

Practicum in Fashion Design YAG

Two-Credit Fashion Design Capstone | 36 Weeks (4 Grading Periods)

TEKS Abbreviation: PFD = Practicum in Fashion Design. The supplied 06/19/2025 standards were §130.115; the course is now numbered §127.232. Prerequisites are Fashion Design II and Fashion Design II Lab. The course emphasizes advanced business aspects of fashion, especially promotion and retailing, through lab-based or career-preparation experiences. Semester exams are cumulative. ACCESS may support career exploration, employability, entrepreneurship, research, and portfolio development.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1-2	Unit 1 – Practicum Launch, Employability, Safety & Professional Standards	- Review practicum expectations, workplace/studio safety and emergency procedures - Research training/certification and employment opportunities; update resume, application materials and career portfolio - Compare employment opportunities and examine entrepreneurship pathways - Practice professional standards, communication, teamwork, leadership, mentoring, ethics and copyright - Establish individualized practicum goals and technical-skill baseline	PFD1(A-F), 3(A-G), 4(A-B), 7, 8(A-D), 9(A-B), 10	- ACCESS: career/certification exploration - FCCLA/CTSO leadership - Practicum goal conference
1	3-4	Unit 2 – Fashion Business Foundations, Retail Markets & Buying	- Explain retail buying processes and identify wholesale market resources - Compare apparel markets and types of retail outlets - Analyze timing and pricing of apparel/accessories and the price of a fashion product - Analyze offshore sourcing and its impact on fashion retailing - Apply professional writing and mathematics to buying/pricing scenarios	PFD2(A-B), 3(A-G), 5, 11(A-G)	- Wholesale/retail market research - Buyer career profile - Pricing analysis
1	5-6	Unit 3 – Retail Planning, Inventory, Purchasing & Profit	- Compose scenario plans for retail pricing, sales, inventory and purchasing - Use inventory information to support financial reports and buying decisions - Prepare buying plans, purchase orders and invoices - Analyze markup, markdown, cash flow and other factors affecting profit - Use spreadsheets/industry technology and time-management systems	PFD2(A-B), 5, 10, 11(D-H), 18(B,D-F)	- Retail math challenge - Inventory spreadsheet - Purchase-order/invoice simulation
1	7-9	Unit 4 – Fashion Marketing, Target Markets & Consumer Behavior	- Explain the marketing concept and relate marketing functions to fashion - Analyze the marketing mix and importance of target markets - Compare market segmentation and mass marketing; identify niche markets - Research trends/emerging technologies and cultural/societal influences - Analyze international marketing and motives for consumer fashion purchases	PFD3(A-G), 4(A-B), 12(A-I), 17(A)	- Target-market profile - Trend/technology briefing - International fashion marketing case
2	10-12	Unit 5 – Promotion, Public Relations & Ethical Fashion Marketing	- Identify promotional mix components: advertising, visual merchandising and personal selling - Analyze promotional plans for effectiveness - Identify deceptive practices and apply ethical promotional practices - Describe business promotion strategies and roles of public relations/publicity - Write professional promotional copy and client/customer communications	PFD2(A), 3(A-G), 9(A-B), 13(A,C-E), 14(A,C-D,I)	- Fashion promotion audit - Press release - Ethics case study

2	13-15	Unit 6 – Visual Merchandising & Product Displays	• Identify display components and types/uses of interior and exterior displays • Apply elements/principles of design to visual merchandising • Create window or other fashion/apparel product display • Use scale, measurement and mathematics to plan display space/materials • Evaluate display effectiveness for target customer and promotional goals	• PFD2(A–B), 13(A–B), 15(A–D)	• Window/display design • Scale merchandising plan • Peer/customer feedback
2	16-17	Unit 7 – Customer Service, Selling & Retail Transactions	• Determine factors promoting quality customer relations and evaluate cultural diversity in customer service • Resolve customer issues and examine the role of selling in fashion retail • Describe effective salesperson qualities and use appropriate fashion vocabulary • Demonstrate sales process from customer approach through closure • Practice cash/credit transactions and retail risk/loss-control procedures	• PFD3(A–G), 4(A–B), 16(A–E), 17(A–D), 18(A,C,G)	• Retail sales simulation • Customer-service scenarios • POS/cash-credit practice
2	18	Semester 1 Exam – Practicum in Fashion Design	• Cumulative written/performance assessment • Retail buying/marketing/merchandising application • Career portfolio and practicum progress review	• Cumulative: PFD1–18	• Targeted remediation/enrichment
3	19-21	Unit 8 – Fashion Event Planning & Production Management	• Plan a fashion show, trunk show, retail show or educational event • Create event theme and scale drawing for sets/staging • Assign and perform fashion-show responsibilities • Develop schedule, budget, promotional plan and risk/safety procedures • Conduct production meetings and manage teams/mentoring	• PFD2(A–B), 3(A–G), 4(A–B), 7–10, 14(E–H), 18(A,G)	• Fashion-event production plan • FCCLA/CTSO event option • Venue/staging design
3	22-24	Unit 9 – Fashion Event Promotion, Merchandising & Publicity	• Create advertising/publicity materials and press release • Develop visual merchandising/product displays for event • Apply target-market, promotional mix and public-relations strategies • Practice personal selling/customer-service techniques • Evaluate promotional effectiveness using audience/customer feedback	• PFD3(A–G), 12(A–I), 13(A–E), 14(A–I), 15(A–D), 16(A–E), 17(B–D)	• Event campaign package • Media/publicity outreach • Merchandising installation
3	25-27	Unit 10 – Fashion Retail Operations Practicum	• Operate a simulated or authentic fashion retail experience • Manage inventory, pricing, purchasing, invoices and sales records • Apply cash/credit procedures, loss-control practices and safety/security reporting • Use customer service, selling and public-relations skills • Analyze sales/inventory data and make buying/forecasting recommendations	• PFD2–5, 7–10, 11(A–H), 16(A–E), 17(A–D), 18(A–G)	• School-based enterprise option • Retail operations rotation • Business performance report
4	28-31	Unit 11 – Fashion Business/Client Capstone	• Identify an authentic or simulated fashion business/client need • Develop target-market, buying/pricing, marketing and promotional strategy • Create product display/visual merchandising and customer-service plan • Develop operational documents including budget, inventory/purchasing and risk controls • Present proposal, implement project and revise from stakeholder feedback	• PFD1–18	• Community/client project • Entrepreneurship option • Industry mentor critique

