

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

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NATIONAL CERTIFICATE MODULE DESCRIPTOR

-Module Number- 0063122 -Session- 1986-87
-Superclass- BC

-Title- INTRODUCTION TO FASHION

-DESCRIPTION-

Purpose A general module which is designed for the student who may wish to enter fashion retailing. It is also suitable for students who are preparing for specialisation in this field.

Preferred Entry Level No formal entry qualifications.

Learning Outcomes The student should:

1. know the nature of fashion;
2. examine and identify the features of an item which are affected by fashion;
3. know and describe fashion trends;
4. know the functions and activities of those involved in the fashion industry from the designer to the retailer.

Content/ Context Corresponding to the Learning Outcomes 1-4:

1. The two concepts - change and acceptability of styles - involved in the word 'fashion'.

Definitions of high fashion, the fashion cycle, a trend, a classic, a fad, as used in the clothing trade.

The functions of clothes.

2. The changing features of a garment:
 - (a) the evolution of the silhouette from 1900;
 - (b) inter decorative details;
 - (c) fabric-colour, pattern, texture.
 - (d) focal point;
 - (e) 'looks' - the way various garments and accessories are co-ordinated.

Basic styles of garments, necklines/ collars, sleeves sketched and named.

3. The newest 'looks' and styles of various garments as presented at fashion collections in the four international centres should be studied for innovative changes from accepted current styles.
4. Functions and activities of: Haute Couture, Pret-a-Porter including contribution of Fashion weeks; manufacturers, representatives, agents - show-rooms, shows; retail buyer. Links and contacts between the channel members. Contribution of trade papers, magazines, newspapers and other media.

Suggested Learning and Teaching Approaches

A student centred approach would be appropriate for this module, with ample opportunity for learning by discovery and investigative processes. It will be necessary to establish and maintain a collection of relevant journals and magazines, covering trade press, e.g. Fashion Weekly, Drapers Record and consumer magazines, e.g. Vogue, Harper.

It is recommended that fashion should be considered in terms of more than one market, e.g. high fashion and teenage fashion. Students should also be aware of the impact of fashion on other consumer items. It is essential that a selection of appropriate merchandise should be available to meet the requirements of Learning Outcome 2. Films and/or videos should also be available and visits to fashion agents showrooms or fashion departments and stores are essential.

Assessment Procedures

THIS MODULE WILL BE INTERNALLY ASSESSED

LEARNING OUTCOME 1 will be assessed by 10 short answer questions.

LEARNING OUTCOME 2 will be assessed by examination of the student's assignment folio.

Students should submit an assignment which provides a comparison of an item currently in fashion with a similar item from a previous period.

LEARNING OUTCOME 3 will be assessed by examination of the student's assignment folio. The student should submit an assignment which identifies the particular trend being produced or developed.

LEARNING OUTCOME 4 will be assessed by 10 short answer questions.

Assessment should be carried out continuously and opportunities should be provided to rectify an unsatisfactory performance. The basis of an acceptable level of performance will be satisfactory achievement of each of the Learning Outcomes.

Performance criteria for this module are clearly stated in its guidelines.

NATIONAL CERTIFICATEGeneral Guidelines

Teachers will wish to use material other than that provided and it may be of a slightly different standard. In these circumstances the criteria of acceptable performance will have to be adjusted on the basis of the teacher's professional judgement.

Learning Outcome

1. THE STUDENT SHOULD KNOW THE NATURE OF FASHION.

Assessment

This learning outcome will be assessed by 10 short answer questions.

Guidelines

- (a) The short answer questions will consist of a direct question to which the student will be required to respond by providing the appropriate words, numbers or symbols.
- (b) In this test the questions should be related to the minimum content in the following proportions:

The two concepts	4
Definitions	4
Functions of clothes	2

Performance Criteria

Satisfactory performance will be a maximum of 1 error.

2. THE STUDENT SHOULD EXAMINE AND IDENTIFY THE FEATURES OF AN ITEM WHICH ARE AFFECTED BY FASHION.

Assessment

This learning outcome will be assessed by examination of the student's assignment folio. The student should submit 1 assignment which provides a comparison of an item currently in fashion with a similar item from a previous period.

Guidelines

- (a) The student will select one item currently in fashion. For this item the following features should be identified, named and/or described - silhouette, inner decorative detail, fabric/material, focal point, associated item. Sketches and/or annotated photographs or diagrams should be used.

- (b) An item of a similar nature or purpose, from a previous period, should be selected to show how the above features have been applied differently. Sketches and/or annotated photographs or diagrams should be used in the identification, naming and/or description of the features. It may be necessary to use more than one item and/or a number of different periods in order to make a full comparison.

Performance Criteria

Satisfactory performance in this assignment will be shown by the correct identification, naming and/or description, for each item, of the silhouette; one feature of the inner decorative detail, e.g. seams, buttons, pleats, collar style, etc; two features of the fabric/material, ie type, pattern, texture, colour, finish, etc; the focal or unique point; one item which would be used in conjunction.

3. THE STUDENT SHOULD KNOW AND DESCRIBE FASHION TRENDS

Assessment

This learning outcome will be assessed by examination of the student's assignment folio. The student should submit 1 assignment which identifies the particular trend being produced or developed.

Guidelines

- (a) The students, either in groups or individually, should collect material, ie articles and illustrations, referring to recent collections from each of the international centres.
- (b) Two designers from each of the centres should be identified and for each designer two innovative features should be identified, named and/or described. Sketches and/or annotated photographs or diagrams should be used.

Performance Criteria

Satisfactory performance in this assignment will be shown by:

- (a) Correct identification of two designers from each of the four international centres,
- (b) Correct identification of two innovative features produced by each designer, with reference to silhouette; inner decorative details; fabric/material; focal or unique point; accessory or related item.
- ### 4. THE STUDENT SHOULD KNOW THE FUNCTIONS AND ACTIVITIES OF THOSE INVOLVED IN THE FASHION INDUSTRY FROM THE DESIGNER TO THE RETAILER

Assessment

This learning outcome will be assessed by 10 short answer questions.

Guidelines

- (a) The short answer questions will consist of a direct question to which the student will be required to respond by providing the appropriate words, numbers or symbols.
- (b) In this test the questions should be related to the minimum content in the following proportions:

Haute Couture, Pret-a-Porter	2
Manufacturers, reps, etc	2
Retail buyer	3
Links and contacts	2
Trade papers, etc	1

Performance Criteria

Satisfactory performance will be a maximum of 3 errors.

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