



### **Course Description**

#### **CTE2111C | Digital Fashion Portfolio | 3.00 credits**

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 3 or more concepts. Marketing channels to be explored include but are not limited to online, social media and brick and mortar. The student will integrate the use of Adobe Photoshop, Adobe Illustrator and Microsoft Excel. Prerequisite: CTE2732, CTE2802

### **Course Competencies:**

**Competency 1:** The student will identify emerging niche product markets opportunities by:

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

**Competency 2:** The student will create a visual product marketing plan by:

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

**Competency 3:** The student will produce a minimum of three visual presentations by:

1. Working in collaborative teams
2. Expanding on past projects
3. Developing and maintaining a production schedule

### **Learning Outcomes:**

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities