**Fashion and Creative Expression**

**Grade 12 – Careers in Fashion Assignment**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Use the computer lab time provided (75 min) to complete the following:

Create a *Google Slide* and answer the following questions. Please ‘share’ your work with your teacher. Be prepared to share your information with the class.

1. Choose a career in the fashion industry to research (see the list of suggestions)

Career: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. In point form, describe the job duties that this career entails. Where would a person with this career choice work? (For a major brand, in a department store, at a boutique, etc.)
2. What education or training would be necessary?
3. What personal attributes or technical skills would a person need in order to do this job? (ex. attention to detail, an eye for colour, etc.)
4. What salary is typical in this career?

**PLEASE SEE RUBRIC FOR MARKING SCHEME**

**FASHION CAREERS**

**alterations specialist** (alterationist) - adjusts the fit of completed garments, usually ready-to-wear, and sometimes re-styles them. NOTE: despite tailors altering garments to fit the client, not all alterationists are tailors.

**Apparel manufacturer -** a firm that performs all the operations required to produce a garment.

**Apparel industries –** businesses that centers around textiles, garment manufacturing, and retailing.

**Branch coordinator –** a retail executive who coordinates several branch stores of a company.

[**buyer**](http://en.wikipedia.org/wiki/Buyer) - selects and buys the mix of clothing available in retail shops, department stores and chain stores. Most fashion buyers are trained in business and/or fashion studies.

**C.E.O. –** chief executive officer of a firm.

**Comparisson Shopper -** employee who shops in the store that employs him or her and in competitive stores to examine the merchandise prices, and customer services.

**Copywriter** – Person who composes the messages that describe items that are being promoted in ads, catalogs, magazines, etc.

**Costumer Designer** (theatrical costumer**) –** finds or creates appropriate apparel for opera, ballet, stage plays, movies, or television shows.

**Coutouier (male) or couturière (female) –** the proprietor or designer of a French couture house.

**custom clothier** - makes custom-made garments to order, for a given customer.

**Customer Service Manager** – retail employee in charge of handling customer complaints and returns as well as special needs such as gift wrapping, home delivery, and special orders.

**Department Manager –** person responsible for a particular selling area in a retail store.

**Diagram Artist** – someone who does technical drawings, such as the precise sketches that accompany the written directions of a commercial pattern guidesheet.

**Display Manager** – the person charge of visual displays at a retail store or other business.

**Dressmaker** – expert sewer who does custom sewing, alterations, and clothing repairs for others. Also called a tailor.

**Entrepreneur** – person who starts a new business venture.

**fashion designer** - conceives garment combinations of line, proportion, color, and texture. While sewing and pattern-making skills are beneficial, they are not a pre-requisite of successful fashion design. Most fashion designers are formally trained or apprenticed.

[**fashion journalist**](http://en.wikipedia.org/wiki/Fashion_journalism) - writes fashion articles describing the garments presented or fashion trends, for magazines or newspapers.

**fashion show producer** - is a person or firm that organizes runway/catwalk shows.

**Fashion Writer** – person who writes about fashion for magazines, newspapers, or books.

[**fit model**](http://en.wikipedia.org/wiki/Fit_model) - aids the fashion designer by wearing and commenting on the fit of clothes during their design and pre-manufacture. Fit models need to be a particular size for this purpose.

**Finisher** – Person who does whatever hand sewing is needed to finish garments for the better quality, higher prices apparel manufacturers.

**Forcasting consultant** – person that works for forsee the colors, textures, and silhouettes to predict coming fashion trends.

**Garment maker** – person who sews either prototypes, or designs for a commercial pattern company or ready to wear manufacturer.

[**illustrator**](http://en.wikipedia.org/wiki/Illustration) - draws and paints clothes for commercial use.

**Inspector** – employee who checks garments parts during production as well as finished garments, for flaws and imperfections.

**Image consultant -** evaluates and advises a client's appearance and behaviors, personal coloring, best color choices, make-up, hair-style, grooming

**Merchandiser** – employee who determines the direction a numufacturer’s line will take each season based on market research.

[**model**](http://en.wikipedia.org/wiki/Fashion_model) - wears and displays clothes at fashion shows and in photographs.

**Museum Curator** – locates and presents works of art in museum exhibitions. The curator sorts through a collection of work, searching for pieces that the public will appreciate. Some curators specialize in specific forms such as textiles and costumes.

