

# Apparel and Textiles (2020)

**Content Standard 1.0:**  
**Career**  
**Exploration** CS1.0

**1.1 Performance Standard 1.1: Analyze the Role of Trade and Professional Organizations in Fashion, Textile, and Apparel Industries** PS1.1

1.1.1 Research historical trends of professional organizations. 1.1.1

1.1.2 Summarize various professional organizations. 1.1.2

1.1.3 Participate in a professional organization [e.g., Family, Career and Community Leaders of America (FCCLA), Fashion Institute of Design and Merchandising (FIDM) Fashion Club, Association of Sewing and Design Professionals (ASDP)].

1.1.3

1.1.4 Participate in tours of product, textile, and apparel manufacturers and merchandising facilities. 1.1.4

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## **1.2 Performance Standard 1.2: Analyze Opportunities for Employment and Entrepreneurial Endeavors** PS1.2

- 1.2.1 Explore career opportunities in apparel, textile, manufacturing and/or design industries, utilizing technology. 1.2.1
- 1.2.2 Analyze job descriptions for apparel, textile, manufacturing and/or design industries. 1.2.2
- 1.2.3 Analyze the future employment outlook in apparel, textile, manufacturing and/or design industries. 1.2.3
- 1.2.4 Develop personal professional goals. 1.2.4
- 1.2.5 Perform different jobs or tasks in apparel, textile, manufacturing and design industries. 1.2.5
- 1.2.6 Determine preparation requirements for various levels of employment in a variety of apparel, textile, manufacturing and/or design industries. 1.2.6
- 1.2.7 Determine how interests, abilities, life goals, personal priorities, and family responsibilities affect career choices. 1.2.7
- 1.2.8 Explain the roles and functions of individuals engaged in apparel, textile, manufacturing and/or design careers. 1.2.8
- 1.2.9 Describe entrepreneurial opportunities in apparel, textile, manufacturing and/or design industries. 1.2.9
- 1.2.10 Explain the characteristics of a successful entrepreneur. 1.2.10
- 1.2.11 Identify the advantages and disadvantages of owning a business. 1.2.11
- 1.2.12 Identify the components of a business plan and analyze its success. 1.2.12
- 1.2.13 Research the legal requirements and resources needed for starting a business. 1.2.13
- 1.2.14 Apply the problem-solving process to resolve a business problem. 1.2.14

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## **1.3 Performance Standard 1.3: Summarize Education and Training Requirements for Career Pathways** PS1.3

- 1.3.1 Utilize the internet to research and evaluate postsecondary educational programs. 1.3.1
- 1.3.2 Participate in college fairs or campus visits, or consult a college recruiter. 1.3.2
- 1.3.3 Discuss the postsecondary education application and financial aid processes. 1.3.3

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**1.4 Performance Standard 1.4: Analyze the Effects of Textile and Apparel Occupations on Local, State, National, and Global Economies** PS1.4

- 1.4.1 Differentiate between local, state, national, and global economies. 1.4.1
- 1.4.2 Examine the effects of economics on apparel, textile, and/or design occupations. 1.4.2
- 1.4.3 Analyze the effects of omni-channel approaches to selling. 1.4.3
- 1.4.4 Anticipate the future impact of local, state, national, and global economies on apparel, textile, manufacturing and design occupations. 1.4.4

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**1.5 Performance Standard 1.5: Create a Professional Portfolio** 1.5

- 1.5.1 Organize a portfolio for the purpose of obtaining internships, work-based learning opportunities, postsecondary education, and employment. 1.5.1
- 1.5.2 Compose a letter of intent, a cover letter, a letter of references, and a resume. 1.5.2
- 1.5.3 Incorporate evidence of skill level in a portfolio, with physical sample/digital representation of product. 1.5.3
- 1.5.4 Implement aesthetics and professionalism in a portfolio. 1.5.4
- 1.5.5 Create a professional portfolio with a digital and physical representation. 1.5.5

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**Content Standard 2.0: Design – Demonstrate Apparel and Product Design Skills** CS 2.0

**2.1 Performance Standard 2.1: Utilize Elements and Principles of Designing, Constructing, and/or Altering End Products** PS2.1

- 2.1.1 Apply the elements and principles of design. 2.1.1
- 2.1.2 Recognize and implement color schemes and color theory to develop and enhance product design. 2.1.2
- 2.1.3 Examine ways in which elements and principles of design can affect appearance, theme, and mood. 2.1.3

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**2.2 Performance Standard 2.2: Use Proper Illustration Techniques** PS2.2

