



# Textile Design Entrepreneurship

## **EXAM INFORMATION**

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**Exam Number**

354

**Items**

39

**Points**

49

**Prerequisites**

APPAREL DESIGN AND PRODUCTION I  
APPAREL DESIGN AND PRODUCTION II

**Recommended Course Length**

ONE SEMESTER

**National Career Cluster**

ARTS, A/V TECHNOLOGY &  
COMMUNICATIONS  
HUMAN SERVICES

**Performance Standards**

INCLUDED (OPTIONAL)

**Certificate Available**

YES

## **DESCRIPTION**

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This course will provide students with apparel or interior design opportunities using soft goods/textiles and construction/production skills which will focus on entrepreneurial opportunities and careers in design fields. Experiences may include pattern design, apparel design and construction, fitting and alteration, and interior design projects. The study and application of textile sciences and technology in this course will provide students with laboratory-based experiences.

## **EXAM BLUEPRINT**

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<b>STANDARD</b>	<b>PERCENTAGE OF EXAM</b>
1- Careers	16%
2- Technology	15%
3- Fabrics	41%
4- Entrepreneurial Options	28%



## STANDARD I

### STUDENTS WILL ANALYZE CAREERS AND EXPLORE THE DESIGN INDUSTRY

**Objective I** Research employment and entrepreneurial opportunities and preparation for interior and/or fashion design careers. [www.bls.gov](http://www.bls.gov)

1. Interior Design Careers:
  1. Interior designer: Make interior spaces functional, safe, and beautiful by determining space requirements and selecting decorative items, such as colors, lighting, and materials.
  2. Developer: Plan, create and present products for a specific market using knowledge of principles and elements of design, aesthetics, and technical skills. Work closely with design and technical teams.
  3. Graphic Designer: Create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.
  4. Art Directors: Responsible for visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design of a project and direct others who developed artwork and layouts.
  5. Merchandise displayers/Window trimmers: Creates fixtures and display stands for events such as large public exhibitions, conferences, trade shows and temporary displays for business, museums, libraries and galleries.
  6. Fabricator: Assemble finished products and parts that go into them. They use tools, machines, and their hands.
  7. Entrepreneur: Devise strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and organizations.
  8. Purchasing/Buyers: Sources goods to be sold at retail stores or presented in showrooms. (e.g. flooring, upholstery, accessories)
2. Fashion Design Careers:
  1. Fashion Designer: Create original clothing, accessories, and footwear. They sketch designs, select fabrics and patterns, and give instructions on how to make the products they designed.
  2. Developer: Plan, create and present products for a specific market using knowledge of principles and elements of design, aesthetics, and technical skills. Work closely with design and technical teams.
  3. Purchasing/Buyers: Sources goods to be sold at retail stores. (e.g. - clothing, accessories footwear, fabrics, notions)
  4. Retail Sales: Assist the customer in brick and mortar store to facilitate their purchase.
  5. Costume Designer: A person who designs costumes for film, stage production or television.
  6. Entrepreneur: Devise strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and organizations.



## Resources: Interior Design Related Careers

[www.bls.gov](http://www.bls.gov) Great overview on Interior Design & related careers. Great lesson plans help.

<http://www.houzz.com> Great visual site that is organized by: designer services, idea books, projects. Very helpful for visual lesson plans.

[www.fidm.edu](http://www.fidm.edu) Interior Design, Textile Design, Furniture Design. Excellent information on career specifics and classes needed.

[www.fitnyc.edu](http://www.fitnyc.edu) Excellent information on Interior Design and Textile Design careers.

## Resources: Fashion Design Related Careers

[www.bls.gov](http://www.bls.gov) - [www.bls.gov/ooh/arts-and-design/fashion-designers.htm](http://www.bls.gov/ooh/arts-and-design/fashion-designers.htm) Great overview and lesson plans help.

[www.fidm.edu](http://www.fidm.edu) Fashion Institute of Design & Merchandising: Amazing information on careers in textile design, jewelry design, textile production, Théâtre costume, visual communication, menswear, etc. Excellent overviews of “any” design career.

[www.fitnyc.edu](http://www.fitnyc.edu) A “myriad” of careers: associate, undergrad, and graduate programs in the Fashion industry. Great resource for teaching.