[**pattern maker**](http://en.wikipedia.org/wiki/Pattern_(sewing)) - (or *pattern cutter*) drafts the shapes and sizes of a garment's pieces. This may be done manually with paper and measuring tools or by using an AutoCAD computer software program. Another method is to drape fabric directly onto a dress form. The resulting pattern pieces can be constructed to produce the intended design of the garment and required size. Formal training is usually required for working as a pattern marker

**personal shopper** - works with an individual client to design and select a coordinated wardrobe of garments. (fashion consultant)

**photo stylist** – books models, accessorizes apparel, obtains props, and makes sure all needed for a photo shoot is photo ready.

**photographer** - photographs the clothes on fashion models for use in magazines, newspapers, or adverts.

**Piece good buyer** – researches and buys fabrics, trims and notions for an apparel manufacturing firm.

**Salesperson** – employee who deals directly with customers by selling merchandise, preparing sales checks, and receiving payments for the sales.

[**seamstress**](http://en.wikipedia.org/wiki/Seamstress) - sews ready to wear or mass produced clothing by hand or with a sewing machine, either in a garment shop or as a sewing machine operator in a factory. She (or he) may not have the skills to make (design and cut) the garments, or to fit them on a model.

[**stylist**](http://en.wikipedia.org/wiki/Stylist) - co-ordinates the clothes, jewelry, and accessories used in fashion photography and catwalk presentations. Many stylists are trained in fashion design. However, many are not and simply have a knack for pulling great looks together.

[**tailor**](http://en.wikipedia.org/wiki/Tailor) - makes custom designed garments made to the client's measure; especially suits (coat and trousers, jacket and skirt, et cetera). Tailors usually undergo an apprenticeship or other formal training.

[**teacher of fashion design**](http://en.wikipedia.org/wiki/Teacher) - teaches the art of fashion design in art or fashion school.

[**textile designer**](http://en.wikipedia.org/wiki/Textiles) - designs fabric weaves and prints for clothes and furnishings. Most textile designers are formally trained as apprentices.

**wardrobe consultant** or **fashion advisor** - recommends styles and colors and fashion combinations that are flattering to the client.

**Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- |
|  | **Fashion Presentation Marking Rubric (Group)** | | | | |
| **4** | **3** | **2** | **1** | **Mark** |
| **Visual Appeal** | There are no errors in spelling, grammar and punctuation. Information is clear and concise on each slide.  Visually appealing/engaging. | There are some errors in spelling, grammar and punctuation. Too much information on two or more slides.  Significant visual appeal. | There are many errors in spelling, grammar and punctuation. Too much information was contained on many slides.  Minimal effort made to make slides appealing or too much going on. | There are many errors in spelling, grammar and punctuation. The slides were difficult to read and too much information had been copied onto them.  No visual appeal. |  |
| **Comprehension** | Extensive knowledge of topic.  Showed complete understanding of assignment. Accurately answered all questions posed. | Showed a good understanding of topic.  Able to answer most of audience questions. | Showed good understanding of some parts of topic.  Only some accurately answered questions. | Didn’t understand topic.  Majority of information incorrect. |  |
| **Presentation**  **Skills** | Regular/constant eye contact, The audience was engaged, and presenter held the audience’s attention.  Appropriate speaking volume & body language. | Spoke to majority of audience; steady eye contact. The audience was engaged by the presentation.  Spoke at a suitable volume.  Some fidgeting. | Focused on only part of audience.  Sporadic eye contact by more than one presenter.  The audience was distracted.  Speaker could be heard by only half of the audience.  Body language was distracting. | Minimal eye contact ; focused on small part of audience.  The audience was not engaged.  Spoke too quickly or quietly making it difficult to understand.  Inappropriate/disinterested body language. |  |
| **Content** | The presentation was a concise summary of the topic with all questions answered. Comprehensive and complete coverage of information. | The presentation was a good summary of the topic.  Most important information covered; little irrelevant info. | The presentation was informative but several elements went unanswered.  Much of the information irrelevant; coverage of some of major points. | The presentation was a brief look at the topic but many questions were left unanswered.  Majority of information irrelevant and significant points left out. |  |
| **Preparedness/** | Knew the information, Extremely prepared and rehearsed. | Very well prepared. | Primarily prepared but with some dependence on just reading off slides. | Evident lack of preparation/rehearsal. Dependence on slides. |  |
|  |  |  |  | **Total** | /25 |

**Comments:**