**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_%28sewing%29) - (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:**