**Objective 2** Identify knowledge and skills for selected careers in the interior and fashion design industries.

- I. Employability/Soft Skills
  1. Organization
  2. Collaboration/teamwork
  3. Effective communication
  4. Values
  5. Self-representation (e.g. - appropriate language and dress, reliability, etc.)
  6. Critical thinking
2. Technical Skills
  1. Finances (See Standard 4)
  2. Managing teams and personnel
  3. Creativity
  4. Renderings (hand and digital)
  5. Reflection/Evaluation
  6. Client Services (assessing client needs and wants)
  7. Presentation (visual and oral)

## STANDARD 2

STUDENTS WILL IDENTIFY TECHNOLOGY USED IN FASHION DESIGN/INTERIOR DESIGN FABRICATION

**Objective 1** Become acquainted with basic design software.

- I. Identify how CAD (*Computer Aided Design*) and Vector are used in the fashion and commercial design industry.
  1. CAD: a program you use to create 2-D and 3-D shapes.
  2. Vector: a graphic that can be scaled and layered in a drawing program.
  3. CAD and vector programs may be used together to create a complete design.
2. Understand what output files, outsourcing and pattern grading terms are in relationship to design software.
  1. Output files: Type of file that a digital document can be saved as.



2. Outsourcing: Ability to share a file.
3. Pattern Grading: Procedure for creating different sizes from a pattern block/sloper.
3. Compare commercial and personal use design software programs used in the fashion and commercial design industry.
  1. Commercial Design software: The license allows the user to design and sell the product. These programs cost more than personal design programs. Examples are: Adobe Illustrator, Browzwear, Fashion CAD, Gerber Accumark, Gemini Pattern Editor.
  2. Personal Design software: This product can only be used for personal use, not for resale. Examples are: Adobe Illustrator, Design Sew, and Wild Ginger.

Standard 2 Performance Evaluation included below (Optional)

### STANDARD 3

STUDENTS WILL IDENTIFY AND CHOOSE APPROPRIATE FABRICS BASED ON FIBER PROPERTIES AS IT RELATES TO AN END PRODUCT

**Objective 1** Review and identify characteristics of natural fibers.

1. Cotton: absorbent, comfortable, durable, wrinkles, shrinks, easy to launder. (plant source)
2. Linen: absorbent, natural luster, quick drying, wrinkles, frays, little stretch. (plant source - flax)
3. Silk: absorbent, natural luster, insulating, strong, resilient, dyes well, expensive, degrades and yellows from age and sunlight. (animal source - silk worm cocoon),
4. Wool: absorbent, strong, elastic, fire retardant, shrinks when laundered improperly, wrinkle resistant, warm. (animal source - fur)

**Objective 2** Review and identify characteristics of manufactured fibers.

1. Nylon: strong, elastic, water repellent, colorfast, frays easily. (synthetic)
2. Polyester: good shape retention, easy to launder, wrinkle resistant, colorfast, blends well with other fibers, retains oily stains. (synthetic)
3. Acrylic: resembles wool, soft, warm, nonabsorbent, pills, heat sensitive, can shrink or stretch. (synthetic)
4. Lyocell: soft and comfortable, drapes beautifully, blends well with other fibers, wrinkles, dyes well, antibacterial. (cellulosic)
5. Spandex: very elastic, adds stretch when blended with other fibers, requires stretch stitching techniques, shrinks. (Synthetic)
6. Olefin: Resists: abrasion, chemicals, stains, mildew, pilling, wrinkles, static. Excellent wicking and thermal warmth, poor dye ability. (synthetic)

**Objective 3** Review and identify various types of fabric finishes.

1. Fabric Finish: Improves appearance, hand (feel) and/or performance of textiles.
  1. Stain resistant: Makes fibers less absorbent, so it is easier to lift off or sponge away spills of food, water, and other substances.
  2. Fire resistant: Prevents fabric from supporting or spreading a flame.
  3. Wrinkle resistant: Helps fabric retain its original shape and resist wrinkling.
  4. Waterproof: Fills the pores of a fabric, so water cannot pass through it.
  5. Water resistant: Able to resist the penetration of water to some degree but not entirely.

**Objective 4** Explore and identify performance textile technologies.



1. Antimicrobial: A chemical is added to the solution before being extruded, which kills and inhibits the growth of microorganisms.
2. Wicking: changing the cross-section of the fiber as it is extruded to mimic natural fiber properties.

### Objective 5

Examine the progression of ethical practices in the textile and apparel industry.

1. Explore and identify environmental sustainability practices in the textile and apparel industry.
  1. Ethics: Moral principles that govern a person's or group's behavior.
  2. Sustainable product: Meets the needs of the present while making sure future needs are met. Provides environmental, social and economic benefits while protecting the health of the public and the planet.
  3. Environmental Responsibility: The obligation that a company must operate in a way that protects the environment.
2. Human ethical impact of fibers used in the industry.
  1. Fair Trade: a movement whose goal is to help producers in developing countries to get a fair price for their products. Fair trade helps to provide safe working conditions and improved livelihoods for workers around the world.

