

# Fashion Technology Standards and Skills

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## Health & Safety Standards

### Standard 1: Safety and Health in a Fashion Technology Environment

Students will implement safety protocols, promote employee wellness, and address emerging risks related to modern fashion technology workplaces.

OSHA10 – General Industry

#### Skills:

1. Identify, describe, and demonstrate the effective use of Safety Data Sheets (SDS) to meet documentation requirements related to chemicals used in fashion technology, such as dyes, solvents, and other materials used in textile manufacturing and garment finishing.
2. Locate emergency equipment, e.g., first aid kit, fire extinguisher, and review the emergency action and response plan, including labels and signage following OSHA’s Hazard Communication Standard (HAZCOM).
3. **Understand specific hazards in the fashion workroom**, such as flammable materials, electrical hazards from industrial machinery and appropriate waste disposal.
4. **Identify and compile contact information for relevant health and safety agencies** and resources to incorporate into the emergency response plan, including agencies focused on textile and garment manufacturing, such as those that regulate chemicals, machinery, and environmental safety standards specific to fashion.
5. **Analyze and implement workplace health practices** to create a supportive and safe fashion workroom, including air quality, lighting, noise reduction, and ergonomics of machinery and equipment used in sewing, pattern making, and cutting.
6. **Develop ergonomic principles** to promote employee well-being and reduce strain, with a focus on workstation layout, posture, and the use of technology tools.
7. **Demonstrate safe body mechanics,** including proper lifting techniques and ergonomics when handling fabric rolls, heavy machines, and other equipment, to prevent injury.
8. **Assess and mitigate the health risks associated with fashion technologies**, including **chemical exposure from dyes, fabric treatments, and other substances used in garment production**, as well as eye strain from screen usage (CAD systems) and repetitive motion injuries from sewing.
9. **Investigate and develop best practices for managing internet and social media safety** in the workplace, including guidelines for appropriate usage, data security, and digital etiquette, particularly for employees engaged in e-commerce, online marketing, and social media campaigns for fashion brands.
10. **Understand and apply fire safety protocols**, including the identification of fire hazards specific to fashion production, e.g., fabric storage, electrical machinery, and chemicals, appropriate evacuation procedures, and the correct use of fire extinguishers.

## Technical & Integrated Academic Standards

### Standard 2: Role of Fashion Technology Professionals in Society

Students will apply their knowledge of the historical evolution of fashion technology to drive innovation and optimize business operations in a professional setting, while addressing legal, ethical, and security challenges within the digital fashion industry.

#### Skills:

1. Evaluate the evolution of fashion technology from traditional textile methods to modern digital solutions, such as 3D printing, fashion design software, and automated production techniques.
2. Identify historical influences on current fashion design, analyzing how past trends, social movements, and innovations have shaped modern fashion.
3. Investigate how fashion technology professionals contribute to fashion business operations, such as in design, production, distribution, and marketing.
4. Identify and explain relevant legal and regulatory standards specific to the fashion industry, such as intellectual property laws, e.g., copyright and patent laws in fashion design, sustainability regulations, and data protection laws related to e-commerce platforms.
5. Assess the impact of emerging technologies, such as AI in fashion design, virtual fitting rooms, and data analytics for trend prediction, on fashion business processes, ethical considerations, e.g., sustainability and fair labor practice, and societal change.

### Standard 3: Fashion Illustration

Students will apply the technical skills required to create both traditional and digital fashion illustrations, mastering techniques, such as figure proportion, garment details, and the use of Computer-Aided Design (CAD) software.

