



Federal Democratic Republic of Ethiopia
OCCUPATIONAL STANDARD

FASHION DESIGN

NTQF Level V



Ministry of labor and skill

December 2021

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Introduction

Ethiopia has embarked on a process of reforming its TVET-System. Within the policies and strategies of the Ethiopian Government, technology transformation – by using international standards and international best practices as the basis, and, adopting, adapting and verifying them in the Ethiopian context – is a pivotal element. TVET is given an important role with regard to technology transfer. The new paradigm in the outcome-based TVET system is the orientation at the current and anticipated future demand of the economy and the labor market.

The Ethiopia Occupational Standards (EOS) is the core element of the Ethiopian National TVET-Strategy and an important factor within the context of the Ethiopian TVET-Qualification Framework (NTQF). They are national Ethiopia standards, which define the occupational requirements and expected outcome related to a specific occupation without taking TVET delivery into account.

This document details the mandatory format, sequencing, wording and layout for the Ethiopia Occupational Standard which comprised of Units of Competence.

A Unit of Competence describes a distinct work activity that would normally be undertaken by one person. It is documented in a standard format that comprises:

- Occupational title, NTQF level
- Unit Code
- Unit Title
- Unit Descriptor
- Unit of Competence
- Elements and Performance Criteria
- Variables and Range Statement
- Evidence Guide

Together all the parts of a Unit of Competence guide the assessor in determining whether the candidate is competent.

The ensuing sections of this EOS document comprise a description of the respective occupational level with all the key components of a Unit of Competence:

- chart with an overview of all Units of Competence for the respective level including the Unit Codes and the Unit Titles
- contents of each Unit of Competence (competence standard)
- occupational map providing the technical and vocational education and training (TVET) providers with information and important requirements to consider when designing training programs for this standards and for individual, a career path

UNIT OF COMPETENCE CHART

| Occupational standard: Fashion Design Level V | | |
|---|---|---|
| Occupational Code: FAD | | |
| NTQF Level V | | |
| <u>IND FAD5 01 1221</u> Perform contour draping | <u>IND FAD5 02 1221</u> Develop and present stylish designs for specific purpose | <u>IND FAD5 03 1221</u> Evaluate fashion designs against set criteria and commercial viability |
| <u>IND FAD5 04 1221</u> Plan and Evaluate marketing opportunities for fashion products | <u>IND FAD5 05 1221</u> Analyze fashion industry for commercial development | <u>IND FAD5 06 1221</u> Manage fashion design process |
| <u>IND FAD5 07 1221</u> Manage product development of fashion designs | <u>IND FAD5 08 1221</u> Apply studio processes to create and produce designs for commercial production | |

NTQF Level V

| Occupational Standard: Fashion Design Level V | |
|---|--|
| Unit Title | Perform contour draping |
| Unit Code | IND FAD5 01 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to perform contour draping and costume design for styled garments that are worn against the body. |

| Elements | Performance Criteria |
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| 1 Prepare draping tools and equipment | 1.1 Work area is set up according to <i>OHS practices</i> and specifications for work. 1.2 <i>Draping tools and equipment</i> are selected and prepared. |
| 2 Prepare design working drawings | 2.1 <i>Design lines</i> are identified and plotted on body form, using narrow tape. 2.2 Measurements are checked against specifications. |
| 3 Prepare fabric for draping | 3.1 Dimensions of <i>fabric</i> pieces required for drape are estimated according to chosen design. 3.2 Warp, weft and bias grain of fabric are identified. 3.3 <i>Fabric handling qualities</i> are identified during draping process. |
| 4 Plan drape | 4.1 Requirements for adding wearing ease for movement are identified. 4.2 Requirements of manipulating dart excess fabric used in design are identified. 4.3 Seam positioning is planned according to the chosen design. 4.4 <i>Drape plan</i> is developed for the given design. 4.5 Cover designs requiring a fitted foundation to support volume draping or layering are prepared. |
| 5 Perform draping for contoured designs | 5.1 Fabric is pinned on model form relating reference points and fabric grains. 5.2 Fabric is moulded and manipulated on model form according to working drawing, fit and design lines. 5.3 Ease is added to allow for movement. 5.4 Fullness or volume is incorporated into draping if required. 5.5 Fabric is smoothed and manipulated over contours of model form and along design lines. 5.6 Darts and seams are formed and pinned for pattern creation or garment construction. 5.7 Drape is prepared for <i>truing</i> 5.8 Truing is performed or correcting a drafted pattern to ensure its adjoining seam lines match, curves are smooth, dart legs are equal length, and lines that should be straight, parallel, or perpendicular |
| 6 perform custom design | 6.1 identified and knowledged about the motion picture creative development and the film production process is described |