### Resources:

“The True Cost” documentary available from Netflix, [truecostmovie.com](http://truecostmovie.com), [amazon.com](http://amazon.com) and iTunes  
[www.fairtradeusa.org](http://www.fairtradeusa.org)

Standard 3 Performance Evaluation included below (Optional)

## STANDARD 4

STUDENTS WILL EXPLORE ENTREPRENEURIAL OPTIONS IN THE FASHION AND INTERIOR DESIGN INDUSTRY

### Objective 1

Students will explore the sequence of steps in establishing a business plan.

1. Introduction
  1. Description of the business and its goals.
  2. Ownership of the business and its legal structure.
  3. List the skills and experience you bring to the business.
  4. Advantages you and your business have over competitors.
2. Marketing
  1. Products and services your company will offer.
  2. Customer demand for your products and services.
  3. Identify your market, its size and locations.
  4. Explain how your products and services will be advertised and marketed.
  5. Pricing strategy.
3. Finance & Management
  1. Expected return on investment and monthly cash flow for the first year.
  2. Projected income statements.
  3. Discuss your break-even point.
4. Operations
  1. Day-to-day operations.



2. Hiring and personnel procedures.
3. Insurance, lease or rent agreements.
4. Equipment necessary to produce your goods or services.
5. Production and delivery of products and services.
5. Concluding statement
  1. Summarize your business goals and objectives and express your commitment to the success of your business. Once you have completed your business plan, review it with a friend or business associate and professional business counselor.
  2. Remember, the business plan is a flexible document that should change as your business grows.

### Resources:

<http://www.sba.gov>

### Objective 2 Analyze how to price a product for sell.

1. **Material Costs:** the amount of money you spend on raw materials needed to create a product.
2. **Labor Costs:** the number of hours required to make your product and the hourly rate associated with those hours.
3. **Overhead Costs:** any further expenses required for the operation of your business. (e.g. - equipment, utilities, rent, insurance, taxes)

### Resources:

<http://www.venturebeat.com/2012/12/24/how-to-price-your-startups-product-right-the-first-time>

<http://www.sba.gov/category/navigation-structure/starting-managing-business/managing-business>

### Objective 3 Students will be able to explain the basics of the 4P's of marketing.

1. **Product:** Any goods, services, or ideas that we wish to sell.
2. **Place:** Distribution is getting the right product to the right place at the right time in the right amount and in the right condition.
3. **Price:** Determining a dollar amount at which we can sell the product.
4. **Promotion:** Making potential customers aware of a product in a positive way so they will want to buy it.

### Objective 4 Understand the basics for using credit for business financing.

1. **Interest rate:** The proportion of a loan that is charged as interest to the borrower, typically express as an annual percentage of the loan outstanding.
2. **Personal guarantee:** Individual agrees to be responsible for the financial obligations of a debtor or borrower to a lender, if the debtor or borrower fails to pay an amount owing under the loan agreement.
3. **Loan term:** Monetary loan that is repaid in regular payments over a set period of time. Term loans usually last between one and ten years but may last as long as 30 years in some cases. A term loan usually involves an unfixed interest rate that will add additional balance to be repaid.
4. **Ability to repay:** An economic principle stating that the amount of tax an individual pays should be dependent on the level of burden the tax will create relative to the wealth of the individual.

### Resources:

<http://www.sba.gov>

Standard 4 Performance Evaluation included below (Optional)



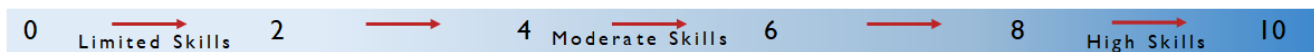
## Textile Design Entrepreneurship Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name \_\_\_\_\_

Class \_\_\_\_\_

### PERFORMANCE RATING SCALE



#### STANDARD 2 Technology

Score:

- Explore and analyze a current design software App related to the textile design industry in fashion and/or interior design.

#### STANDARD 3 Fabrics

Score:

- Analyze the effects of textile characteristics on design, construction, care, use, and maintenance of products created in class.

#### STANDARD 4 Entrepreneurial Options

Score:

- Create a Textile Design Entrepreneurship portfolio containing a written small business plan.
- Create a marketable Fashion Design or Interior Design product.

### PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name \_\_\_\_\_

Evaluator Title \_\_\_\_\_

Evaluator Signature \_\_\_\_\_

Date \_\_\_\_\_