Course Title	Fashion Major – Advanced 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

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

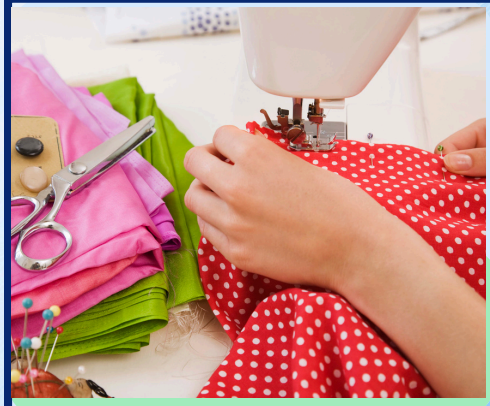
Unit Title	Unit 2: Advanced Fashion Illustration Techniques
Time Frame	4 Weeks

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

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

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

Unit Title	Unit 4: Advanced Sewing and Construction Techniques
Time Frame	5 Weeks



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

Board Approved 8/25

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	Unit 5: Sustainable and Ethical Fashion Practices
Time Frame	3 Weeks

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

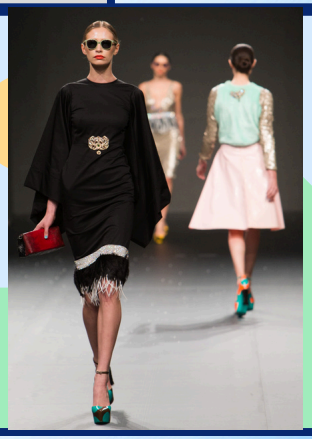
Unit Title	Unit 6: Entrepreneurship and Business Planning
Time Frame	3 Weeks

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

Unit Title	Unit 7: Fashion Portfolio Development
Time Frame	4 Weeks

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

Unit Title	Unit 8: Senior Thesis Collection & Fashion Showcase
Time Frame	6 Weeks



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

Board Approved 8/25

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

INNOVATIVE ARTS ACADEMY

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

PA Arts & Humanities:

- 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.

- 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.

Learning Targets

I can critically analyze how cultural, political, and personal narratives influence my fashion design.

Learning Targets

I can articulate a professional creative direction through cohesive mood boards and written statements.

Learning Targets

- I can refine my aesthetic into a marketable brand vision.

Learning Targets

Resources	Fashion documentaries Designer interviews, Magazines, Digital mood board tools

Unit Title	Unit 2: Advanced Fashion Illustration Techniques
Time Frame	4 Weeks

INNOVATIVE ARTS ACADEMY

Essential Question(s)	Focus of the Unit
• How can illustrations communicate mood and fabric texture? • How do different media affect fashion illustrations?	Developing complex illustration techniques, including rendering textures, advanced figure poses, and mixed media.

Standards

PA Arts & Humanities:
- 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.

National Core Arts Standards (Visual Arts):
- 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.

Family and Consumer Sciences:
- 16.2.2 – Apply basic and complex color schemes and design concepts.

Learning Targets	Learning Targets
• I can render complex fabrics like chiffon, metallics, and sequins with both digital and traditional techniques.	I can illustrate figures in challenging poses using advanced principles of foreshortening and perspective.
Learning Targets	**Learning Targets**
I can develop a cohesive and professional illustration style suitable for portfolio presentation.	

Resources	Fashion illustration books, video tutorials, digital art software

Unit Title	Unit 3: Branding and Fashion Marketing
Time Frame	3 Weeks

INNOVATIVE ARTS ACADEMY

Essential Question(s)	Focus of the Unit
• What makes a brand memorable? • How does marketing influence fashion trends and sales?	Exploring branding principles, logo creation, and fashion marketing strategies for establishing a fashion business.

Standards	
PA Arts & Humanities: • 9.4.12.C – Identify and analyze career and lifelong learning opportunities and options in the arts. **National Core Arts Standards (Visual Arts):** • VA:Pr4.1.HSIII – Analyze, select, and critique personal artwork for a collection or portfolio presentation.	**Family and Consumer Sciences:** • **16.3.2 – Analyze branding and promotion techniques used in the fashion industry.**

Learning Targets	Learning Targets
I can design a brand identity with cohesive visual and written guidelines.	I can analyze digital marketing metrics to refine brand strategy.