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| | 6.2 visual and observation skill are discussed 6.3 design and prepared the costume |
| 7 Finalise draping | 6.1 Drape is removed from model form. 6.2 Drape is finalised and directed to next production process. |

| Variable | Range |
|-----------------------------|---|
| OHS practice | May include, but not limited to: <ul style="list-style-type: none"> • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • other OHS practices relevant to the job and enterprise |
| Draping tools and equipment | May include, but not limited to: <ul style="list-style-type: none"> • model form • narrow tape • tape measure • pen/pencil • scissors • rule • marker pens • hole punch • pins • triangle square • French curve • pattern notcher • weights |
| Design lines | May include, but not limited to: <ul style="list-style-type: none"> • design lines as depicted in the fashion sketch that are then transferred onto the model form using narrow tape |
| Fabric | May include, but not limited to: <ul style="list-style-type: none"> • the fabric of the final garment or a fabric that has the same handle or drape |
| Fabric handling qualities | May include, but not limited to: <ul style="list-style-type: none"> • fall |

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| | <ul style="list-style-type: none"> • stretch • stability • drape |
| prepared the costume | May include but not limited <ul style="list-style-type: none"> • movies • magazine • publicity • drama • theatre |
| Drape plan | May include, but not limited to: <ul style="list-style-type: none"> • adding fullness (pleats, tucks, gathers) • multiple darts/division of darts • symmetric and/or asymmetric design features • cowls, twists, knots |
| Truing | May include: correcting a drafted pattern to ensure its:- <ul style="list-style-type: none"> • adjoining seam lines match • curves are smooth • dart legs are equal length and • lines that should be straight, parallel, or perpendicular |

| Evidence guide | |
|--------------------------------------|---|
| Critical aspects of competence | Demonstrates skills and knowledge to: <ul style="list-style-type: none"> • prepare tools, equipment and fabric pieces • prepare working drawing • develop a draping plan • carry out draping on model form • finalize the drape for next process |
| Underpinning knowledge and attitudes | Demonstrates knowledge of influencing factors in fashion: <ul style="list-style-type: none"> • principles and concepts of patternmaking • customer and workplace requirements • cost efficiency in relation to patternmaking • range of typical garment fabrics, including weight and other characteristics • marker making procedures • cutting and garment construction • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | Demonstrate skill of : <ul style="list-style-type: none"> • consistently achieve quality and production output |

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| | <p>requirements</p> <ul style="list-style-type: none"> • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | <p>Competence may be accessed through:</p> <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |

| Occupational Standard: Fashion Design Level V | |
|---|---|
| Unit Title | Develop and present stylish designs for specific purpose |
| Unit Code | IND FAD5 02 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and Attitudes for the development and presentation of fashion design concepts to the client within specified guidelines. |

| Elements | Performance Criteria |
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| 1 Interpret design brief | <p>1.1 Design brief is reviewed and <i>details</i> checked to ensure correct interpretation.</p> <p>1.2 <i>Parameters of the project</i> are established.</p> <p>1.3 Roles of design team members are clarified.</p> |
| 2 Research fashion design trends | <p>2.1 Fashion design trends are researched and <i>relevant information</i> relating to design project is obtained, including availability of materials.</p> <p>2.2 Workplace practices and previous projects are identified and assessed for relevance to project.</p> |
| 3 Generate and select initial concepts | <p>3.1 Concepts are developed to identify range of possibilities.</p> <p>3.2 Range of storyboard themes is prepared related to fabrics and colours.</p> <p>3.3 Ideas are discussed and modified in consultation with other design team members.</p> <p>3.4 Appropriate concepts are selected for development in consultation with design team.</p> |
| 4 Develop design concepts | <p>4.1 Appropriate styles and trims or accessories are identified.</p> <p>4.2 Production feasibility is researched and confirmed.</p> <p>4.3 Artwork/drawings/specifications are prepared in appropriate format, including any additional documentation required.</p> <p>4.4 Design concepts are prepared for presentation according to agreed presentation strategy.</p> |
| 5 Cost designs in conjunction with production area | <p>5.1 All items and resources required for the designs are checked and confirmed.</p> <p>5.2 Accumulated time is calculated to ascertain labour cost.</p> <p>5.3 Material costs are obtained from relevant sources and compared, where necessary.</p> <p>5.4 Total design costs are calculated, which include labour, material and overhead cost estimates.</p> <p>5.5 Amendments or modifications to design are negotiated and agreed upon as required to ensure design is within budget.</p> |
| 6. Present designs | <p>6.1 Features and benefits of designs are presented in a manner that encourages acceptance.</p> |

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| | <p>6.2 Client or workplace brief requirements are addressed in the presentation</p> <p>6.3 Records are maintained and stored and documentation completed</p> |
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| Variable | Range |
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| Relevant information may include: | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • customer requirements • work specifications • Fashion reports, trade journals, etc. • stock records • summaries of materials, labour and overhead costs • organisation work procedures • organisational or external personnel • quality and Australian Standards and procedures |
| Details of the design brief may include: | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • target market • end uses of product • cost point • production requirements • timelines • client requirements • workplace requirements • quality requirements • style, feature requirements |
| Parameters of the project may include: | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • team members • chain of command • timelines • budget constraints • reporting processes |
| OHS practices | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping |

