





**Course Syllabus**  
**Fashion Design 2023-2024**  
**Instructor: Coach Courtney**

**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. Additional costs will be required as special projects are constructed.

**PREREQUISITES:** Fashion (Level One) and Fashion Design (Level Two) are prerequisites.

**Career Technical Student Organization:**

Students enrolled in this course are encouraged to join Family Career and Community Leaders of America (FCCLA) which is a nationally recognized organization that promotes leadership focused in the family, their career and their community.

**CRI Available for this course:**

There is a certification offer for FCS. The certification is Guest Services Professional Golden Opportunity. This testing will require study sessions and possible purchase of extra materials. Please see me during refuel if this is of interest to you.

**Course Objectives:**

1. Determine the impact of globalization on the fashion industry.
2. Analyze design and buying centers in the fashion industry.
3. Evaluate the impact of fashion cycles on the fashion industry.
4. Assess factors affecting fashion trends and fads.
5. Analyze fashion styles and trends in relation to a designer's line.
6. Evaluate the shopping behaviors and attitudes of consumers in relation to the retail industry.
7. Analyze the cycling process as it relates to the retail industry.
1. Analyze the structure of various retail operations including factors related to customer service, safety, and security in the fashion industry.
2. Explain factors to consider when preparing financial and merchandise assortment buying plans.
3. Determine divisions within companies of apparel manufactures and retailers.
4. Discuss effects of security and inventory control on apparel manufacturers and retailers.
5. Describe human resource management practices and principles related to the retail fashion industry.
6. Assess ways technology impacts fashion design, apparel distribution, and marketing.
1. Explain various merchandising techniques used in retail operations.
2. Compare store layout designs detailing types of merchandise displayed in each type.
3. Summarize the aspects of merchandise presentation including advantages and disadvantages of merchandising displays.
4. Design displays to entice customers to purchase merchandise.
5. Evaluate pricing considerations and strategies.
6. Explain the concepts of marketing and merchandising as it relates to retail operation.
7. Assess methods of marketing strategies used in product planning.
8. Evaluate research strategies used by manufacturers and retailers to help with market segmentation.
9. Analyze current trends in non-store retail merchandising.

# James Clemens High School

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Madison, AL 35756



**Phone: 256-216-5313**

*Extension: 95035*

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## **Classroom Rules and Expectations:**

### **Jet Core Values: Live to “Be Respectful, Be Responsible, Be Resourceful”**

- All school rules in the student handbook will be enforced. This includes the Dress Code, Food, Cell Phone, and Tardy Policies. Cell phones are not allowed for personal use during class time. (Charging your phone is at your own risk.)
- Students are responsible for arriving in class on time and prepared to learn (before the tardy bell rings) with required notebooks, textbooks, pencils, and assignments.
- Be respectful and considerate of everyone and everything in the room.
- Participate daily. Show all work to receive credit.
- Pencils must be used on all assignments!
- Keep the classroom neat and free of food. No open containers.
- Clean up the room of all supplies before leaving. The bell doesn't dismiss you.
- DO THE RIGHT THING!

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

**Concerning Laptop Utilization:** 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.

**Turnitin Notice:** The majority of writing assignments in this course will be submitted to Turnitin via the Schoology learning platform. The primary focus of this software is to help students become better writers and scholars. 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.

## **Grading Policy:**

Test grades will account for 70% of the 9-weeks grade, with the remaining 30% being determined by quiz/daily grades. The grading scale is as follows: A (90-100%), B (80-89), C (70-79), D (65-69), and F (below 65). Grades will be a reflection of mastery of the standards. Make sure all absences are excused as class work can be made up and graded for excused absences only. The final exam counts for 20% of the final grade. **All missing assignments will be entered into the gradebook as a zero until late work has been graded.**

## **Make-Up Work Policy:**

**Make-Up Work:** Students will need to schedule a make-up test with Ms. Courtney ASAP! No make-up test will be given during class. Students have three days from return of absence to get their missing work turned in. All missing work will be entered as a zero until it is made up. Remember it is your responsibility to get your make-up assignments and turn them in on time.

