

Fashion Media

Fashion Media is a one-credit course taught in grades 9-12. This course is designed for students interested in fashion, fashion design, and apparel and textile design technology careers. Content provides opportunities for students to analyze consumer, culture, and celebrity effects on fashion; research current and future trends in fashion; explore the fashion press and print processes; identify E-commerce sources used in the fashion industry; utilize public relations strategies; manage fashion events; utilize social media and digital design techniques; and apply photographic styling applications and journalism skills used in the fashion industry. The foundation course, Family and Consumer Services, is a required course for all career pathways in this cluster, but it is not a required prerequisite.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

Fashion Media and Culture

Students will:

1. Research various ways different media and retail outlets cover the fashion and textiles industries.
2. Explore how to adapt fashion and textile related subjects to print, Web, radio, and TV outlets.
3. Explain the role fashion magazines, blogs, and other media play in the fashion industry.
4. Describe major trade publications and fashion magazines found in the fashion industry.
5. Determine key fashion centers in the U.S. and around the world.
6. Compare various key fashion designers and their contributions to fashion.
7. Identify key fashion awards presented to fashion designers.
8. Examine the fundamental role that fashion media plays in the success of the fashion industry.
9. Analyze the impact of cultural, economics, environments issues and trends have on the domestic and international fashion industries.
10. Determine activities that occur during fashion market weeks and fashion trade shows.

Media Ethics and Law

11. Investigate government regulations affecting the fashion media industry.
12. Analyze the First Amendment, Freedom of Information Act, and copyright laws and their impact on fashion communications and fashion journalism.

13. Determine what constitutes libel, slander, obscenity, acceptable use, fair use, and plagiarism, invasion of privacy, and student press rights in utilizing media in the fashion industry.

Fashion Journalism

14. Describe the history of fashion writing and its evolution.
15. Analyze fashion writing and story forms for various media applications in the fashion industry.
16. Utilize visual language cues and terminology associated with fashion writing.
17. Investigate expert sources in the fashion industry to provide information for fashion writing.
18. Evaluate the reliability of sources of information used in fashion writing.
19. Determine the uses of social networking sites in the fashion industry.
20. Practice the techniques of conducting interviews with sources used in obtaining information for fashion writing.
21. Utilize the journalistic writing process (i.e., identify purpose, work with deadlines, conduct research, how to take notes and document sources) in fashion writing.
22. Produce and use digital media in fashion storytelling.
23. Demonstrate ability to write for a variety of audiences and purposes, including fashion feature and editorial news.
24. Practice various ways of gathering and writing fashion news utilizing technology.
25. Develop and maintain a fashion journalism Web site.
26. Create a digital file of fashion writings.

Fashion Styling and Photography

27. Unite image making and writing skills to produce newsworthy fashion picture stories.
28. Analyze the modeling industry and its impact on fashion media.
29. Explore various aspects of fashion photography to include lighting techniques, concept development, working with talent, styling a photo shoot, presentation, and editing.
30. Utilize various technologies to edit, layer, and manipulate images to create professional photos.
31. Produce an on location and/or in-studio fashion spread utilizing a digital camera.

Digital Media and Communication

32. Identify the various “languages” of fashion used in the fashion industry.

33. Determine the types of E-commerce used in the fashion industry
34. Practice using E-commerce as a tool for news gathering, reporting, advertising, and sales in the fashion industry.

Social Media

35. Analyze the uses of social networking sites in the fashion industry.
36. Explain the importance of identity and reputation management in social media
37. Determine how to use social networks as marketing tools.
Examples: Facebook; LinkedIn; Twitter; Video-Sharing sites (Vimeo); Blogs; YouTube; and Mobile apps.

Fashion Advertising

38. Analyze the usage and effects of fashion images in magazines on the current fashion market.
39. Explore the ways fashion designers advertise and promote the sale of their products.
40. Develop an advertisement plan for a fashion product or fashion line.
41. Create advertising ads utilizing both traditional and non-traditional forms of media for a fashion product or fashion line.
42. Present a multimedia advertisement presentation for a fashion product or fashion line.

Public Relations

43. Determine specific markets for products and services used in fashion advertising.
44. Describe fashion market segments and needs of each segment.
45. Demonstrate effective and appropriate methods for communicating with clients or customers including traditional and social media sources.
46. Analyze challenges and opportunities created by technical and creative developments and trends within a fashion media business.
47. Develop a marketing plan for a fashion product or fashion line.

Fashion Media Project

48. Develop a professional portfolio containing your original work including in-depth articles, an opinion piece, a photo journalism shoot, proof of styling techniques, digital media and imaging use, a current fashion trend report, and a professional level fashion media product.

Careers and Technology

49. Investigate various careers opportunities, credentials, and entrepreneurial endeavors related to the fashion industry.
50. Research up-to-date knowledge of technological developments and practices on the fashion industry.