**Design Your Own Clothing Line**

Content Standards 2, 11, and 12

**Goals:** To identify and compare potential careers evolving out of Consumer Science. To demonstrate apparel and design skills. Demonstrate general operational procedures required for business profitability. Identifying the needs and goals in the creation of apparel.

**Objectives:** The students will work with a partner or individually to design their own clothing line for potential sale. The students must include the following criteria in their presentation:

**\_\_\_\_\_Picture:** 30% - The student(s) will create a sketch of what their clothing will look like. They may draw this or use a computer program. The sketch should be done with neatness and clarity in mind. Color should also be included.

**\_\_\_\_\_Style:** 10% - The students must explain who they are marketing their clothing to.

**\_\_\_\_\_Purpose:** 10% - The students must identify the use/season/necessity of their clothing.

**\_\_\_\_\_Logo and Slogan:** 20% - The students must create a logo and slogan which will aide

in the identification and marketing of their product.

**\_\_\_\_\_Cost and Where to Purchase:** 10% - The students will create a price point that they feel

their clothing will be able to sell. The students must also identify where their product

will be sold.

**\_\_\_\_\_Care Instructions/Label:** 20% - The students will create a label for their clothing which

will include the following: where it is made/what materials/washing techniques used/ and size.

**\_\_\_\_\_Total Grade out of 100%**