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| | <ul style="list-style-type: none"> • reporting accidents and incidents • other OHS practices relevant to the job and enterprise |
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| Evidence guide | |
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| Critical aspects of competence | <p>Demonstrates skills and knowledge to:</p> <ul style="list-style-type: none"> • research trends and other relevant information • develop/select concepts and storyboard themes • prepare artwork/drawings/specifications • present design concepts • calculate costs • Communicate effectively with design team, customers, etc. • apply OHS practices in work operations • maintain accurate records |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of influencing factors in fashion:</p> <ul style="list-style-type: none"> • the elements and principles of design and how they are used to create good design in the fashion industry • the industry, global and local trends and detailed knowledge of garment construction • range of typical garment fabrics, including weight and other characteristics • marker making and cutting procedures • research sources • colour/colour mix and interpretation • fabrics, fibres, trims, accessories and their properties and characteristics • proposals, the detail required and issues associated with terms and conditions • costing processes • relevant OHS legislation, regulatory requirements, copyright obligations and codes of practice • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | <p>Demonstrate skill of :</p> <ul style="list-style-type: none"> • effectively develop and present design concepts within prescribed guidelines • generate ideas • produce sketches manually or using CAD systems • compile information • cost a range or garment • communicate effectively with individuals, work groups and |

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| | <p>supervisors</p> <ul style="list-style-type: none"> • select, interpret and apply procedures and processes • prepare and present reports and information in appropriate formats • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | Competence may be accessed through: <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |

| Occupational Standard: Fashion Design Level V | |
|---|---|
| Unit Title | Evaluate fashion designs against set criteria and commercial viability |
| Unit Code | IND FAD5 03 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to evaluate fashion designs against set criteria and commercial viability. |

| Elements | Performance Criteria |
|--------------------------------|---|
| 1 Identify evaluation criteria | 1.1 Specifications and design brief are sourced and interpreted. 1.2 Purpose of design and characteristics of target market are identified. 1.3 Current industry design trends are researched and identified. 1.4 Workplace and industry standards in relation to design presentation are researched and identified. 1.5 Quality criteria that apply to design processes are researched and identified. 1.6 <i>Evaluation criteria</i> are identified. |
| 2 Apply evaluation criteria | 2.1 Finished design is evaluated against original design concept or criteria. 2.2 The design and its individual features are evaluated against client brief to check consistency. 2.3 The design is evaluated to identify how well design principles have been applied. 2.4 The design is evaluated for consistency with current industry trends and influences. 2.5 The design is evaluated to ensure commercial appeal and viability. 2.6 The design is evaluated for quality and innovative elements. 2.7 Suggestions are made for adjustments to design to increase its ability to meet criteria. |
| 3 Suggest design improvements | 3.1 <i>Technical design skills</i> are used to reflect evaluation outcomes and communicate improvements. 3.2 Potential design improvements are identified and tested for viability. 3.3 Selection, adaptation and introduction of materials, tools, technology and production processes is applied to design improvements. 3.4 Compliance with intellectual and copyright requirements is observed when incorporating ideas from others. |

| Variable | Range |
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| Evaluation criteria | May include, but not limited to: <ul style="list-style-type: none"> • how the design: • achieves design brief • meets budget |

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| | <ul style="list-style-type: none"> • meets timeline • meets client needs • meets workplace and industry standards • is suitable for end use and target market • is suitable for current fashion design trends and expectations |
| Technical skills | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • sketching/drawing techniques, including shading • use of different media • use of line, form and colour • the degree of realism/abstraction • including other features • using information technology and software programs |
| OHS practices | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • other OHS practices relevant to the job and enterprise |

| Evidence guide | |
|--------------------------------------|---|
| Critical aspects of competence | <p>Demonstrates skills and knowledge to:</p> <ul style="list-style-type: none"> • research and access relevant information from a range of sources • critically evaluate designs against a client brief, design concept and specifications • evaluate designs so they reflect current industry trends, commercial considerations, client briefs, innovation in design and quality considerations |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of influencing factors in fashion:</p> <ul style="list-style-type: none"> • quality standards that apply to design processes • history and theory of design in relation to fashion design • current fashion industry design trends • Accepted ways and associated techniques of communicating ideas on the fashion industry, including sketches, diagrams, illustrations, photographs, etc. • ways of presenting fashion concepts, including written |

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| | <p>descriptions and rationale, samples of fabrics and production specifications, charts, diagrams and data sheets</p> <ul style="list-style-type: none"> • contents of client brief • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | <p>Demonstrate skill of :</p> <ul style="list-style-type: none"> • apply evaluation criteria to design • communicate in the fashion industry, including through use of design techniques such as sketching, drawing, painting and software manipulation • identify client needs and preferences • use numeracy skills to the level required to interpret budget and costing of designs • use reflective listening skills • carry out research • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | <p>Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices.</p> |
| Assessment | <p>Competence may be accessed through:</p> <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | <p>Competence may be assessed in the workplace or in a simulated workplace setting</p> |

| Occupational Standard: Fashion Design Level V | |
|---|---|
| Unit Title | Plan and Evaluate marketing opportunities for fashion products |
| Unit Code | IND FAD5 04 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to plan marketing and promotional activities to support the sales of fashion products. |