**Late Work:** Late work subjected to penalty points at the teacher's discretion.. After that work will not be accepted.

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## **Embedded Litarecy and Numbercy Anchor Assignments:**

Students will read, analyze and comprehend a variety of simple to complex sewing directions. Students will calculate sewing measurements required to effectively complete a variety of sewing projects, including garment construction.

## **Course Materials:**

\$30 class fee

Sewing Supplies	Basic Classroom Supplies
<ul style="list-style-type: none"><li>• Sewing Scissors (with ribbon tied on to identify)</li><li>• Pincushion with pins</li><li>• Hand sewing needles (variety pack)</li><li>• Seam ripper</li><li>• Measuring tape</li><li>• Fabric marking pen (ex: chalk pencil)</li><li>• Fabric and notions for the apparel line you will be creating</li></ul>	<ul style="list-style-type: none"><li>• Sketching paper (8 1/2 x 11 preferred)</li><li>• Sketching medium (watercolor pencils, chalk, etc)</li><li>• Clear page protectors</li><li>• Scrapbook supplies</li><li>• Glue sticks</li><li>• Coloring Pencils</li><li>• 1 - Presentation board</li></ul>

\*\*You will also be creating your own design studio as one of your projects.

\*\*Label everything possible with your name to prevent any mix-ups during labs. For scissors, tie a cute ribbon on them with you name written on the ribbon.

\*\*As stated, there will be some projects where additional materials will need to be purchased.

## **Texts/Required Readings:**

Text: Clothing, Fashion, Fabrics, and Construction (Glencoe/McGraw-Hill, 2003) Supplemental Materials: Computer programs, Internet sites, fashion magazines, Guest Speakers, PowerPoint Presentations, computerized monogram/embroidery machines and Industry Personnel

<b>18 - WEEK INSTRUCTIONAL DEVLIVERY PLAN*</b>	
<b>WEEK 1-3</b>	Introduction of the class; Job Shadow Preparation; “Creating Your Own Apparel Line” Part 1 to include research for inspiration, “Company Information Sheet”, fabric choices, sketches for line. (EQ – How does a fashion retailer successfully organize and manage a fashion retail business? What is the impact of market segmentation on apparel manufacturers and fashion retailers?) Culminating Product (CP)
<b>WEEK 4-5</b>	Fashion Display Board; Presentation (EQ – What factors affect fashion trends and fads? How are decisions made to determine what products are marketable?) Culminating Product (CP)

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<b>WEEK 6-7</b>	“Retail Industry” Research Portfolio 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. (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)
<b>WEEK 8-9</b>	Fashion Business Plan to include retail operations (customer service, safety, security), financial preparations, merchandise assortment, worksite policies, human resource management, technology, store layout, visual merchandising, price points, advertising, marketing. (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)
<b>WEEK 10-11</b>	“Creating Your Own Apparel Line” Garment 1 Construction. (EQ – How do fashion styles and trends influence a designer’s line? Culminating Product (CP)
<b>WEEK 12</b>	“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.
<b>WEEK 13-14</b>	“Creating Your Own Apparel Line” Garment 2 Construction. Culminating Product (CP)
<b>WEEK 15</b>	“Creating Your Own Apparel Line” Power Point Preparation Part 2 to include advertising/promotions, window display, sizing chart, hang tag, care labels, logo.
<b>WEEK 16-17</b>	“Creating Your Own Apparel Line” Garment 3 Construction. Culminating Product (CP)
<b>WEEK 18</b>	Complete Professional Design portfolio and powerpoint presentation to include sketches, photos and descriptions of each completed garment, conclusion paragraph, and bibliography; Presentation to Fashion Design classes and FACS teachers.

**\* This syllabus serves as a guide for both the teacher and student; however, during the term it may become necessary to make additions, deletions or substitutions.**