

Course Title

Fashion Major – Beginner Level III: Fashion Portfolio & Entrepreneurship



INNOVATIVE
ARTS ACADEMY

Course Overview

Students will develop their personal style and identity through brand creation. They will focus on ethical business practices, entrepreneurship, advanced fashion illustration techniques, and produce a physical portfolio and custom garments. Seniors will complete a thesis collection. Students will leave the course prepared for competitive design college applications.

Unit Title

Discovering Personal Design Identity

Time Frame

3 weeks

Unit Title

Unit 2: Advanced Fashion Illustration Techniques

Time Frame

4 Weeks

Unit Title

Unit 1: Discovering Personal Design Identity

Time Frame

3 Weeks

Unit Title

Unit 4: Advanced Sewing and Construction Techniques

Time Frame

5 Weeks



Focus of the Unit

Exploring personal identity, cultural influences, and aesthetics to develop a unique design vision and personal style.

Focus of the Unit

Developing complex illustration techniques, including rendering textures, advanced figure poses, and mixed media.

Focus of the Unit

Exploring branding principles, logo creation, and fashion marketing strategies for establishing a fashion business.

Focus of the Unit

Mastering couture sewing techniques, specialty finishes, and high-quality garment construction.

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Fashion Major – Beginner Level III: Fashion Portfolio & Entrepreneurship



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Unit Title

Unit 5: Sustainable and Ethical Fashion Practices

Time Frame

3 Weeks



Unit Title

Unit 6: Entrepreneurship and Business Planning

Time Frame

3 Weeks



Unit Title

Unit 7: Fashion Portfolio Development

Time Frame

4 Weeks



Unit Title

Unit 8: Senior Thesis Collection & Fashion Showcase

Time Frame

6 Weeks



Focus of the Unit

Exploring sustainable materials, ethical manufacturing, and environmental impacts of fashion production.

Focus of the Unit

Developing business plans, budgeting, and exploring entrepreneurship in the fashion industry.

Focus of the Unit

Compiling and refining a professional portfolio showcasing fashion sketches, designs, and garment photos.

Focus of the Unit

Conceptualizing, designing, and producing a mini-collection for a professional showcase.

Unit Title	Unit 1: Discovering Personal Design Identity
Time Frame	3 Weeks



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	Essential Question(s)
	How does culture influence fashion design? What makes a designer's style unique and recognizable?

	Focus of the Unit
	Exploring personal identity, cultural influences, and aesthetics to develop a unique design vision and personal style.

Standards	<p>PA Arts & Humanities:</p> <ul style="list-style-type: none"> 9.1.12.A – Know and use the elements and principles of each art form to create works in the arts and humanities. 9.2.12.A – Explain the historical, cultural, and social context of an individual work in the arts. 9.3.12.A – Explain how aesthetic choices are influenced by historical and cultural contexts. 	<ul style="list-style-type: none"> National Core Arts Standards (Visual Arts): VA:Cr1.1.HSIII – Visualize and hypothesize to generate plans for ideas and directions for creating art and design that can affect social change. VA:Cr2.1.HSIII – Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept. Family and Consumer Sciences: 16.2.1 – Analyze the cultural significance of clothing and textiles.
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Learning Targets
I can identify cultural, social, and personal influences on my fashion aesthetic

Learning Targets
I can articulate my personal style through visual and written reflections

Learning Targets
I can develop mood boards and inspiration collages reflecting my design identity.

Learning Targets



Resources	Fashion documentaries Designer interviews, Magazines, Digital mood board tools
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Unit Title	Unit 2: Advanced Fashion Illustration Techniques
Time Frame	4 Weeks



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	Essential Question(s)
	<ul style="list-style-type: none"> How can illustrations communicate mood and fabric texture? How do different media affect fashion illustrations?

	Focus of the Unit
	Developing complex illustration techniques, including rendering textures, advanced figure poses, and mixed media.

Standards	<p>PA Arts & Humanities:</p> <ul style="list-style-type: none"> 9.1.12.B – Recognize, know, use, and demonstrate a variety of appropriate art elements and principles to produce, review, and revise original works in the arts. 9.2.12.B – Relate works in the arts to various styles and periods in history. <p>National Core Arts Standards (Visual Arts):</p> <ul style="list-style-type: none"> VA:Cr2.1.HSIII – Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept. VA:Cr3.1.HSIII – Reflect on, re-engage, revise, and refine works of art or design considering relevant traditional and contemporary criteria as well as personal artistic vision. <p>Family and Consumer Sciences:</p> <ul style="list-style-type: none"> 16.2.2 – Apply basic and complex color schemes and design concepts.
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Learning Targets
<p>Learning Targets:</p> <ul style="list-style-type: none"> I can render various fabric textures realistically.

Learning Targets
I can illustrate figures in advanced, dynamic poses.

Learning Targets
I can use mixed media for unique illustration styles.

Learning Targets



Resources	Fashion illustration books, video tutorials, digital art software
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Unit Title	Unit 3: Branding and Fashion Marketing
Time Frame	3 Weeks



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	Essential Question(s)
	<ul style="list-style-type: none"> • What makes a brand memorable? • How does marketing influence fashion trends and sales?

	Focus of the Unit
	Exploring branding principles, logo creation, and fashion marketing strategies for establishing a fashion business.

Standards	PA Arts & Humanities:
	<ul style="list-style-type: none"> • 9.4.12.C – Identify and analyze career and lifelong learning opportunities and options in the arts. National Core Arts Standards (Visual Arts): <ul style="list-style-type: none"> • VA:Pr4.1.HSIII – Analyze, select, and critique personal artwork for a collection or portfolio presentation.

Family and Consumer Sciences:
<ul style="list-style-type: none"> • 16.3.2 – Analyze branding and promotion techniques used in the fashion industry.

