

Scope & Sequence

Course Name: Practicum in Fashion Design PEIMS Code: 13009500*		Course Credit: 2.0 Course Requirements: Grade Placement: 11 – 12 Prerequisites: Fashion Design II and Fashion Design II Lab.
Course Description: In addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced technical understanding of the business aspects of fashion, with emphasis on promotion and retailing. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.		
<p>NOTE 1: The practicum course is a paid or unpaid capstone experience for students participating in a coherent sequence of career and technical education courses in the Arts, A/V Technology, and Communications Career Cluster. This is a suggested scope and sequence for the course content. This content will work with any textbook, instructional materials or practicum experience. If locally adapted, make sure all TEKS are covered.</p> <p>NOTE 2: Completion of skill sets may be demonstrated throughout the practicum. Therefore, content based on the TEKS does not have to be delivered sequentially. The major reason students take a practicum is to provide additional time on task for learning specialized skills. In most cases where the Extended Practicum is added to the Practicum, it is because the student is spending more than 15 hours per week at his/her training station (place of employment or internship).</p> <p>NOTE 3: The information in this scope and sequence document does not describe detailed activities, because the activities will vary from student to student and training station to training station. The intent is that students incorporate and use previously learned knowledge and skills related to the career cluster.</p>		
Practicum Plan	TEKS Covered 130.115. (c) Knowledge and Skills	
Section 1: Pre-Practicum Prior to beginning practicums, students will review and discuss professional standards and employers' expectations, personal and	(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: (A) identify and participate in training, education, or certification to prepare for employment; and	

workplace safety, proper safety and security techniques, effective problem-solving strategies, positive interpersonal skills, the principles of group participation and teamwork, appropriate work habits, ethical conduct, and conflict-management skills. Students will also discuss the technical and academic skills required for the practicum, and put into place strategies for mastering any/all skills necessary to manage and perform work/practicum responsibilities.

Also prior to beginning their practicum experiences, students will agree to adhere to policies and procedures, demonstrate positive work attitudes and behaviors, including punctuality, time management, initiative, and cooperation, accept constructive criticism, make ethical decisions, complete tasks with the highest standards, and to comply with all applicable rules, laws, and regulations in a consistent manner. Students will also review and discuss professional communications strategies and practices for effective working relationships, such as providing constructive praise and criticism, demonstrating sensitivity to and value for

- (B) identify and demonstrate professional standards and personal qualities needed to be employable such as self-discipline, self-worth, positive attitude, integrity, and commitment.
- (2) The student applies academic knowledge and skills in fashion, textile, and apparel projects. The student is expected to:
 - (A) apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents; and
 - (B) apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations.
- (3) The student implements advanced professional communications strategies. The student is expected to:
 - (A) adapt language for audience, purpose, situation, and intent;
 - (B) organize oral and written information;
 - (C) interpret and communicate information, data, and observations;
 - (E) apply active listening skills to obtain and clarify information; and
 - (F) communicate with diverse individuals.
- (4) The student implements advanced problem-solving methods. The student is expected to:
 - (A) employ critical-thinking skills independently and in groups; and
 - (B) employ interpersonal skills in groups to solve problems.
- (7) The student applies safety regulations. The student is expected to implement personal and workplace safety rules and procedures.
- (8) The student implements leadership characteristics in classroom and professional settings. The student is expected to:



<p>diversity, and managing stress and controlling emotions.</p> <p>Students, supervising instructors, and practicum experience supervisors will read and review locally created practicum checklist(s). Parent/guardians will also be provided with a copy. Checklist(s) will include all relevant TEKS along with rubrics for supervisor evaluations and student self-evaluations. Students will read, discuss, and demonstrate an understanding of the provided checklist and rubric criteria before beginning their practicum experiences</p>	<ul style="list-style-type: none">(A) employ leadership skills to accomplish collective goals; and(B) employ practices for effective working relationships such as providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions. <p>(9) The student applies ethical decision making and complies with legal practices related to fashion, textiles, and apparel. The student is expected to:</p> <ul style="list-style-type: none">(A) exhibit ethical conduct; and(B) apply copyright laws. <p>(10) The student implements technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.</p>
<p>Section 2: TEKS Checklist Components for Practicum in Fashion Design</p> <p>Students, parents/guardians, and instructional/workplace supervisors will review, understand, and agree to a checklist of practicum objectives. Checklists may be locally adapted/modified, but all corresponding TEKS Checklist Components must be addressed.</p>	<p>(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:</p> <ul style="list-style-type: none">(A) identify and participate in training, education, or certification to prepare for employment;(B) identify and demonstrate professional standards and personal qualities needed to be employable such as self-discipline, self-worth, positive attitude, integrity, and commitment;(C) demonstrate skills related to seeking and applying for employment to find and obtain a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills; and(D) maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples.