#### Skills:

1. Demonstrate an understanding of shape and proportion in fashion illustration by identifying basic shapes and analyzing their role in constructing accurate garment forms and proportions.
2. Illustrate an 8-head proportion figure, evaluating the impact of proportion on the visual balance of fashion designs.
3. Sketch a variety of fashion flats, applying knowledge of garment structure and design details to produce accurate representations.
4. Develop front, back, and side views of fashion illustrations, synthesizing the knowledge of figure proportions and garment design for a comprehensive representation.
5. Sketch a figure in motion, analyzing how dynamic poses enhance the narrative of fashion illustrations and communicate garment movement effectively.
6. Create detailed sketches of a variety of garments, integrating specific design elements such as seams, draping, and textures, and critically assessing their effect on the overall design.
7. Illustrate a wide range of fashion accessories, demonstrating an ability to capture their details and functionality in fashion sketches.
8. Utilize Computer-Aided Design (CAD) to set up, edit, and save a fashion illustration document, evaluating the importance of efficient document management for professional work.
9. Identify and explain the basic tools used in CAD drawing, synthesizing this knowledge to enhance precision and creativity in digital fashion illustration.
10. Apply the basic keyboard shortcuts in CAD, analyzing their role in improving speed and efficiency during the design process.
11. Demonstrate the ability to group, transform, and align objects in CAD, critically applying these features to create cohesive, structured illustrations.
12. Utilize layers in CAD to organize elements of fashion illustrations, assessing how this functionality enhances the design workflow and overall visual clarity.
13. Create a variety of technical flats using a croquis, applying CAD tools and design principles to develop professional-level garment representations.
14. Design a simple fashion concept using CAD brushes, fills, and patterns, analyzing the effectiveness of digital tools in conveying fashion aesthetics.
15. Create a textile pattern tile, evaluating its suitability for a specific fashion design and explaining its application in a broader collection or collection theme.
16. Design a range of fashion accessories using CAD, critically analyzing the technical considerations involved in creating functional and aesthetically pleasing designs.
17. Analyze the use of photo editing software in the fashion industry for purposes, such as advertising, digital lookbooks, and e-commerce, evaluating its role in creating polished, market-ready visuals.

### Standard 4: Elements and Principles of Design

Students will evaluate the fundamental elements and principles of design, applying them to fashion, textiles, and retail environments and demonstrate how these design concepts are utilized to create aesthetically pleasing and functional designs in the fashion industry.

#### Skills:

1. Identify the core elements of design, including line, shape, form, texture, space, and color, and analyze their significance in fashion design and textile creation.
2. Describe how the elements of design are used in fashion, textiles, and retailing, evaluating how each element contributes to the visual appeal and functionality of fashion products.
3. Identify the key principles of design, such as balance, contrast, emphasis, movement, pattern, rhythm, and unity, and explain their role in the overall aesthetic and functionality of fashion collections.
4. Apply the principles of design to fashion and textile creations, assessing how these principles enhance the overall design concept and support the desired aesthetic, functionality, and consumer appeal.
5. Describe how the principles of design are used in fashion, textiles, and retailing, and how their strategic application impacts visual merchandising, product placement, and customer perception in retail spaces.
6. Identify the key factors that influence color selection, including skin tone, hair color, eye color, and personal preferences, and explain how these factors contribute to creating a harmonious and flattering color palette.
7. Analyze how different color schemes, e.g., complementary, analogous, triadic, can be used in fashion and textile design to enhance an individual’s appearance and align with design objectives.

### Standard 5: Textiles

Students will classify natural and synthetic fibers, demonstrate fabric construction techniques, apply textile care methods, and assess sustainability practices in the fashion industry.