| Elements | Performance Criteria |
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| 1 Identify key elements of fashion design | 1.1 Features and benefits of fashion design are identified. 1.2 Target market is researched and needs and expectations in relation to fashion design are identified. 1.3 Price point of design is identified. 1.4 Marketing budget for fashion product is identified. 1.5 <i>Other relevant details</i> that may affect marketing activities are identified. |
| 2 Establish marketing objectives | 2.1 Client position and range of fashion products in marketplace are identified. 2.2 Marketing objectives and sales targets are established with client. 2.3 Product pricing strategy and position in market are established. 2.4 Packaging and distribution requirements of fashion design are established. |
| 3 Research and determine marketing options | 3.1 Appropriate <i>media</i> are identified to reach target market. 3.2 <i>Uses of media</i> are determined and appropriate strategies selected. 3.3 <i>Marketing event options</i> are explored and assessed for effectiveness in marketing fashion design. 3.4 <i>Promotional activities</i> are selected for relevance to fashion design. 3.5 Timing of marketing activities is explored. 3.6 Costings of marketing options are determined. |
| 4. Identify risk factors for marketing opportunities | 4.1 Analyse and rate acceptability of political, financial stability and corruption <i>risk factors</i> for potential market 4.2. Analyse and rate acceptability of legal and regulatory requirements, and trade barriers for potential market 4.3. Relate risk factors to international business cycles in terms of <i>economic conditions</i> and estimate their impact on potential market |
| 5. Investigate marketing opportunities | 5.1. Identify and analyse international marketing opportunities in terms of their likely fit with the organisation's goals and capabilities 5.2. Evaluate each opportunity to determine its impact on current business and customer base 5.3. Use an assessment of costs, benefits, risks and opportunities to determine financial viability of each marketing opportunity 5.4. Determine probable return on investment and potential competitors |

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| | 5.5. Describe and rank marketing opportunities in terms of viability and likely contribution to the business |
| 6 Develop and present marketing plan | 6.1 Marketing cycle of fashion product is identified. 6.2 Marketing plan is developed which details marketing activities. 6.3 Marketing plan is assessed for its effectiveness in meeting marketing objectives, timing and budget requirements. 6.4 Marketing plan is presented and discussed with client. 6.5 Client response is received and integrated into further marketing proposals. |
| 7 Document marketing plan | 7.1 Marketing plan is documented according to <i>industry practices</i> . 7.2 Reports on marketing opportunities and strategies are documented and presented to relevant persons in the workplace. |

| Variable | Range |
|-------------------------|---|
| Other relevant details | may include: <ul style="list-style-type: none"> • packaging or distribution requirements • production timelines or requirements • distribution outlets • designer reputation • style characteristics |
| Media | may include: <ul style="list-style-type: none"> • print, eg magazines, regional and metropolitan newspapers • audio, eg radio • visual, eg video, television, DVD • electronic, eg email, websites |
| Uses of media | may include: <ul style="list-style-type: none"> • editorials • advertising • photos • testimonials |
| Marketing event options | may include: <ul style="list-style-type: none"> • launches • fashion parades • exhibitions • demonstrations • press conferences |
| Promotional activities | may include: <ul style="list-style-type: none"> • gimmicks • point of sale and merchandising • special offers |

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| | <ul style="list-style-type: none"> • product branding activities • packaging features such as labelling • display and presentation |
| Industry practices | <ul style="list-style-type: none"> • may include: • formatting and structure • inclusion of pictures and style and design details • promotion of features and benefits • reporting verbally or in writing • oral, written or visual communication • inclusion of marketing objectives • inclusion of adequate detail |

| Evidence guide | |
|--------------------------------------|--|
| Critical aspects of competence | <p>Demonstrates skills and knowledge to:</p> <ul style="list-style-type: none"> • identify appropriate options for marketing specific fashion design • marketing objectives • identify features and benefits of fashion designs according to needs and expectations of the target market • coordinate options and activities to overall marketing plan • document marketing plan |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of influencing factors in fashion:</p> <ul style="list-style-type: none"> • elements of marketing mix • research tools and strategies • marketing practices in the fashion industry • concepts of marketing cycle and product life cycle • marketing tools and media for the fashion industry • international regulations, pricing structures, import/export factors, production times, quality assurance factors and production/marketing arrangements (where appropriate) • relevant OHS legislation, regulatory requirements and codes of practice • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | <p>Demonstrate skill of :</p> <ul style="list-style-type: none"> • access, interpret and use data from a range of sources • make recommendations • select marketing procedures or processes • prepare and present reports and information in appropriate |

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| | <p>formats</p> <ul style="list-style-type: none"> • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | <p>Competence may be accessed through:</p> <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |

| Occupational Standard: Fashion Design Level V | |
|---|---|
| Unit Title | Analyze fashion industry for commercial development |
| Unit Code | IND FAD5 05 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to effectively research and analyse textiles used in the fashion and clothing industries and make recommendations to guide the commercial development of fashion products. |