- (2) The student applies academic knowledge and skills in fashion, textile, and apparel projects. The student is expected to:
 - (A) apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents; and
 - (B) apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations.
- (3) The student implements advanced professional communications strategies. The student is expected to:
 - (A) adapt language for audience, purpose, situation, and intent;
 - (B) organize oral and written information;
 - (C) interpret and communicate information, data, and observations;
 - (D) deliver formal and informal presentations;
 - (E) apply active listening skills to obtain and clarify information;
 - (F) communicate with diverse individuals; and
 - (G) exhibit public relations skills to increase internal and external customer/client satisfaction.
- (5) The student implements advanced technology applications. The student is expected to use personal information management, email, Internet, and industry programs for fashion, textiles, and apparel projects.
- (6) The student implements advanced knowledge of fashion, textile, and apparel systems. The student evaluates the history of the fashion, textiles, and apparel field. The student is expected to compare fashion history relative to current fashions trends.



- (7) The student applies safety regulations. The student is expected to implement personal and workplace safety rules and procedures.
- (8) The student implements leadership characteristics in classroom and professional settings. The student is expected to:
 - (A) employ leadership skills to accomplish collective goals;
 - (B) employ practices for effective working relationships such as providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions;
 - (C) conduct and participate in meetings using parliamentary procedure; and
 - (D) employ mentoring skills to inspire others.
- (9) The student applies ethical decision making and complies with legal practices related to fashion, textiles, and apparel. The student is expected to:
 - (A) exhibit ethical conduct; and
 - (B) apply copyright laws.
- (10) The student implements technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.
- (13) The student develops, implements, and evaluates a promotional plan. The student is expected to:
 - (A) identify components of the promotional mix such as advertising, visual merchandising, and personal selling;
 - (B) demonstrate visual merchandising techniques for fashion goods, services, or ideas;
 - (C) analyze a promotional plan for effectiveness;
 - (D) describe deceptive practices in fashion promotion; and
 - (E) employ ethical practices in promotional activities.



- (15) The student creates product displays using the principles of design. The student is expected to:
- (A) identify components used in developing displays;
 - (B) determine ways in which design elements and principles are used in the creation of displays;
 - (C) describe types and uses of interior and exterior displays; and
 - (D) create window or other displays of fashion and apparel products.
- (16) The student demonstrates effective customer service. The student is expected to:
- (A) determine factors that promote quality customer relations;
 - (B) evaluate the impact of cultural diversity on customer relations;
 - (C) exhibit skills needed for effective customer service;
 - (D) create solutions to specific customer issues; and
 - (E) examine the role of selling fashion products in retail.
- (17) The student identifies wholesale settings. The student is expected to:
- (A) analyze motives for consumer fashion purchases;
 - (B) describe qualities of an effective salesperson;
 - (C) apply appropriate fashion vocabulary in selling situations; and
 - (D) demonstrate effective sales techniques from customer approach to closure.
- (18) The student summarizes important business procedures in fashion retailing. The student is expected to:
- (A) explain methods a business uses to control risks such as surveillance, safety training, and loss control;
 - (B) explain the use of inventory information such as preparing financial reports and making buying decisions;



	<ul style="list-style-type: none"> (C) demonstrate cash and credit transaction methods; (D) analyze data used to make accurate forecasts; (E) demonstrate knowledge of the fashion buying process such as preparing a buying plan, completing purchase orders, and processing invoices; (F) examine operational costs such as markup, markdown, cash flow, and other factors affecting profit; and (G) demonstrate procedures for reporting and handling accidents, safety, and security incidents.
<p>Section 3: Critical Thinking and Problem-Solving: Practicum: Check-In 1</p> <p>Students will discuss and demonstrate critical thinking and problem-solving skills as they participate in check-in(s) with supervisors throughout their practicum experiences. Students will analyze and evaluate their practicum experiences as they describe how they have applied critical thinking and problem-solving skills, and alternative, creative, and/or innovative solutions to possible problems they have encountered thus far or may still encounter. Students will also be encouraged to discuss and predict what other critical thinking and problem-solving skills will be necessary for a successful practicum experience as well as a successful career in a fashion-related field.</p>	<ul style="list-style-type: none"> (3) The student implements advanced professional communications strategies. The student is expected to: <ul style="list-style-type: none"> (C) interpret and communicate information, data, and observations; and (E) apply active listening skills to obtain and clarify information. (4) The student implements advanced problem-solving methods. The student is expected to: <ul style="list-style-type: none"> (A) employ critical-thinking skills independently and in groups. (5) The student implements advanced technology applications. The student is expected to use personal information management, email, Internet, and industry programs for fashion, textiles, and apparel projects. (11) The student describes fundamentals of fashion buying. The student is expected to: <ul style="list-style-type: none"> (A) explain processes for retail buying; (B) identify wholesale market resources; (C) compare various apparel markets; (D) analyze how timing and pricing of fashion apparel and accessories are determined;