#### Skills:

1. Classify common natural fibers, e.g., cotton, wool, silk, and synthetic fibers, e.g., polyester, nylon, acrylic, analyzing their properties and uses in various textiles.
2. Describe the characteristics of commonly used natural and synthetic fibers, evaluating their benefits and drawbacks in the context of fashion and textile production.
3. Identify and explain simple weaves and knits, demonstrating an understanding of their structure and how they influence the fabric’s appearance, texture, and durability.
4. Describe the characteristics of knit, woven, and non-woven fabrics, analyzing how their construction impacts the overall function and use of the fabric in fashion and textiles.
5. Explain the importance of thread count in fabric, its role in fabric quality, comfort, and durability.
6. Identify common fabrics used for garments and household textiles, assessing their suitability for different applications based on fiber content, texture, and construction.
7. Identify additional textiles used outside of apparel or home goods, including industrial or specialized textiles, and explain their unique properties and uses.
8. Identify different categories of fabric finishes, e.g., water-resistant, flame-retardant, soft-touch, and explain how these finishes enhance fabric performance and aesthetics.
9. Identify the key laws related to consumer textiles, such as labeling regulations and safety standards, and explain their importance for protecting consumers and ensuring quality.
10. Identify technological developments, e.g., advancements in fiber production, smart fabrics, sustainable technologies, which have significantly impacted the fabric industry, assessing their effects on textile manufacturing and fashion design.
11. Classify fabrics that are machine washable versus those that always require dry cleaning, examining factors like fiber content and fabric construction to make informed care recommendations.
12. Identify various laundry products and describe their uses, explaining how different detergents, fabric softeners, and stain removers are suited for specific fiber types and fabric care.
13. Describe effective stain removal processes for a variety of fabrics and applications, identifying methods based on fabric type and stain nature to ensure proper cleaning without damaging the textile.
14. Define sustainability in the context of the fashion industry, analyzing how sustainable practices can be integrated into fabric production, garment manufacturing, and consumer behavior.
15. Identify different ways that fabric manufacturing could be more environmentally friendly, exploring innovations, such as eco-friendly fibers, dyeing techniques, and waste reduction methods.
16. Identify various ways consumers can contribute to sustainability, including responsible purchasing, proper garment care, and recycling practices.

### Standard 6: Apparel Design

Students will apply the principles of apparel design, examining social, cultural, and personal influences on clothing choices, while utilizing technical skills in flat pattern design, draping, and CAD pattern making to create garments that integrate historical influences with contemporary fashion trends.

#### Skills:

1. Explain the various reasons why people wear clothes, analyzing how personal, cultural, and societal factors influence clothing choices.
2. Discuss how human needs, values, cultures, and personality affect clothing decisions, evaluating how these factors shape individual and collective fashion preferences.
3. Explain the factors that influence fashion, assessing how political, social, economic, and technological changes impact design and consumer behavior.
4. Describe the fashion cycle and the fashion forecasting process, evaluating how designers predict and respond to future trends.
5. Differentiate between haute couture, custom-made, knock-off, and ready-to-wear clothing, identifying their differences in production, pricing, and market positioning.
6. Identify the styles within each garment category, categorizing common types of garments and explaining their function and significance in fashion.
7. Identify various garment components, demonstrating knowledge of essential elements like seams, hems, collars, cuffs, and zippers, and how they contribute to a garment’s design and function.
8. Identify the basic tools used in drafting flat patterns and describe how each tool is used in the pattern-making process.
9. Demonstrate how to take necessary body measurements and perform calculations needed to create a sloper, explaining the importance of accuracy in pattern drafting.
10. Draft a skirt or bodice pattern, applying drafting techniques to create basic garment patterns that fit various body types.
11. Label patterns with seam allowances, grain lines, and pattern symbols, ensuring proper pattern alignment and construction.
12. Test a flat pattern design using muslin, evaluating how well the pattern fits and how alterations can improve fit and comfort.
13. Perform basic pattern alterations, analyzing how adjustments can modify fit, style, and construction for a more tailored garment.
14. Input body measurements into the CAD program, analyzing how accurate measurement data influences the final pattern.
15. Design a garment pattern using CAD software, applying digital tools to create precise and customizable fashion designs.
16. Print and test the pattern, evaluating the accuracy of the CAD-generated pattern and making any necessary adjustments for fit and design.
17. Locate placement for design lines and seams on a mannequin, analyzing how proper positioning affects the overall design and fit of the garment.
18. Create a simple garment by draping fabric on a mannequin, demonstrating how to manipulate fabric to achieve a desired silhouette and design.
19. Transfer the draped garment onto pattern paper, capturing the design lines and shapes from the draping process to create a pattern.
20. Design a custom semi-formal dress using draping techniques, applying creativity and technical skill to produce a unique and functional garment.
21. Evaluate the final design for fit, style, and functionality, assessing how draping influenced the garment’s overall look and structure.
22. Design a garment based on a client’s specific needs, preferences, and measurements, evaluating how to incorporate their personality, body type, and lifestyle into the design.
23. Present the design to the client, articulating how the design aligns with their vision and addressing any modifications or adjustments needed.
24. Demonstrate the ability to plan a wardrobe, considering factors, such as versatility, functionality, and personal style, and designing a collection that fulfills these needs.
25. Evaluate the wardrobe plan, assessing how well the selected pieces complement each other and how they meet the client’s aesthetic and practical requirements.