| Elements | Performance Criteria |
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| 1 Establish research criteria | 1.1 Research objectives are established. 1.2 Criteria for research are established. 1.3 Research plan is developed. |
| 2 Research textiles used in fashion products | 2.1 Textiles used in fashion products are researched to determine properties, qualities , and aesthetic and performance characteristics . 2.2 Global and domestic trends in use of textiles for fashion products are researched. 2.3 A range of routine and non-routine tests is used to gather data on textiles. |
| 3 Research fashion products | 3.1 Fashion products or uses incorporating researched textiles are identified. 3.2 Quality and performance characteristics of a sample range of partially completed or finished fashion products are researched. 3.3 Factors influencing quality of fashion products are identified. 3.4 Product faults are identified and examined. 3.5 Global and domestic implications for use of fashion products are researched. 3.5 A range of routine and non-routine tests is used to gather data on fashion product quality. |
| 4 Analyse findings | 4.1 Research findings are analysed and prioritised according to significance. 4.2 Findings are analysed against research objectives and criteria. 4.3 Methodology is reviewed to identify any potential influences on findings. 4.4 Findings are analysed to establish ability contribute to commercial developments. 4.4 Findings with most potential are selected for further review. |
| 5. Make recommendations | 5.1 Features and benefits of selected findings are analysed. 5.2 Disadvantages or risks associated with selected findings are analysed. 5.3 Recommendations are made on how findings are used for |

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| | commercial gain. |
| 6 Prepare reports and presentations | 6.1 Report on research findings and recommendations is developed. 6.2 Data is checked for accuracy and relevance, when required. 6.3 Reports and presentations are prepared. |

| Variable | Range |
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| Criteria | May include, but not limited to: <ul style="list-style-type: none"> • scope of research • required documentation • required research verification • research methodologies • timing • commercial constraints or requirements |
| Textiles | May include, but not limited to: <ul style="list-style-type: none"> • natural fibres such as cotton, wool, silk, linen • synthetic fibres such as polyamide and polyester, acrylic, lycra, rayon, acetate • natural and synthetic single-yarn fabrics and blends, including: • knitted fabrics such as weft knits and warp knits • woven fabrics such as plain, twill, satin, dobby, jacquard and pile • non-woven fabrics such as felts, nets, braids, bonded and composite |
| Qualities | May include, but not limited to: <ul style="list-style-type: none"> • firmness • softness • hand • weight • grain or gauge • drape • porosity • covering power • count • light penetration |
| Performance characteristics | May include, but not limited to: <ul style="list-style-type: none"> • stretch • abrasion • wear ability • absorbency • durability • elasticity |

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| | <ul style="list-style-type: none"> • heat sensitivity • shrink resistance • ease of care • drape quality • colour fastness • strength |
| Routine tests | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • visual checking, colour matching, weighing, height/weight/thickness measuring, moisture measuring, measuring rubbing fastness, stretch, wear, cracking, colour, gloss, softness, handle, texture, light and colour fastness, heat fastness, tensile characteristics, flexibility, etc. |
| Non-routine tests | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • tests performed in a laboratory environment to laboratory level standards |
| Reports | <p>May include, but not limited to:</p> <ul style="list-style-type: none"> • report structure: <ul style="list-style-type: none"> • title page • table of contents • summary • introduction • theories and hypotheses • body (findings and conclusions) • methodology • test results • recommendations • references • appendixes • glossary • report content: <ul style="list-style-type: none"> • text • graphs • charts • tables • diagrams |

| Evidence guide | |
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| Critical aspects of competence | <p>Demonstrates skills and knowledge to:</p> <ul style="list-style-type: none"> • plan and apply research methodology • define research findings • perform required tests • form recommendations |

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| | <ul style="list-style-type: none"> • prepare reports/presentations |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of influencing factors in fashion:</p> <ul style="list-style-type: none"> • sources of information • qualities and properties of textiles • commercial relevance or objectives for research • research methodology • relevant OHS legislation, codes of practice, copyright obligations, policies and procedures • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | <p>Demonstrate skill of :</p> <ul style="list-style-type: none"> • effectively evaluate processes • identify constraints • determine options • interpret findings • test validity of information • use research tools • establish, analyse and/or interpret procedures, where required • determine report requirements • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | <p>Competence may be accessed through:</p> <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |

| Occupational Standard: Fashion Design Level V | |
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| Unit Title | Manage fashion design process |
| Unit Code | <u>IND FAD5 06 1221</u> |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to develop fashion design briefs and manage the development of design concepts for commercial production. |

| Elements | Performance Criteria |
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| 1 Conduct fashion design research | <p>1.1 Global fashion trends are researched and emerging themes identified.</p> <p>1.2 Product range and previous designs developed by the business are reviewed to assess relevance to current design directions.</p> <p>1.3 Business and client goals are identified and related to design objectives.</p> <p>1.4 Production capacity and processes of business are identified.</p> <p>1.5 Research is conducted on target market, materials, designs, processes and marketing materials according to the needs of the design.</p> |
| 2 Determine key criteria for design brief | <p>2.1 Business goals and quality standards for designs are identified.</p> <p>2.2 Target market and intended uses of fashion designs are determined.</p> <p>2.3 Design themes and style requirements of design are determined.</p> <p>2.4 Budget, cost points and timing constraints are identified.</p> <p>2.5 Requirements for use of fabrics, materials, suppliers and production processes are determined.</p> <p>2.6 Client requirements are confirmed with client, as appropriate.</p> |
| 3 Confirm design brief | <p>3.1 Design brief is developed which clearly conveys all guidelines for development of design concepts.</p> <p>3.2 Appropriate personnel are consulted with to confirm feasibility and appropriateness of design brief.</p> <p>3.3 Sketches, drawings and samples are used to illustrate design requirements, as appropriate.</p> <p>3.4 Design brief is finalised.</p> |
| 4 Specify design processes | <p>4.1 <i>Design concept development processes</i> are specified where appropriate.</p> <p>4.2 Required involvement of patternmakers, designers, design assistants and production personnel is identified.</p> <p>4.3 Communication requirements for development of fashion designs are specified.</p> <p>4.4 Monitoring procedures and checking points are determined.</p> <p>4.5 Design development personnel are selected and briefed.</p> |
| 5. Implement design processes | <p>5.1 Design personnel are selected and briefed to develop design concepts.</p> <p>5.2 Development of design concepts is monitored to ensure budget and time constraints are met.</p> <p>5.3 Problems or inconsistencies in design concept development are identified and addressed.</p> <p>5.4</p> |

