a visual presentation. Create marketing materials, acquire product information, analyze sales performance, determine client needs, and recommend sales techniques.

Fashion Show: Design and prepare an event to showcase your fashion line. Invite industry professionals, family, and friends to the May 2023 culminating presentation. Work effectively as a team to produce quality results. Evaluate throughout entire process from planning to final presentation.

Textiles and Apparel Merchandising: Create a consumer label for a textile product that includes logo, marketing targeted consumer group and needs. Create your own e-commerce site for product sales. Identify promotions that make sense for your product. Apply business principles that drive your idea into fruition.