### Standard 7: Preparing for Garment Construction

Students will apply technical skills in garment construction preparation, demonstrating the accurate identification and use of tools, fabric selection, body measurements, and pattern adjustments to create well-constructed garments.

#### Skills:

1. Identify and classify different tools based on their function in garment construction, e.g., measuring tools, pinning tools, cutting tools, marking tools, pressing tools.
2. Evaluate fabric types and select the correct needle size and type based on fabric composition and weight.
3. Demonstrate taking accurate body measurements, applying precise measurement skills, interpreting a ruler to 1/8" for accurate garment fitting.
4. Demonstrate the proper positioning of the tape measure to ensure accuracy in taking body measurements e.g., waist, bust, hips.
5. Prepare for garment construction by assessing the pattern envelope information to determine the necessary fabric type, pattern size, yardage requirement and notions required for garment construction.
6. Evaluate pattern pieces and adjust them according to body measurements and garment style specifications.
7. Calculate fabric yardage requirements and material costs, completing the necessary documentation for production.
8. Implement fabric preparation methods, including preshrinking and grain straightening, ensuring accurate garment construction.
9. Demonstrate pattern layout, cutting, and marking methods according to current industry standards.
10. Distinguish between different grainlines, understanding their role in the structure and appearance of the garment.
11. Apply industry-standard layout techniques based on fabric type, e.g., plaids, stripes, napped fabrics, directional print, border print fabrics, to ensure proper alignment and aesthetics.
12. Demonstrate precision in following cutting lines on multi-sized patterns, ensuring accurate garment construction.
13. Employ diverse marking methods, e.g., chalk, tailor’s tacks, marking pens, to ensure accurate construction details.
14. Operate various machines used in garment construction according to current industry and OSHA standards.

### Standard 8: Garment Construction Techniques

Students will utilize foundational and advanced garment construction skills, demonstrating proficiency in using tools, equipment, and techniques for fabric selection, pattern preparation, machine operation, and garment finishing.

#### Skills:

1. Operate a straight stitch machine efficiently and safely, ensuring proper threading and functioning.
2. Execute various machine operations, e.g., overlock, buttonhole, blind stitch, cover stitch, zigzag, and pearl edge machines, adjusting settings for each technique while maintaining accuracy and safety standards.
3. Differentiate between standard seam allowances and apply them based on the sewing environment (home vs. commercial).
4. Differentiate between and apply standard, basting, and reinforcement machine stitching by stitch length.
5. Evaluate and apply various hand and machine stitching techniques based on fabric type and garment requirements.
6. Demonstrate techniques, e.g., trimming, clipping, grading, to minimize seam bulk and ensure a professional finish.
7. Identify and justify the choice of seam type and finish based on fabric characteristics, ensuring durability and aesthetics.
8. Summarize the importance of, and apply, industry-standard pressing techniques, using appropriate tools, such as irons, steam presses, and pressing cloths.
9. Analyze the role of interfacing in garment construction, particularly in providing structure and support.
10. Classify interfacing types (fusible and non-fusible) based on their characteristics and applications in garment construction.
11. Demonstrate the technique for trimming and applying fusible interfacing to fabric, ensuring proper adhesion and finish.
12. Demonstrate garment construction techniques to create a structured and well-fitted top, blouse, or shirt.
13. Apply fitting and sewing techniques to create a skirt or pants/shorts with accurate measurements and finishes.
14. Integrate pattern and fabric selection with construction techniques to create a well-fitted dress.
15. Construct a comfortable and functional piece of loungewear, ensuring fit, fabric choice, and ease of movement.
16. Design and sew an outerwear garment, selecting appropriate fabrics and techniques for durability and style.
17. Design and produce a functional and aesthetically pleasing accessory, e.g., purse, hat, tie, or jewelry item, using appropriate materials and techniques.
18. Demonstrate the insertion of various closures, e.g., zippers, buttons, snaps, based on garment type and design.
19. Apply techniques to add or remove fullness in a garment, ensuring fit and design integrity.
20. Assess garment fit and adjust to ensure it hangs correctly and flatters the body shape.
21. Evaluate the fit in key body areas, e.g., bust, waist, hips, and make necessary adjustments for comfort and style.
22. Modify garment dimensions or design elements, e.g., length, width, details, for improved fit and appearance.
23. Apply professional techniques for accurate hem measurement, marking, trimming, pinning, and stitching to ensure clean, even finishes.
24. Apply methods to reduce fullness in hems, ensuring a smooth and tailored finish.
25. Demonstrate multiple techniques for hemming, including blind hemming, rolled hems, and machine hemming.
26. Apply fabric knowledge to construct garments from different types of woven fabrics (solid, print, one-way design).
27. Demonstrate precise pattern matching techniques for plaid fabrics, ensuring alignment and style integrity.
28. Apply techniques specific to knit fabrics, ensuring proper fit and elasticity in the garment.
29. Integrate lining construction with the outer garment, ensuring smooth finishes and added durability.
30. Identify and execute necessary alterations on ready-to-wear garments, ensuring proper fit and appearance.
31. Execute repairs, such as patching, darning, or re-stitching, to restore garment function and aesthetics.
32. Demonstrate the process of remaking an existing garment by redesigning or recycling it into a functional and aesthetically appealing new item.
33. Design and create a semi-formal dress using custom draping techniques, ensuring fit, structure, and aesthetic appeal.
34. Apply fashion principles to create a versatile, essential wardrobe outfit that complements various styles and occasions.
35. Collaborate with a client to design and produce a garment tailored to their specific measurements, preferences, and style.