Learning Targets
I can define a brand identity for my fashion line.

Learning Targets
I can create a logo and brand color palette.

Learning Targets
I can write a marketing plan to reach my target audience.

Learning Targets



Resources	Canva, Adobe Express, Brand development articles
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Unit Title	Unit 4: Advanced Sewing and Construction Techniques
Time Frame	5 Weeks



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	Essential Question(s)
	<ul style="list-style-type: none"> How do construction details impact garment fit and quality? What problem-solving skills are essential in couture sewing?

	Focus of the Unit
	Mastering couture sewing techniques, specialty finishes, and high-quality garment construction.

Standards	<p>PA Arts & Humanities:</p> <ul style="list-style-type: none"> 9.1.12.C – Integrate and apply advanced vocabulary to the arts forms. <p>National Core Arts Standards (Visual Arts):</p> <ul style="list-style-type: none"> VA:Cr2.1.HSIII – Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept.
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<p>Family and Consumer Sciences:</p> <ul style="list-style-type: none"> 16.4.2 – Demonstrate advanced construction techniques.
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Learning Targets
I can execute advanced seam finishes.

Learning Targets
I can construct structured garments using boning and linings.

Learning Targets
I can troubleshoot sewing challenges independently.

Learning Targets



Resources	Couture sewing books, Online sewing tutorials
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Unit Title	Unit 5: Sustainable and Ethical Fashion Practices
Time Frame	3 Weeks



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	Essential Question(s)
	<ul style="list-style-type: none"> • What are the consequences of fast fashion? • How can designers integrate sustainability into their collections?

	Focus of the Unit
	Exploring sustainable materials, ethical manufacturing, and environmental impacts of fashion production.

Standards	<ul style="list-style-type: none"> • PA Arts & Humanities: • 9.2.12.E – Analyze how historical events and culture impact works in the arts. • National Core Arts Standards (Visual Arts): • VA:Re9.1.HSIII – Determine the relevance of criteria used by others to evaluate works of art.
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Family and Consumer Sciences:	<ul style="list-style-type: none"> • 16.4.4 – Evaluate sustainable practices in fashion design and production.
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Learning Targets
<ul style="list-style-type: none"> • I can identify sustainable materials and practices.

Learning Targets
I can design garments using sustainable methods

Learning Targets
I can analyze fashion brands' ethical practices.

Learning Targets



Resources	<ul style="list-style-type: none"> • Sustainable fashion articles • Documentaries such as “The True Cost”
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Unit Title	Unit 6: Entrepreneurship and Business Planning
Time Frame	3 Weeks



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	Essential Question(s)
	<p>What does it take to launch a fashion business? How do designers determine pricing for their products?</p>

	Focus of the Unit
	<p>Developing business plans, budgeting, and exploring entrepreneurship in the fashion industry.</p>

Standards	<ul style="list-style-type: none"> • 9.4.12.B – Analyze how arts knowledge and skills are used in various careers. • National Core Arts Standards (Visual Arts): • VA:Pr6.1.HSIII – Make, explain, and justify connections between artists or artwork and social, cultural, and political history.
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Family and Consumer Sciences:
<ul style="list-style-type: none"> • 16.3.1 – Explain components of a business plan.

Learning Targets
I can write a basic business plan for my fashion brand.

Learning Targets
I can create a budget for production and marketing.

Learning Targets
I can explain legal considerations for a fashion business.

Learning Targets



Resources	<ul style="list-style-type: none"> • Small Business Administration templates, Fashion entrepreneur interviews
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Unit Title	Unit 7: Fashion Portfolio Development
Time Frame	4 Weeks



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	Essential Question(s)
	<ul style="list-style-type: none"> • What makes a portfolio stand out to colleges or clients? • How should designers choose which pieces to include?

	Focus of the Unit
	Compiling and refining a professional portfolio showcasing fashion sketches, designs, and garment photos.

Standards	PA Arts & Humanities: <ul style="list-style-type: none"> • 9.1.12.D – Integrate and apply advanced vocabulary to the arts forms in the creation of works in the arts.
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Family and Consumer Sciences: <ul style="list-style-type: none"> • 16.2.3 – Analyze components of a professional portfolio. • National Core Arts Standards (Visual Arts): • VA:Pr4.1.HSIII – Analyze, select, and critique personal artwork for a collection or portfolio presentation.

Learning Targets
I can select my best work for a cohesive portfolio.

Learning Targets
I can write artist statements describing my collections.

Learning Targets
I can format my portfolio for digital and physical presentations.

Learning Targets



Resources	Example portfolios, College portfolio requirements
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Unit Title	Unit 8: Senior Thesis Collection & Fashion Showcase
Time Frame	6 Weeks

	Essential Question(s)
	<ul style="list-style-type: none">How does a collection tell a story?What is involved in preparing for a fashion show?

	Focus of the Unit
	Conceptualizing, designing, and producing a mini-collection for a professional showcase.

Standards	<p>PA Arts & Humanities:</p> <ul style="list-style-type: none">9.1.12.E – Communicate a unifying theme or point of view through the production of works in the arts.9.3.12.D – Analyze and interpret works in the arts and humanities using discipline-specific vocabulary
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<ul style="list-style-type: none">National Core Arts Standards (Visual Arts):VA:Pr6.1.HSIII – Make, explain, and justify connections between artists or artwork and social, cultural, and political history.Family and Consumer Sciences:16.4.3 – Create original fashion designs and construct garments to express design concepts.

Learning Targets
I can design and construct original garments for a cohesive collection.

Learning Targets
I can plan and execute a professional presentation of my work.

Learning Targets
I can reflect on my growth as a designer.

Learning Targets



Resources	Fashion show planning guides, Virtual and physical runway planning materials
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