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| 6 Evaluate design development processes | 6.1 Design concepts are received for evaluation. 6.2 Design concepts are evaluated against design brief. 6.3 Modifications and suggestions for improvements are made. 6.4 Design concept is selected for further development. 6.5 Agreement on design concept is confirmed with client. 6.6 Design development processes are evaluated to assess their effectiveness in achieving design brief. |
| 7 Complete documentation | 7.1 Design brief, development processes and outcomes are documented. 7.2 Documentation is filed and stored. |

| Variable | Range |
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| Design concept development processes may include: | May include, but not limited to: <ul style="list-style-type: none"> • purchasing trips • storyboards • inspiration boards • research • teamwork • event participation • attendance at fashion shows • Experimentation with fabrics, materials, designs, etc. • draping • use of models for original creation, or adaptation of designs or interpretation of sketches within contexts related to single or multiple production styles and ranges, made-to-measure and theatre costuming |
| OHS practices | May include, but not limited to: <ul style="list-style-type: none"> • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • other OHS practices relevant to the job and enterprise |

| Evidence guide | |
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| Critical aspects of | Demonstrates skills and knowledge to: |

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| competence | <ul style="list-style-type: none"> • establish requirements for design briefs • prioritise design requirements • identify/define problems • deal with non-conformance/inefficiencies • confirm design criteria • Communicate effectively with design team, production departments, clients, etc. • apply OHS practices in work operations • maintain accurate records |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of influencing factors in fashion:</p> <ul style="list-style-type: none"> • elements and principles of design and how they are used to create good design in the fashion industry • the industry, global and local trends in fashion and garment design • garment construction techniques and processes • detailed knowledge of a range of fabrics • research sources • design concept development techniques and processes • expertise of personnel • proposals, the detail required and issues associated with terms and conditions • relevant OHS legislation, regulatory requirements and copyright obligations and codes of practice • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | <p>Demonstrate skill of :</p> <ul style="list-style-type: none"> • plan processes • encourage interchange of ideas/designs • facilitate development of design concepts • assess/evaluate design process • cost process/outcome • communicate effectively within the workplace, including liaising with other departments • determine report requirements and present information in appropriate formats • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • sequence operations |

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| | <ul style="list-style-type: none"> • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
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Occupational Standard: Fashion Design Level V

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| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | Competence may be accessed through: <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |

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| Unit Title | Manage product development of fashion designs |
| Unit Code | IND FAD5 07 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to manage the development and production processes for fashion designs. |
| Elements | Performance Criteria |
| 1 Establish design production plan | <p>1.1 Information about previous design production is reviewed and relevance for current activities assessed.</p> <p>1.2 Business goals and strategies and organisation systems for production of designs are reviewed and relevance for current activities assessed.</p> <p>1.3 Design requirements, timelines and budget are identified and confirmed.</p> <p>1.4 Quality standards are identified.</p> <p>1.5 Key personnel are consulted to assist in production plan development, as required.</p> <p>1.6 Planning techniques and tools are used to develop production plan and schedule which includes critical path, timeline and key outcomes.</p> |
| 2 Select and brief project team | <p>2.1 Key personnel are selected to conduct product development activities.</p> <p>2.2 Production plan is discussed with team to ensure all requirements are understood.</p> <p>2.3 Tasks are assigned according to available expertise and production requirements.</p> <p>2.4 Information relating to standards, constraints, preferred processes, designs and techniques is conveyed to team.</p> <p>2.5 Design specification sheet, drawings, samples and patterns are presented and analysed with team.</p> <p>2.6 Relevant technical, monitoring and reporting procedures are established.</p> |
| 3 Monitor progress | <p>3.1 Ongoing communication with team members is maintained to ensure obligations, quality, timelines, budget and technical constraints are met.</p> <p>3.2 Any problems or revisions are reviewed or prepared.</p> <p>3.3 Quality assurance practices are conducted to check pattern, sizing, materials and construction comply with design specifications.</p> <p>3.4 Changes to design specifications are communicated with designer and patternmaker and documented.</p> <p>3.5 Production activities are monitored to ensure compliance with OHS practices.</p> |
| 4 Facilitate process or work flow problem | <p>4.1 Methods to solve process or work flow problems are identified through facilitation of meetings or discussions.</p> |