### Standard 9: Home Décor and Design

Students will apply fashion technology tools and techniques to create various home décor items, such as window treatments and quilts.

#### Skills:

1. Demonstrate proficiency in utilizing fashion technology tools e.g., CAD software, sewing machines, quilting machines, to design and produce home décor items.
2. Apply techniques for creating detailed plans and layouts for home décor items using digital tools, including color and material selection.
3. Demonstrate operating machinery safely and efficiently, following industry standards for home décor production.
4. Design and create a home décor item, e.g., pillows, table runners, wall hangings, using fabric and other materials.
5. Employ creative techniques in pattern design, stitching, and embellishment to enhance the aesthetics and functionality of the item.
6. Select appropriate fabrics and trims for various types of home décor projects, ensuring durability and aesthetic appeal.
7. Demonstrate measuring windows accurately to create custom window treatments, e.g., curtains, blinds, and valances.
8. Demonstrate sewing and finishing techniques to construct window treatments, ensuring precise dimensions and a professional finish.
9. Apply appropriate hardware and installation methods for various window treatments.
10. Develop a detailed plan for a room makeover, utilizing CAD software to design and lay out the space.
11. Select color schemes, furniture placements, and materials, ensuring that the design elements, e.g., line, shape, texture, balance, and harmony and principles, e.g., proportion, contrast, and emphasis, are applied effectively.
12. Create mood boards and design presentations to communicate ideas for the room transformation.
13. Identify common quilt patterns, e.g., patchwork, appliqué, log cabin, and Dresden plate.
14. Understand the history and purpose behind each pattern, recognizing the unique techniques required for their creation.
15. Select a quilt pattern and coordinate fabrics that complement the design.
16. Demonstrate calculating fabric yardage and other materials required to complete the quilt.
17. Utilize proper piecing, stitching, and finishing techniques to construct a high-quality quilt with attention to detail and craftsmanship.

### Standard 10: Fashion Marketing and Promotion

Students will be able to apply fashion marketing concepts, including the marketing mix, consumer demographics, and the economics of fashion, while demonstrating skills in brand promotion, sales calculations, and visual merchandising.