- 2.2.1 Demonstrate the ability to draw the human figure (i.e., natural, fashion, and character). 2.2.1
- 2.2.2 Identify a croquis and apply its use. 2.2.2
- 2.2.3 Demonstrate an understanding of digital illustration methods. 2.2.3
- 2.2.4 Recognize and implement a variety of mediums (e.g., markers, colored pencils, paint, etc.). 2.2.4
- 2.2.5 Demonstrate an understanding of the sketching and illustration process to communicate ideas. 2.2.5
- 2.2.6 Use sketches and illustrations to communicate ideas. 2.2.6

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### **2.3 Performance Standard 2.3: Develop Design Inspiration** PS2.3

- 2.3.1 Research the history of clothing and fashion. 2.3.1
- 2.3.2 Follow trends in clothing and fashion. 2.3.2
- 2.3.3 Differentiate between history, trends, and forecasting, and their applications in design. 2.3.3
- 2.3.4 Describe sources of design inspiration. 2.3.4
- 2.3.5 Generate a design that reflects ecological, environmental, sociological, psychological, cultural, technical, and/or economic trends and issues. 2.3.5

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### **4 Performance Standard 2.4: Demonstrate Knowledge of Design Skills** PS2.4

- 2.4.1 Evaluate a variety of aesthetics and points of view. 2.4.1
- 2.4.2 Develop a personal aesthetic and point of view. 2.4.2
- 2.4.3 Explain the ways in which fabric characteristics affect design. 2.4.3
- 2.4.4 Create multiple looks with a cohesive vision. 2.4.4
- 2.4.5 Demonstrate the ability to use technology for product, textile, and apparel design. 2.4.5
- 2.4.6 Demonstrate the ability to style a product as per end use. 2.4.6

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### **2.5 Performance Standard 2.5: Demonstrate Knowledge of Design Presentation Skills** PS2.5

- 2.5.1 Apply composition skills to a design presentation. 2.5.1
- 2.5.2 Incorporate imagery in the design presentation. 2.5.2
- 2.5.3 Provide and receive feedback. 2.5.3

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### **Content Standard 3.0: Textiles – Analyze Fiber and Fabric Products and Materials** CS3.0

### **3.1 Performance Standard 3.1: Evaluate Performance Characteristics of Fibers, Fabrics, and Finishes** PS3.1

- 3.1.1 Identify fibers, yarns, and fabrics. 3.1.1
- 3.1.2 Utilize a magnifying device to examine the physical properties of fibers, yarns, and fabrics. 3.1.2
- 3.1.3 Compare and contrast performance characteristics of fibers, yarns, and fabrics. 3.1.3
- 3.1.4 Analyze performance characteristics of fibers, yarns, and fabrics. 3.1.4

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**PS 3.2 Performance Standard 3.2: Examine Processes for Creating Fibers, Yarns, and Fabrics** PS3.2

- 3.2.1 Compare and contrast natural, semi-synthetic, and synthetic fibers. 3.2.1
- 3.2.2 Produce a woven, nonwoven, and knitted example. 3.2.2
- 3.2.3 Explain production processes for creating fibers, yarns, woven, and knitted fabrics, and nonwoven textile products. 3.2.3
- 3.2.4 Analyze sustainable processes to maintain the environment. 3.2.4
- 3.2.5 Demonstrate the ability to repurpose, alter and/or repair existing textiles. 3.2.5
- 3.2.6 Explain the embellishment and fabric printing methods of various textiles. 3.2.6
- 3.2.7 Explain sourcing methods for raw materials, yarns, fabrics, and trims. 3.2.7

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**3.3 Performance Standard 3.3: Analyze the Effects of Textile Characteristics on the Design, Construction, Care, Use, and Preservation of Products** PS3.3

- 3.3.1 Comprehend and follow product care labels. 3.3.1
- 3.3.2 Select appropriate textile care products. 3.3.2
- 3.3.3 Demonstrate appropriate textile care procedures (i.e., stain removal, pressing, and storage). 3.3.3
- 3.3.4 Demonstrate the safe use and care of a washing machine, dryer, and pressing tools. 3.3.4
- 3.3.5 Differentiate between wet and dry cleaning methods. 3.3.5
- 3.3.6 Describe the steps in textile preservation and storage. 3.3.6

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**3.4 Performance Standard 3.4: Summarize Textile Legislation, Standards, and Labeling** PS3.4

