



FASHION MERCHANDISING (RETAIL & FASHION MARKETING)

Teacher Name: Kristy Wheeler

Teacher Email: kwheeler@madisoncity.k12.al.us

Dear Parent/Guardian,

I am looking forward to a great semester with your student this semester! With your student, please read the attached policies, curriculum, and supply lists. Next, sign and date this signature page and have your student return this form. Please provide a current email address and phone number at which I can contact you should the need arise. Feel free to contact me with any concerns about the progress of your student or any aspect of the instruction. Email is usually the best way to contact me using the email address listed above.

**Thank you,
Ms. Wheeler**

My child and I have read and discussed the classroom syllabus. We are also aware of the \$30.00 lab fee and either have already paid it or intend to pay in soon.

Student Name (Print) _____ Date _____

Student Signature _____ Date _____

Parent/Guardian Name (Print) _____ Date _____

Parent/Guardian Signature _____ Date _____

Email Address(es) _____

Parent Phone number(s) _____ (circle one: cell, home, work)

_____ (circle one: cell, home, work)

_____ (circle one: cell, home, work)



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Course Description:

Fashion Merchandising is a one-credit course for students who are interested in the fashion and retail industry. Content provides opportunities for students to explore factors related to the retail industry, examine structure and organization of fashion business operations, study merchandising techniques, utilize technology in fashion merchandising, and explore career options in fashion and retail industries. Students will also complete an Internship at the Belk at Bridgestreet to get first-hand experience in the fashion industry. **Additional costs will be required as special projects are constructed.** NOTE: Fashion & Fashion Design courses are prerequisites for this course.

Course Objectives:

Students will have the ability to comprehend course material and to conduct appropriate lab experiences related to clothing, design, and sewing. Students will be personally responsible for classroom presentations, projects, labs, and overall participation. (See attached Alabama Course of Study)

Classroom Expectations:

You are expected to conduct yourself in a respectful and productive manner. In addition to all the rules and expectations listed in the student handbook, I expect you to have a positive attitude, treat others with respect, practice self-discipline, and demonstrate responsibility. If these conditions are not met, you can expect one-on-one meetings with me, parent/instructor conferencing, and administrative action, if necessary.

Concerning the use of cell phones and other electronic devices:

Devices should be on silent and kept in your purse, backpack, or pocket during class unless otherwise instructed. You may not place it on your desk. Parents, guardians, and other family members should call the front office in case of emergency.

If you violate this rule, you can expect the following consequences:

- *First offense* – The phone or device will be placed in a phone chart at the front of the room. You may pick it up at the end of class.
 - *Second offense* – The phone or device will again be placed in a phone chart at the front of the room until the end of class and a parent/guardian will be notified.
 - *Third offense* – This is defiance and I will notify an administrator.
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Grading Policy:

Major assessments will count 70 percent of your grade. Homework and classwork will account for 30 percent of your grade. Grades will be updated weekly in PowerSchools. Each grading period will consist of nine weeks.

Materials and Supplies Needed:

REQUIRED MATERIALS:

- \$30.00 Lab Fee (can be paid online or with school bookkeeper)
 - Basic Classroom supplies (see list below)
 - Sewing kit & Sketching Supplies (see list below)
 - Chromebook (fully charged)/charging cord
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Personal Laptops

Concerning laptop utilization: 1. Student laptops should not be hard-wired to the network or have print capabilities. 2. Use of discs, flash drives, jump drives, or other USB devices will not be allowed on Madison City computers. 3. Neither the teacher, nor the school is responsible for broken, stolen, or lost laptops. 4. Laptops and other electronic devices will be used at the individual discretion of the teacher.

Turn-it in Notice

The majority of writing assignments in this course will be submitted to Turnitin via the Schoology learning platform. Turnitin generates a report on the originality of student writing by comparing it with a database of periodicals, books, online content, student papers, and other published work. This program will help students discern when they are using sources fairly, citing properly, and paraphrasing effectively - skills essential to all academic work.

Students will have the opportunity to review their Turnitin originality report and will have the opportunity to make revisions before submitting their work for grading. Once their work is submitted, teachers have the opportunity to view the student/s originality report and grade accordingly.

Accommodations

Requests for accommodations for this course or any school event are welcomed from students and parents.

Example: 18 – WEEK PLAN*	
Week 1-2	Introduction of the class; “Creating Your Own Apparel Line” Part 1 to include research for inspiration, MOOD BOARD with fabric choices, sketches for line, etc. Essential Questions (EQ) - How does a fashion retailer successfully organize and manage a fashion retail business? What is the impact of the market segmentation on apparel manufacturers and fashion retailers? Culminating Product (CP) - Creating a Fashion Collection.
Week 3	Mood Board Presentation, Retail Internship Training/Preparation: Essential Questions (EQ) - What factors affect fashion trends and fads? How are decisions made to determine what products are marketable? Culminating Product (CP) - Creating a Fashion Collection; Fashion Retail Experience.
Week 4-6	“Retail Industry” using Guest Services Gold CRI & research to include globalization on the fashion industry, critique buying centers, fashion cycles, trends and fads, consumer behaviors and attitudes toward shopping, fashion forecasting and buying. Essential Questions (EQ) – How does globalization affect the fashion industry? How does the fashion cycle impact the fashion industry? What is the impact of consumers and their shopping choices on the forecasting and buying decisions for the retail industry? Culminating Product (CP) - Creating a Fashion Collection; Fashion Retail Experience; Acquiring a Career Readiness Indicator Certification.



