

Fashion Design III

Practicum in Fashion Design

	Recommended Weeks
FCCLA INTRODUCTION	2 Weeks
Topic 11: Fashion Show	2 Weeks
<ul style="list-style-type: none"> • Unit 1: Fashion Show Production (13) 	
Topic 12: Product Development	8 Weeks
<ul style="list-style-type: none"> • Unit 1: Business Plan (3) • Unit 2: Fashion Buying (9) • Unit 3: Marketing Fashion (17) • Unit 4: Retail Merchandising (17) • Unit 5: Apparel Line Creation (7) 	
Topic 13: Fashion Promotion	6 Weeks
<ul style="list-style-type: none"> • Unit 1: Promotion Strategies (18) • Unit 2: Visual Displays (17) • Unit 3: Fashion Show Production (13) • Unit 4: Fashion Event Production (7) 	
Topic 14: Business Practices*	18 Weeks
<ul style="list-style-type: none"> • Unit 1: Client Services (13) • Unit 2: Operational Costs (17) 	
<p>*For the 2nd semester, students should select an area of interest, develop, and complete a project of their choice. For example:</p> <ul style="list-style-type: none"> ➤ If interested in designing apparel, find a client; interview the person for what type of clothing they want; design products, consult with the client on product choices, take measurements and sew an actual garment for the client. ➤ This same option can be done with other areas; the student could intern with a business of the field if they are interested in retail merchandising, i.e. locate a boutique within the area to intern with during the semester. The teacher can set up the parameters as to the amount of time the student should work per week, what types of work they should participate in to meet class criteria, etc. <p>A review of Standard Topics 2, 3 and 4 would also be a good option.</p>	
TESTING	
<p>*This course is designed to be project-based learning, therefore testing may not be necessary but rather the projects, time management, meeting deadlines, etc. are graded.</p>	