#### Skills:

1. Identify and explain the components and functions of fashion marketing.
2. Identify and describe the four key elements of the marketing mix: product, price, place, and promotion.
3. Identify different consumer groups in the fashion market and discuss how demographics influence fashion marketing strategies.
4. Explain how economic principles, including the marketing principle of supply and demand, shape trends, pricing, and behaviors in the fashion industry.
5. Identify the key elements included in a business plan for a fashion business.
6. Explain essential concepts used in promoting a brand or product image in fashion marketing.
7. Identify and describe various advertising techniques used in fashion marketing, such as print, digital, and influencer marketing.
8. Explain key elements that make effective store visuals, such as window displays, lighting, and layout.
9. Explain brand building, describing how fashion brands use various strategies to establish and maintain their image.
10. Identify factors that affect sales and profitability in the fashion industry, including pricing, promotions, and market trends.
11. Calculate the markup and markdown percentages for products and determine merchandise discounts in the context of fashion retail.
12. Discuss various loss prevention strategies used in fashion retail to minimize theft and fraud.
13. Describe the legal, labor, and ethical considerations that influence the fashion industry.
14. Explain the various laws and regulations that govern the fashion industry, such as labor laws, intellectual property laws, and environmental regulations.
15. Identify the laws and requirements for apparel labeling, including content, country of origin, and care instructions.
16. Explain the issues surrounding counterfeiting and piracy in the fashion industry and their impact on brands.
17. Identify the key role that promotion plays in the success of a fashion brand or product.
18. Describe how fashion brands and retailers use special events, e.g., fashion shows, launches, as promotional tools.
19. Develop a comprehensive promotion plan for a fashion brand or product, incorporating advertising, social media, and event marketing strategies.
20. Explain how visual merchandising enhances the shopping experience and contributes to sales in fashion retail.
21. Identify and explain the primary goals of visual merchandising, such as increasing sales and enhancing brand identity.
22. Describe the key components of a store layout, including the entrance, focal points, and traffic flow.
23. Identify and describe the different types of display fixtures used in fashion retail to present merchandise effectively.
24. Identify and explain the core elements of fashion displays, such as mannequins, signage, and lighting.

### Standard 11: Fashion Merchandising

Students will be able to apply key components of fashion merchandising, including the movement of fashion, customer service skills, forecasting, and the business and economics of the fashion industry, to enhance operations and decision-making within the fashion industry.

#### Skills:

1. Describe the basic functions of fashion merchandising, including planning, buying, and selling.
2. Explain the movement of fashion by comparing the differences between the trickle-up and trickle-down theories of fashion.
3. Identify the stages of the fashion cycle and describe how they impact fashion trends.
4. Analyze current fashion trends in the industry, identifying their influence on consumer behavior, market demand, and design innovation.
5. Explain positive sales techniques that effectively enhance customer satisfaction and build long-term customer loyalty.
6. Identify and describe effective methods for professionally handling customer complaints and resolving issues to maintain customer satisfaction.
7. Explain forecasting in fashion merchandising highlighting its importance in predicting trends and guiding product selection.
8. Explain the business and economics of the fashion industry, including the different categories of retail merchandise and their role in fashion merchandising.
9. Identify and describe the types of fashion retailers and their impact on the market.
10. Identify major fashion centers, types of designers, and price market categories within the fashion industry.
11. Explain how garment sizing influences pricing decisions and consumer behavior.
12. Evaluate the importance of the fashion industry to the economy, both locally and globally.
13. Explain the global significance of the fashion industry in terms of trade, production, and consumption.

### Standard 12: Fashion Technology Careers

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| Students will be able to evaluate career opportunities in the fashion industry, identifying the qualifications and traits required for success in various fashion-related professions. |  |

#### Skills:

1. Identify and categorize various career opportunities within fashion technology, such as design, production, merchandising, and marketing roles.
2. Analyze a specific career in the fashion industry, detailing the required education, professional experience, skills, and personal traits necessary for success in that role.
3. Investigate the career of a well-known fashion designer, evaluating the skills, qualities, and strategies that led to their success in the industry.
4. Conduct thorough research on a specific fashion-related job or career, evaluating its potential for future employment opportunities, growth, and market demand in the fashion industry.

