

# #9564

## CLOTHING DESIGN AND MANUFACTURE

CLASSROOM VIDEO, 1998

Grade Levels: 10-13+

18 minutes

### DESCRIPTION

Covers clothing design, manufacturing, and marketing. Reviews the process from designer ideas to production of clothing using computer-aided machines, and then on to fashion shows and retail sales.

### ACADEMIC STANDARDS

#### Subject Area: Geography - Environment and Society

- ★ Standard: Understands the changes that occur in the meaning, use, distribution and importance of resources
  - Benchmark: Knows the role that resources play in our daily lives (resources used to generate electricity; resources used to produce automobiles, medicines, clothing, and food) (See Instructional Goal #1.)

#### Subject Area: Economics

- ★ Standard: Understands that scarcity of productive resources requires choices that generate opportunity costs
  - Benchmark: Knows that entrepreneurs are people who use resources to produce innovative goods and services they hope people will buy (See Instructional Goal #2.)
- ★ Standard: Understands basic features of market structures and exchanges
  - Benchmark: Understands that not all competition is on the basis of price for identical products and that non-price competition includes style and quality differences, advertising, customer services, and credit policies (See Instructional Goal #3.)

#### Subject Area: Life Skills - Life Work

- ★ Standard: Makes general preparation for entering the work force
  - Benchmark: Analyzes a current job and its future possibilities (See Instructional Goal #4.)



### INSTRUCTIONAL GOALS

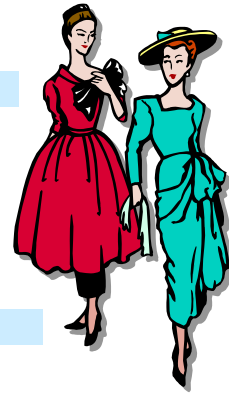
1. To introduce the resources used to produce clothing.
2. To depict people in the fashion industry using resources to produce innovative clothing.
3. To understand competition in the clothing business on the basis of price and non-price competition including advertising, marketing, and style and quality differences.
4. To present jobs in the fashion industry.

## VOCABULARY

1. articles of clothing
2. fabric
3. overseas
4. garment
5. feedback
6. fashionable
7. profitable
8. criteria
9. sketch
10. computer aided design
11. marketing
12. market research
13. wholesale
14. trend
15. catwalk

## BEFORE SHOWING

1. Brainstorm possible jobs available in clothing design and manufacture. Label jobs that are most appealing.
2. Choose an available piece of clothing. List possible steps included in creation of this garment.



## AFTER SHOWING

### ► Discussion Items and Questions

1. Why do people wear clothing? What is the importance of these reasons in clothing design and manufacture?
2. Why do designers do research before producing their clothing? Where do designers get inspiration? How do they organize and use their resources? What is difficult about designing?
3. What specific details are included in a design brief? What is the purpose of a design brief? Why does the design brief precede a technical sketch? What is the designer's goal in producing a sketch?
4. What is a prototype? How has computer aided design helped in production of usable prototypes? How has computer aided design reduced costs in clothing design and manufacturing?
5. What are the steps of clothing manufacturing? What are the advantages of computers in the manufacturing process? Which steps are labor intensive?
6. Why does market testing take place before the garment is launched into the market place? What are some examples of market testing?
7. What roles do fashion shows, magazine editorials, and product placement play in marketing garments? What is the purpose of advertising? How does a marketing manager gain publicity and interest?

### ► Applications and Activities

1. Revise the list of possible jobs available in clothing design and manufacture. (See Before Showing #1.) Highlight the most appealing job. Research training needed, job outlook, and projected salary.
2. Review and revise the possible steps included in the creation of a garment. (See Before Showing #2.)
3. Collect magazine and newspaper advertisements of clothing. Consider how the advertiser is attempting to convince the consumer that they want the product being advertised.

4. Read labels of clothing in the classroom. Chart the findings. Consider fabric, fabric care, and manufacturing location. Discuss how clothing manufacture and design influenced purchases.
5. Visit a local seamstress or clothing manufacturer. Compare the manufacturing process seen locally with the video.
6. Sew a simple garment. Compare the process of homemade sewing with commercial manufacturing.



## RELATED RESOURCES



- [That's Marketing: Understanding Consumer Behavior #9676](#)



### World Wide Web

The following Web sites complement the contents of this guide; they were selected by professionals who have experience in teaching deaf and hard of hearing students. Every effort was made to select accurate, educationally relevant, and "kid safe" sites. However, teachers should preview them before use. The U.S. Department of Education, the National Association of the Deaf, and the Captioned Media Program do not endorse the sites and are not responsible for their content.

### • FIRST VIEW

<http://www.firstview.com/>



First View is an international fashion magazine with fashion show photos from around the world. Free access to post-fashion show photos and trends.

### • FASHION NET

<http://www.fashion.net/>



This on-line guide includes a section on work in the field including a "how to" section and designer biographies. Also sections on current work in fashion design.



Contains illustrated pages of fashion history, costume, clothing, textiles, and social history. Includes a section of tutorials to study current fashions.

### • FASHION ERA

<http://www.fashion-era.com/>