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| resolution | <p>4.2 Knowledge of process improvement and efficient production techniques/systems are used to assist in systematic identification and resolution of process or work flow problems.</p> <p>4.3 Preferred option to resolve problem is recommended and documented.</p> <p>4.4 Implementation of recommended problem resolution option is facilitated.</p> |
| 5 Monitor production improvements/ variations | <p>5.1 Improvements/variations to production are monitored to ensure outcome meets specifications and production schedule.</p> <p>5.2 Data is collated and analysed to evaluate effectiveness of production improvements or variations.</p> <p>5.3 Decisions on improvements or variations to production are made within limits of management responsibility.</p> |
| 6 Evaluate final product | <p>6.1 Information on development process is assembled and evaluated.</p> <p>6.2 Product outcome is assessed against specifications.</p> <p>6.3 Significant results are identified, in consultation with others as necessary, and used to draft plans for future action.</p> <p>6.4 Production outcomes are discussed with project team to review strengths and weaknesses of process.</p> |
| 7 Cost outcome | <p>7.1 Development costs are monitored.</p> <p>7.2 Actual costs are compared to budget estimates and inconsistencies identified and explained.</p> <p>7.3 Impact of costing inconsistencies is considered for effect on product sale cost.</p> |
| 8 Maintain records | <p>8.1 Production and monitoring records are maintained and reports prepared, where necessary.</p> <p>8.2 Pattern and design production processes and findings are documented.</p> <p>8.3 Presentations on production performance and developments are made at management meetings.</p> |
| Variable | Range |
| Organisation systems | <p>May include:</p> <ul style="list-style-type: none"> • JIT • VAM • quick response • quality systems • team processes • benchmarking |
| Design requirements | <p>May include:</p> <ul style="list-style-type: none"> • expertise • human resources |

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| | <ul style="list-style-type: none"> • materials and equipment • specifications |
| Key personnel | <p>May include:</p> <ul style="list-style-type: none"> • senior management • production supervisors • patternmakers • fashion designers • production personnel • contractors |
| Planning techniques and tools | <p>May include:</p> <ul style="list-style-type: none"> • Scheduling, time management, brainstorming, setting goals and defined outcomes, prioritising, review and evaluation strategies |
| OHS practices | <p>OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include:</p> <ul style="list-style-type: none"> • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • other OHS practices relevant to the job and enterprise |

| Evidence guide | |
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| Critical aspects of competence | <p>Demonstrates skills and knowledge to:</p> <ul style="list-style-type: none"> • select and plan processes for production from fashion designs • ensure production meets efficiency standards • check compliance with specified requirements • communicate effectively with team members • deal with inefficiencies • monitor production changes • monitor application of OHS practices in production operations • maintain accurate records |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of:</p> <ul style="list-style-type: none"> • patternmaking principles and processes • fashion design principles and processes |

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| | <ul style="list-style-type: none"> • planning tools and procedures • production control and efficiency processes • quality assurance processes • production processes • relevant OHS legislation, regulatory requirements and codes of practice • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |
| Underpinning skills | <p>Demonstrates skills to:</p> <ul style="list-style-type: none"> • interpret and use data from a range of sources • make decisions • solve problems • prioritise • communicate effectively with team members • select, interpret and apply procedures or processes • prepare and present reports and information in appropriate formats • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | <p>Competence may be accessed through:</p> <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |

| Occupational Standard: Fashion Design Level V | |
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| Unit Title | Apply studio processes to create and produce designs for commercial production |
| Unit Code | IND FAD5 08 1221 |
| Unit Descriptor | This unit covers the knowledge, skills and attitudes to apply studio processes to identify and explore commercial opportunities for the design and development of fashion designs. |

| Elements | Performance Criteria |
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| 1 Research fashion trends and industry practices | <p>1.1 National and international fashion trends are researched and analysed to guide formation of design directions.</p> <p>1.2 Industry production trends and influences are researched and analysed to assess impact on fashion design direction.</p> <p>1.3 Commercial success of previous fashion products is analysed to assess relevance for design directions.</p> <p>1.4 Commercial and design objectives of the workplace are identified.</p> <p>1.5 Market research is conducted as required to inform development of design directions.</p> <p>1.6 Information is analysed and applied to design concept development and production.</p> <p>1.7 Information sources on design techniques and processes used to achieve desired effects are accessed and used as required throughout design and development processes.</p> |
| 2 Create design brief | <p>2.1 Commercial opportunities for fashion designs are identified.</p> <p>2.2 Scoping of commercial opportunities is conducted.</p> <p>2.3 Design directions are clarified and explored with appropriate personnel.</p> <p>2.4 Design brief is developed as an iterative process involving generation, development, testing, analysis and improvement of ideas and design direction.</p> <p>2.5 Design brief and specifications for development are confirmed.</p> <p>2.6 Continual review and testing of design brief is conducted through development of sample products.</p> |
| 3. Develop and refine design concept | <p>3.1 Preliminary concept options are identified and discussed with client or workplace design team.</p> <p>3.2 Options are evaluated against design brief specifications.</p> <p>3.3 Principles and elements of design are applied to design concepts.</p> <p>3.4 Criterion and selection processes are selected to refine concept options.</p> <p>3.5 Marketing and distribution opportunities for design concepts are identified.</p> |

