

CTE2111C DIGITAL FASHION PORTFOLIO

Course Description: In this course, the fashion merchandising student will create their capstone portfolio. The student will create marketing and merchandising plans, complete with visual representations for three or more concepts.
(1 hr. lecture, 2 hr. lab)
Prerequisite: CTE 2732C, CTE 2802

Course Competency	Learning Outcomes
<p>Competency 1. The student will identify emerging niche product markets opportunities by:</p> <ol style="list-style-type: none"> 1. Reviewing current topics in the retail industry. 2. Identifying demographic evidence of projected consumer. 3. Comparing and contrasting similar product offerings already on the market. 	<p>3. Critical Thinking 4. Information Literacy 9. Aesthetic/Creative Activity</p>
<p>Competency 2. The student will create a visual product marketing plan by:</p> <ol style="list-style-type: none"> 1. Producing a photo story for their product or product line. 2. Creating strong images that convey product ethos. 3. Experimenting with color and visual elements in line with current trends. 4. Creating prototypes when feasible. 	<p>3. Critical Thinking 4. Information Literacy 9. Aesthetic/Creative Activity</p>
<p>Competency 3. The student will produce a minimum of three visual presentations by:</p> <ol style="list-style-type: none"> 1. Working in collaborative teams. 2. Expanding on past projects. 3. Developing and maintaining a production schedule. 	<p>3. Critical Thinking 4. Information Literacy 9. Aesthetic/Creative Activity</p>