Learning Targets	Learning Targets
I can create sustainable and ethical narratives for marketing campaigns.	

Resources	Canva, Adobe Express, Brand development articles

Unit Title	Unit 4: Advanced Sewing and Construction Techniques
Time Frame	5 Weeks

INNOVATIVE ARTS ACADEMY

Essential Question(s)

- 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

PA Arts & Humanities:
- 9.1.12.C – Integrate and apply advanced vocabulary to the arts forms.

National Core Arts Standards (Visual Arts):
- 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:
- 16.4.2 – Demonstrate advanced construction techniques.

Learning Targets

I can execute advanced couture details such as invisible zippers, tailored structures, and hand embellishments.

Learning Targets

I can draft custom patterns for innovative garment shapes

Learning Targets

I can integrate sustainability principles into advanced construction processes.

Resources	Couture sewing books, Online sewing tutorials

Unit Title	Unit 5: Sustainable and Ethical Fashion Practices
Time Frame	3 Weeks

INNOVATIVE ARTS ACADEMY

Essential Question(s)

- 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

- 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.

Family and Consumer Sciences:

- 16.4.4 – Evaluate sustainable practices in fashion design and production.

Learning Targets

- I can perform a life-cycle analysis of a fashion product.

Learning Targets

I can design garments based on principles of the circular economy.

Learning Targets

I can evaluate the ethics of fashion brands' supply chain practices.

Learning Targets

Resources

- **Sustainable fashion articles**
- **Documentaries such as "The True Cost"**

Unit Title	Unit 6: Entrepreneurship and Business Planning
Time Frame	3 Weeks

INNOVATIVE ARTS ACADEMY

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

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

Standards		
	• 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.	**Family and Consumer Sciences:** • 16.3.1 – Explain components of a business plan.

Learning Targets
I can develop a comprehensive business plan with realistic financial projections.

Learning Targets
I can pitch my fashion brand professionally to industry professionals.

Learning Targets
I can identify operational and legal considerations for a fashion business.

Learning Targets

Resources	
	• **Small Business Administration templates, Fashion entrepreneur interviews**

Unit Title	Unit 7: Fashion Portfolio Development
Time Frame	4 Weeks

INNOVATIVE ARTS ACADEMY

Essential Question(s)

- 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:

- **9.1.12.D – Integrate and apply advanced vocabulary to the arts forms in the creation of works in the arts.**

Family and Consumer Sciences:

- 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 curate a professional portfolio that tells a cohesive story.

Learning Targets

I can professionally photograph and present my garments and sketches.

Learning Targets

I can create a digital portfolio website optimized for industry expectations.

Learning Targets

Resources	Example portfolios, College portfolio requirements

Unit Title	**Unit 8: Senior Thesis Collection & Fashion Showcase**
Time Frame	6 Weeks

INNOVATIVE ARTS ACADEMY

Essential Question(s)

- 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

PA Arts & Humanities:

- 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

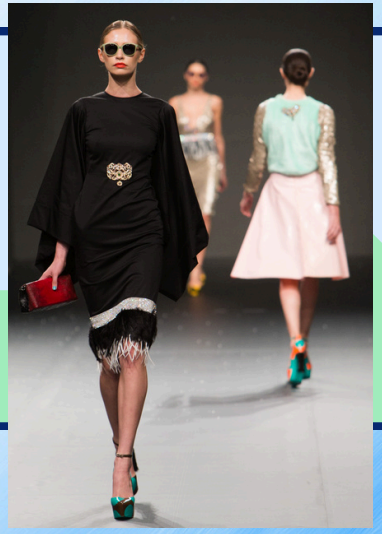
- National Core Arts Standards (Visual Arts):
- VA:Pr6.1.HSIII – Make, explain, and justify connections between artists or artwork and social, cultural, and political history.
- Family and Consumer Sciences:
- 16.4.3 – Create original fashion designs and construct garments to express design concepts.

Learning Targets

I can design and construct a professional-quality thesis collection.

Learning Targets

I can plan and execute a professional runway or digital showcase.



Learning Targets

I can reflect critically on my growth as a designer and articulate my professional vision.

Learning Targets

Resources

Fashion show planning guides, Virtual and physical runway planning materials