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| 4 Experiment with design concepts | <p>4.1 Preliminary concepts are scoped out using sketches, illustrations, models, samples, fibres and fabrics.</p> <p>4.2 Evaluation of design concepts is conducted by self and others using selected criteria and processes.</p> <p>4.3 Feedback and analysis is assessed for potential to improve design concept.</p> <p>4.4 Design concepts are selected for presentation and testing with appropriate personnel.</p> |
| 5 Test design concepts | <p>5.1 Communication tools are used to present design concept to appropriate personnel.</p> <p>5.2 Features and benefits of design concepts are presented.</p> <p>5.3 Presentation skills are used to promote acceptance of design concept.</p> <p>5.4 Responses are assessed and considered.</p> <p>5.5 Design concept is modified and improved where possible.</p> |
| 6 Scope production requirements | <p>6.1 All components required for production are identified.</p> <p>6.2 Technical aspects of production are identified.</p> <p>6.3 Specification sheet is completed to guide production.</p> <p>6.4 Resources and production requirements are identified and sourced.</p> <p>6.5 Production plan is developed to guide production.</p> <p>6.6 Plan is discussed and confirmed with appropriate personnel.</p> |
| 7 Develop design pattern | <p>7.1 Pattern base is selected to meet design brief.</p> <p>7.2 Pattern base is modified to create patterns that meet design requirements and specifications.</p> <p>7.3 Pattern is made according to industry standards, including industry markings and lay plans.</p> <p>7.4 Toile is created to test accuracy of pattern and design effect.</p> <p>7.5 Pattern is confirmed against design specifications.</p> |
| 8 Produce fashion product | <p>8.1 Workplace is prepared according to OHS practices.</p> <p>8.2 Materials and resources are prepared.</p> <p>8.3 Fabric is cut according to pattern directions.</p> <p>8.4 Product is sewn according to specifications.</p> <p>8.5 Product is finished according to specifications.</p> |
| 9 Evaluate and analyse design and production processes | <p>9.1 Finished item is assessed against design specifications and design brief.</p> <p>9.2 Design result is analysed and evaluated to identify opportunities for improvement and required changes to design or production techniques.</p> <p>9.3 Production process is evaluated to identify opportunities for improvement.</p> <p>9.4 Process and improvements are documented.</p> |

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| 10 Present finished product | <p>10.1 Finished product is prepared for presentation to appropriate personnel.</p> <p>10.2 Accessories, fabric examples and components are selected to convey range and style options of design.</p> <p>10.3 Model is selected as required.</p> <p>10.4 Finished product is presented to appropriate personnel.</p> <p>10.5 Responses are received and assessed for improvement opportunities.</p> <p>10.6 Product is assessed for further production opportunities.</p> |
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| Variable | Range |
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| Market research may include: | <ul style="list-style-type: none"> • analysis of target market characteristics • sample testing • discussions with retailers and suppliers • discussions with staff and management • review of media portrayals • review of fashion shows • review of current pricing strategies and price points of products |
| Scoping may include identification of: | <ul style="list-style-type: none"> • target market • features and benefits • timing • economic and social expectations • scale of production |
| Appropriate personnel may include: | <ul style="list-style-type: none"> • managers, directors • trainer/mentor • designers • patternmakers • production supervisors • business development staff • marketing and sales staff • retailers and suppliers • clients • end users/target market |
| OHS practices | <p>OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include:</p> <ul style="list-style-type: none"> • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling |

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| | <ul style="list-style-type: none"> • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • other OHS practices relevant to the job and enterprise |
| Market research may include: | <ul style="list-style-type: none"> • analysis of target market characteristics • sample testing • discussions with retailers and suppliers • discussions with staff and management • review of media portrayals • review of fashion shows • review of current pricing strategies and price points of products |

| Evidence guide | |
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| Critical aspects of competence | <p>Demonstrates skills and knowledge to:</p> <ul style="list-style-type: none"> • integrate skills to complete design and production process • identify commercial opportunities • develop a design brief • experiment with and assess design development processes and outcomes • implement iterative and continuous improvement processes • work with a range of industry experts • develop designs • produce fashion product • apply OHS practices in work operations • maintain accurate records |
| Underpinning knowledge and attitudes | <p>Demonstrates knowledge of influencing factors in fashion:</p> <ul style="list-style-type: none"> • commercial practices in fashion design development • the elements and principles of design and how they are used to create good design in the fashion industry • information sources for market research • garment construction techniques • fabrics, fibres, trims, accessories and their properties and characteristics • relevant OHS legislation and codes of practice • OHS practices, including hazard identification and control measures • quality practices • workplace practices • recording and reporting practices |

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| Underpinning skills | <p>Demonstrate skill of :</p> <ul style="list-style-type: none"> • apply principles and elements of design • apply iterative experimentation and improvement processes • communicate and promote design concepts • identify commercial opportunities • review and assess processes and procedures • document and transfer information • read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material • maintain accurate records • communicate within the workplace • sequence operations • meet specifications • clarify and check task-related information • carry out work according to OHS practices |
| Resource Implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | <p>Competence may be accessed through:</p> <ul style="list-style-type: none"> • Observation/demonstration with oral questioning • Interview/written test |
| Context of assessment | Competence may be assessed in the workplace or in a simulated workplace setting |