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Week 7-8	Fashion Business Plan to include retail operations, customer service, budget, financial preparations, merchandise assortment, worksite policies, human resource management, technology, store layout, visual merchandising, price points, advertising, marketing, etc Essential Questions (EQ) –What principles and practices are involved on the human resource management aspect of the fashion retail industry? What is the influence of the layout of a fashion retail store on the sell of the merchandise?) Culminating Product (CP) - Creating a Fashion Collection; Fashion Retail Experience; Acquiring a Career Readiness Indicator Certification
Week 9-10	“Creating Your Own Apparel Line” Garment 1 Construction/ Belk Internship. Essential Questions (EQ) - How do fashion styles and trends influence a designer’s line? Culminating Product (CP) - Creating a Fashion Collection to include garments and accessories.
Week 11-12	“Creating Your Own Apparel Line” Garment 2 Construction/ Belk Internship. Essential Questions (EQ) - How do fashion styles and trends influence a designer’s line? Culminating Product (CP) - Creating a Fashion Collection to include garments and accessories.
Week 13	“Creating Your Own Apparel Line” Power Point Preparation Part 1 to include target market, situation analysis, general product line information, trends for your line, store location, etc. Essential Questions (EQ) - How are consumers influenced by their environment and clothing choices? Culminating Product (CP) - Creating a professional presentation regarding their Fashion Collection.
Week 14	“Creating Your Own Apparel Line” Power Point Preparation Part 2 to include advertising/promotions, window display, sizing chart, hang tag, care labels, logo, etc. Essential Questions (EQ) - What processes are involved in the business of apparel manufacturing? EQ. 4 How can inventory be properly managed from the point of wholesale to retail? Culminating Product (CP) - Creating a professional presentation regarding their Fashion Collection.
Week 15-16	“Creating Your Own Apparel Line” Garment 3 Construction/ Belk Internship. Essential Questions (EQ) - How do fashion styles and trends influence a designer’s line? Culminating Product (CP) - Creating a Fashion Collection to include garments and accessories.
Week 17	Complete Professional Design portfolio and power point presentation to include sketches, photos and descriptions of each completed garment, conclusion paragraph, and bibliography; Presentation.. (Essential Questions (EQ) – Why is retail such a vast area that is always on the cutting edge? How can you showcase the newest and latest trends? What skills are necessary to be a successful business owner? Culminating Product (CP) - Presentation of a professional presentation regarding their Fashion Collection; Creating a Fashion- Collection to include garments and accessories.
Week 18	Topics: Lab clean up/Final Project Due

***This is a tentative plan and may change at the discretion of the teacher.**



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Alabama Course of Study Objectives for the Fashion Design course:

Apparel and Textile Industries

1. Define terminology used in the apparel and textile industries, including haute couture, avant-garde, composite garments, and draped garments.
2. Analyze the impact of national and international regulations and legislation for fashion.
3. Describe the impact of the apparel and textile industries on the United States and world economies.
4. Analyze the roles of trade associations and publications to determine influence on the apparel and textile industries.
5. Define types of products in the apparel and textile industries.
6. Evaluate the influence of history on fashion, including the impact of historical costumes and the achievements of famous fashion designers.
 - Interpreting the impact of fashion cycles in fashion
7. Compare theories of various fashion movements.
Examples: trickle-down, trickle-up, trickle across

Apparel Production

8. Explain how fabric selection affects the cut and style of garments.
9. Evaluate the impact on design labels, manufacturers, and types of stores on the marketing and sales of the apparel and textile industries.
10. Distinguish between classifications of apparel used in the fashion industry.
Examples: children, sportswear, young men
11. Analyze styles of garments for their effect on various body types.
12. Critique the construction, care, and maintenance of apparel in relation to textile characteristics.

Fashion Design

13. Analyze space, tools, equipment, and furnishing requirements for a design studio.
14. Explain the process that leads to fashion design.
Examples: inspiration, research, idea sketch sample, revision
15. Demonstrate fashion illustration skills to design a fashion line, including sketching fashion figures and apparel, using varied media and techniques, and applying basic and complex color schemes.
16. Apply elements and principles of design to create fashion.
Examples: line, shape, space, texture, pattern, balance
17. Demonstrate draping and flat pattern-making techniques.
18. Demonstrate techniques used to create new designs from an original garment, accessory, or textile product.
19. Design fashions to meet special needs of clients.
20. Utilize technology to design and create fashion.



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➔ Fashion Design Lab Fee & Supply List:

There is a **\$30.00 lab fee** for the Fashion Design class. You can pay this fee online or with the bookkeeper at school. The lab fee will be used to purchase portfolio supplies and many of the basic sewing notions and supplies not listed here for classroom use. Every student **must** purchase their own sewing kit and basic classroom materials. Students will have their own bin in the classroom to store these supplies. The following is a list of needed items:

Basic Sewing Kit*

*You can use the kit you purchased for Fashion, make your own kit from items you have at home or purchase a basic kit that includes everything you need..

- Sewing Scissors
- Pincushion & Pins
- Hand sewing needles (variety pack)
- Seam ripper
- Measuring tape
- Chalk Pencil
- Thread (All Purpose)
- Zip pouch or plastic case to hold all your supplies (DO NOT bring in a large sewing box-it won't fit in the bin)

Sketching Supplies

- Sketch Pad
- Sketching medium of your choice (color pencils, watercolor pencils, art markers, etc)
- pencil
- eraser

Basic Classroom Supplies

- 3-ring binder
- Dividers
- Loose leaf paper
- Pens and/or pencils
- Glue Sticks (4 pack)

Additional Notes:

- There will be projects where additional materials will need to be purchased (for example: fabric for constructing a garment)
- Wal-mart, Joann's Fabrics & Amazon have good sewing kits.

Teacher Wish List:

- Tissue
- Clorox Wipes
- All Purpose Spray Cleaner
- Paper Towels
- Copy Paper