- 3.4.1 Research textile legislation, standards, and labeling. 3.4.1
- 3.4.2 Describe legislation affecting the textile industry and consumer protection. 3.4.2
- 3.4.3 Analyze legislation, regulations, and public policy affecting the product, textile, and apparel industries. 3.4.3

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**Content Standard 4.0: Construction – Demonstrate the Skills Needed to Produce, Alter, and Repair Apparel and Products** CS4.0

**4.1 Performance Standard 4.1: Demonstrate Skills Using Industry-Standard Equipment, Tools, and Supplies** 4.1.1

- 4.1.1 Demonstrate the safe use, care, and maintenance of sewing equipment. 4.1.1
- 4.1.2 Demonstrate the safe use, care, and maintenance of cutting, marking, pattern-making, and measuring tools. 4.1.2
- 4.1.3 Demonstrate the safe use, care, and maintenance of pressing, cleaning, and steaming equipment. 4.1.3

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**PS 4.2 Performance Standard 4.2: Demonstrate the Skills Required for Pattern and Textile Selection and Preparation** PS4.2

- 4.2.1 Select appropriate patterns for project end use. 4.2.1
- 4.2.2 Interpret and apply information found on patterns. 4.2.2
- 4.2.3 Determine yardage requirements for a variety of projects. 4.2.3
- 4.2.4 Select appropriate fabrics and notions for project end use. 4.2.4
- 4.2.5 Prewash fabric, press, layout, and cut a pattern, based on fabric characteristics. 4.2.5
- 4.2.6 Demonstrate the ability to interpret and transfer pattern markings. 4.2.6
- 4.2.7 Demonstrate the ability to alter a pattern for fit. 4.2.7
- 4.2.8 Demonstrate the ability to draft a pattern. 4.2.8

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**4.3 Performance Standard 4.3: Demonstrate Skills for Constructing, Altering, and Repairing** PS4.3

- 4.3.1 Demonstrate a variety of seams, seam finishes, and hems. 4.3.1
- 4.3.2 Demonstrate various machine and hand-stitching techniques 4.3.2
- 4.3.3 Demonstrate pressing and steaming techniques. 4.3.3
- 4.3.4 Demonstrate the application of various closures. 4.3.4
- 4.3.5 Demonstrate the ability to construct a variety of garment features (e.g., collars, cuffs, pockets, etc.). 4.3.5
- 4.3.6 Utilize resources to assist in garment construction. 4.3.6
- 4.3.7 Demonstrate mending and repairing techniques. 4.3.7
- 4.3.8 Construct garments and products for a variety of end uses. 4.3.8
- 4.3.9 Demonstrate the ability to alter or repurpose an existing garment. 4.3.9
- 4.3.10 Demonstrate the ability to alter or repurpose an existing garment. 4.3.10

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**Content Standard 5.0: Product Development and Production** CS5.0

**5.1 Performance Standard 5.1: Develop and Design** PS5.1

- 5.1.1 Develop an understanding of demographics as related to a target market. 5.1.1
- 5.1.2 Define marketing, recognize marketing trends, and review marketing strategies for products. 5.1.2
- 5.1.3 Demonstrate the ability to illustrate a design. 5.1.3
- 5.1.4 Produce elements of a Technical Package (Tech-Pack). 5.1.4
- 5.1.5 Understand basic patternmaking or pattern editing relative to design. 5.1.5
- 5.1.6 Produce a prototype product based on the design. 5.1.6

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## **5.2 Performance Standard 5.2: Pre-Production Processes** PS5.2

- 5.2.1 Understand grading of pattern into sizes. 5.2.1
- 5.2.2 Investigate garment-sizing strategies from different apparel brands. 5.2.2
- 5.2.3 Understand how costing of materials and labor contributes to final cost. 5.2.3
- 5.2.4 Investigate how consumer perceptions influence how much they are willing to pay. 5.2.4
- 5.2.5 Determine effects of global policy on location of garment production. 5.2.5

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## **5.3 Performance Standard 5.3: Production** PS5.3

- 5.3.1 Compare and contrast garment factory practices in the US and in other countries. 5.3.1
- 5.3.2 Analyze sustainable and ethical production practices. 5.3.2
- 5.3.3 Investigate a company's production practices. 5.3.3
- 5.3.4 Understand how garment production is tracked and managed. 5.3.4

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## **Content Standard 6.0: Merchandising, Marketing, and Promotions** CS6.0

## **6.1 Performance Standard 6.1: Implement Research Methods, Including Forecasting Techniques, for Marketing Textile and Apparel Products** PS6.1