<p>Students will use appropriate technology to describe the fundamentals of fashion buying, including processes, resources, markets, timing, and pricing. Students will also describe various types of retail outlets, describe how offshore sourcing impacts fashion retailing, and compose and present a scenario plan for retail pricing, sales, inventory, and purchasing.</p>	<ul style="list-style-type: none"> (E) analyze the price of a fashion product; (F) describe various types of retail outlets; (G) describe how offshore sourcing impacts fashion retailing; and (H) compose a scenario plan for retail pricing, sales, inventory, and purchasing.
<p>Section 4: Check List Progress and Research Activities: Check-In 2</p> <p>During this check-in, students will discuss and self-evaluate their practicum check list progress as well as any questions or problems they may have encountered. Students will describe how they have applied or will apply critical thinking and problem solving skills, and alternative, creative, and/or innovative solutions to problems they may have encountered or may still encounter. Students will use appropriate technology to describe the relationship between marketing and the fashion industry, including marketing concepts and functions, the importance of target markets, advantages and disadvantages of market segmentation and mass marketing, research trends and</p>	<ul style="list-style-type: none"> (3) The student implements advanced professional communications strategies. The student is expected to: <ul style="list-style-type: none"> (C) interpret and communicate information, data, and observations; and (E) apply active listening skills to obtain and clarify information. (4) The student implements advanced problem-solving methods. The student is expected to: <ul style="list-style-type: none"> (A) employ critical-thinking skills independently and in groups. (5) The student implements advanced technology applications. The student is expected to use personal information management, email, Internet, and industry programs for fashion, textiles, and apparel projects. 12) The student describes the relationship between marketing and the fashion industry. The student is expected to: <ul style="list-style-type: none"> (A) explain the marketing concept; (B) relate marketing functions to the fashion industry; (C) explain how each component of the marketing mix contributes to successful fashion marketing; (D) explain the importance of target markets;

<p>emerging technologies affecting fashion marketing, determine examples of niche marketing, describe cultural and societal influences on the fashion market, and describe how international marketing has affected the fashion industry.</p>	<ul style="list-style-type: none"> (E) describe advantages and disadvantages of market segmentation and mass marketing; (F) research trends and emerging technologies affecting fashion marketing; (G) determine examples of niche marketing; (H) describe cultural and societal influences on the fashion market; and (I) describe how international marketing has affected the fashion industry.
<p>Section 5: Fashion Careers and Practicum Culminating Activities</p> <p>During their practicum experience, students will use appropriate technology and/or assigned materials to review and self-evaluate skills, personal qualities, competencies, training, education, and/or preparation for licensure, certification, or other relevant credentials to prepare for employment. Students will demonstrate to their supervising instructors skills related to seeking and applying for employment to find and obtain a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills. Students will exhibit public relations skills as well as effective communications skills as they present their career portfolio and participate in a real or mock interview. Students will also evaluate and compare</p>	<ul style="list-style-type: none"> (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: <ul style="list-style-type: none"> (A) identify and participate in training, education, or certification to prepare for employment; (B) identify and demonstrate professional standards and personal qualities needed to be employable such as self-discipline, self-worth, positive attitude, integrity, and commitment; (C) demonstrate skills related to seeking and applying for employment to find and obtain a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills; (D) maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; (E) demonstrate skills in evaluating and comparing employment opportunities; and (F) examine employment opportunities in entrepreneurship. (3) The student implements advanced professional communications strategies. The student is expected to: <ul style="list-style-type: none"> (A) adapt language for audience, purpose, situation, and intent; (B) organize oral and written information;



employment opportunities as well as examine employment opportunities in entrepreneurship.

As a culminating project for the practicum, students will demonstrate their advanced knowledge of fashion, textile, and apparel systems and successfully prepare and present a special fashion event such as a fashion show, trunk show, retail show, and/or educational event. Events will demonstrate advanced professional communications strategies and include marketing techniques for specific customer types, promotional activities, a scale drawing to illustrate fashion show/event sets and staging, a description of all fashion show/event responsibilities, and a press release. As part of their event, students will evaluate and present the history of the fashion, textiles, and apparel field, and compare fashion history relative to current fashions trends.

- (C) interpret and communicate information, data, and observations;
 - (D) deliver formal and informal presentations; and
 - (G) exhibit public relations skills to increase internal and external customer/client satisfaction.
- (6) The student implements advanced knowledge of fashion, textile, and apparel systems. The student evaluates the history of the fashion, textiles, and apparel field. The student is expected to compare fashion history relative to current fashions trends.
- (14) The student applies marketing techniques when assisting with promotional activities. The student is expected to:
- (A) describe various types of business promotion strategies;
 - (B) classify types of customers and their motives for buying textile and apparel products;
 - (C) describe roles of public relations and publicity in product promotion;
 - (D) explain the use of promotional activities to market textile and apparel products and services;
 - (E) plan special fashion events such as fashion shows, trunk shows, retail shows, and educational events;
 - (F) create and develop a fashion show theme;
 - (G) develop a scale drawing to illustrate fashion show sets and staging;
 - (H) describe all fashion show responsibilities; and
 - (I) write press releases to publicize promotional activities.