### Standard 13: Employability Skills

Students will demonstrate essential professional skills in communication, problem-solving, teamwork, and leadership within the context of fashion technology in various fashion industry settings.

#### Skills:

1. Demonstrate effective written and verbal communication skills in fashion technology settings, including composing professional emails, participating in team meetings, and presenting fashion-related projects.
2. Apply active listening in a fashion production environment by engaging with colleagues, designers, and clients, asking clarifying questions, and providing timely, thoughtful responses to enhance collaboration.
3. Analyze fashion industry challenges and apply critical thinking to develop innovative solutions for design, production, and market issues, using data and creative strategies to inform decision-making.
4. Utilize time management techniques to prioritize tasks in fashion technology, setting and achieving goals while managing tight production schedules and maintaining workflow efficiency.
5. Demonstrate leadership by guiding teams in fashion technology projects, motivating team members, setting clear goals, and resolving conflicts to ensure successful project outcomes.
6. Apply ethical decision-making in fashion technology practices by adhering to industry standards, regulations, and sustainability principles, ensuring responsible production and operational practices.

## Entrepreneurship Standards

### Standard 14: Entrepreneurship

Students will identify entrepreneurial opportunities within the fashion industry, evaluate the value proposition of business ownership, and analyze the impact of technological advancements, market trends, and operational strategies on success in the fashion sector.

#### Skills:

1. Define entrepreneurship and describe the key characteristics of successful fashion entrepreneurs which enable them to launch and grow fashion businesses in areas such as retail, design, and production.
2. Identify entrepreneurial opportunities in the fashion industry, using market research and data analysis to assess potential growth, profitability, and competitive advantages in areas like sustainable fashion, digital retail, and fashion technology.
3. Evaluate the licensing, regulatory, and tax requirements specific to starting a fashion business, such as intellectual property protection, product safety standards, and customs regulations, and compare these to the implications of traditional employment in the fashion industry.
4. Identify and explain the key elements of a fashion business plan, including market research, brand positioning, financial projections, and operational strategies, and discuss how these elements contribute to the success of a new fashion business, from start-up to growth.
5. Describe the licenses, permits, and regulations required for starting a fashion-related business, such as clothing manufacturing or fashion retail, and explain the process of ensuring compliance with federal, state, and local regulations.
6. Examine how innovation and entrepreneurship are driving new business operations in fashion, including the use of technologies like 3D printing for apparel, AI in fashion forecasting, and digital marketing tools, and how these innovations contribute to a competitive edge and market growth.
7. Assess the role of e-commerce and digital platforms in the fashion industry and develop strategies for effectively selling fashion products online through platforms like Shopify, Instagram, or Etsy, leveraging social media and digital marketing to reach a global consumer base.

## Digital Literacy Standards

### Standard 15: Digital Literacy

Students will be able to effectively communicate, collaborate, and manage digital workflows in a modern fashion technology business environment, using current technologies and tools to enhance productivity, ensure security, and support efficient business operations

#### Skills:

1. Utilize communication platforms such as Microsoft Teams and Zoom for professional business communication in fashion-related environments, ensuring clarity, conciseness, and an appropriate tone when collaborating with team members, clients, and suppliers.
2. Collaborate on fashion design documents and projects in real-time using tools like Google Drive, Microsoft OneDrive, Figma (for design collaboration), or Canva to ensure efficient team workflows, version control, and seamless communication on design, production, and marketing.
3. Demonstrate the use of digital calendar tools, such as Google Calendar or Microsoft Outlook schedule meetings, set reminders, and manage appointments within the fashion design and production cycles, ensuring efficient time management and coordination with design teams, suppliers, and clients.
4. Use 3D fashion design software, e.g., SketchUp or Marvelous Designer or Tinkercad, to create and prototype digital garments, experimenting with textures, colors, and garment construction before production.
5. Apply digital prototyping tools, such as Tinkercad or SketchUp, to create virtual garment prototypes and virtual fitting rooms, enhancing the customer shopping experience.
6. Demonstrate ethical use of technology and an understanding of digital citizenship, e.g., respecting intellectual property in fashion designs and garments, using legally licensed software like Adobe Illustrator, and maintaining professional online behavior.