- 6.1.1 Describe the stages in fashion changes known as the fashion cycles. 6.1.1
- 6.1.2 Differentiate between a trend and a fad. 6.1.2
- 6.1.3 Describe the evolution of fashion through history. 6.1.3
- 6.1.4 List influential designers throughout history. 6.1.4
- 6.1.5 Research and forecast trends in apparel marketing. 6.1.5
- 6.1.6 Forecast technological changes that impact the merchandising process (e.g., e-tailing, blogs, catalogues, etc.). 6.1.6
- 6.1.7 Describe personal clothing needs and wants (i.e., wardrobe planning). 6.1.7
- 6.1.8 Differentiate between physical, social, and psychological needs. 6.1.8
- 6.1.9 Describe cultural, political, social, economic, and personal value factors that influence clothing choices. 6.1.9

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## **6.2 Performance Standard 6.2: Apply Methods for Promoting Textile and Apparel Products** PS6.2

- 6.2.1 Determine external factors that influence merchandising. 6.2.1
- 6.2.2 Utilize and implement visual merchandising. 6.2.2
- 6.2.3 Practice methods for promoting textile and apparel products 6.2.3
- 6.2.4 Analyze ethical considerations for merchandising textile and apparel products. 6.2.4
- 6.2.5 Apply marketing strategies for products, textiles, and apparel. 6.2.5
- 6.2.6 Compare and contrast various promotion strategies for products. 6.2.6

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### **6.3 Performance Standard 6.3: Apply Marketing Strategies for Apparel, Textile, and Apparel Products** PS6.3

- 6.3.1 Utilize a spreadsheet to determine the costs of manufacturing and merchandising products. 6.3.1
- 6.3.2 Identify ethical considerations for the manufacturing and merchandising of products. 6.3.2
- 6.3.3 Describe the function and importance of quality control. 6.3.3

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### **6.4 Performance Standard 6.4: Apply Skills and Knowledge Required in the Retail Industry** PS6.4

- 6.4.1 Investigate operations of a retail store. 6.4.1
- 6.4.2 Describe various methods of maintaining inventory control. 6.4.2
- 6.4.3 Evaluate the use of technology in various retail channels. 6.4.3
- 6.4.4 Identify garment details relative to a target market. 6.4.4
- 6.4.5 Be familiar with various classifications of categories of merchandise (e.g., men's wear, sportswear, petites, etc.). 6.4.5

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### **6.5 Performance Standard 6.5: Acquire an Understanding of the Merchandise-Buying Process** PS6.5

- 6.5.1 Compare and contrast retail and wholesale practices. 6.5.1
- 6.5.2 Describe the importance of the sales report in determining the effectiveness of prior purchases and planning future purchases. 6.5.2
- 6.5.3 Utilize data to plan purchases 6.5.3
- 6.5.4 Investigate the merchandise-buying process. 6.5.4
- 6.5.5 Evaluate a sales report to determine the effectiveness of a prior fashion season. 6.5.5
- 6.5.6 Determine the effects of global trade in today's retail environment. 6.5.6

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### **6.6 Performance Standard 6.6: Evaluate the Components of Customer Service** PS6.6

- 6.6.1 Distinguish factors that contribute to quality customer relationships. 6.6.1
- 6.6.2 Analyze methods of customer service in various retail channels. 6.6.2
- 6.6.2 Create solutions and set expectations to address customer concerns (i.e., returns, exchanges, etc.). 6.6.3
- 6.6.4 Investigate factors that influence consumer choices in purchasing decisions. 6.6.4

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**6.7 Performance Standard 6.7: Demonstrate General Operational Procedures Required for Business Profitability** PS6.7

- 6.7.1 Analyze legislation, regulations, and public policy affecting product, textile, and apparel industries. 6.7.1
- 6.7.2 Analyze personal and employer responsibilities and liabilities regarding industry-related safety, security, and environmental factors. 6.7.2
- 6.7.3 Analyze the effects of security and inventory control strategies, cash and credit transaction methods, laws, and worksite policies, on loss prevention and store profit. 6.7.3
- 6.7.4 Demonstrate procedures for reporting and handling accidents, safety, and security incidents. 6.7.4
- 6.7.5 Analyze operational costs and other factors affecting profit. 6.7.5
- 6.7.6 Debate labor ethics involved in the manufacturing and merchandising of products. 6.7.6
- 6.7.7 Estimate costs involved in the manufacturing and merchandising of products. 6.7.7