4	32-35	Unit 12 – Fashion Showcase, Career Portfolio & Entrepreneurship	• Execute or support culminating fashion promotional event/showcase • Finalize career portfolio with work experiences, certifications and representative work samples • Evaluate employment opportunities and entrepreneurship options • Complete resume/application/interview preparation and professional networking • Analyze practicum performance, technical/business growth and next-step career goals	• PFD1(A-F), 3(A-G), 8(A-D), 10, 13-18	• ACCESS: resume/interview/portfolio tools • Industry portfolio panel • Fashion showcase
4	36	Semester 2 Exam & Practicum Showcase	• Cumulative written/performance assessment • Fashion business/client capstone presentation • Professional portfolio evaluation • Reflection on employability, retail/business and technical growth	• Cumulative: PFD1-18	• Stakeholder showcase and recognition

Practicum in Fashion Design TEKS Coverage Checklist

Coverage verification: All 18 knowledge-and-skills strands and every student expectation current Practicum in Fashion Design standards §127.232 also requires §127.15(d)(2) CTE employability skills to be integrated as an integral part of the course.

Strand	Student Expectations	YAG Placement	Coverage
PFD1	PFD1(A–F)	Units 1,11–12	100%
PFD2	PFD2(A–B)	Units 2–3,5–6,8,10–11	100%
PFD3	PFD3(A–G)	Units 1,4–5,7–12	100%
PFD4	PFD4(A–B)	Units 1,4,7–11	100%
PFD5	PFD5	Units 2–3,10–11	100%
PFD6	PFD6	Units 2,11	100%
PFD7	PFD7	Units 1,8,10–11	100%
PFD8	PFD8(A–D)	Units 1,8,11–12	100%
PFD9	PFD9(A–B)	Units 1,5,11	100%
PFD10	PFD10	Units 1,3,8,10–12	100%
PFD11	PFD11(A–H)	Units 2–3,10–11	100%
PFD12	PFD12(A–I)	Units 4,9,11	100%
PFD13	PFD13(A–E)	Units 5–6,9,11–12	100%
PFD14	PFD14(A–I)	Units 5,8–9,11–12	100%
PFD15	PFD15(A–D)	Units 6,9,11	100%
PFD16	PFD16(A–E)	Units 7,9–11	100%
PFD17	PFD17(A–D)	Units 4,7,9–11	100%
PFD18	PFD18(A–G)	Units 3,7–8,10–11	100%

Current CTE Employability Skills Integration

§127.15(d)(2): Integrated throughout Units 1–12 through professional standards, communication, teamwork, problem solving, leadership, safety, ethics, productivity, customer/client service, career preparation, practicum experiences, portfolio development, and reflection. Coverage: 100%.

Implementation Notes

- Practicum in Fashion Design is a two-credit capstone for Grades 11–12. Prerequisites are Fashion Design II and Fashion Design II Lab.
- The TEKS emphasize advanced technical understanding of the business aspects of fashion, especially promotion and retailing. This YAG therefore intentionally shifts from the garment-construction emphasis of Fashion Design I/II toward fashion buying, marketing, promotion, visual merchandising, selling, customer service, retail operations, and fashion-event production.
- Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Authentic or simulated fashion retailers, boutiques, designers, school/community events, and entrepreneurial projects can provide the professional context.