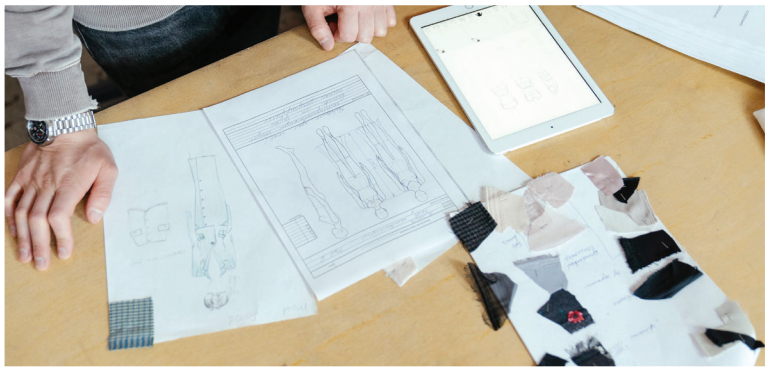




Textiles and Apparel Career Exploration

Student Workbook



Name: _____

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Name: _____

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Lesson One – Apparel Designer

Mood Board Mastery

Instructions: Use this worksheet to create a mood board that encapsulates your researched fashion trends. Your mood board will be the foundation for your t-shirt design, so think creatively and critically about the elements you choose to include.

Part 1: Trend Research

Trend Name: (Identify the fashion trend you researched.)

Description: (Briefly describe the trend. What does it embody? Which elements are essential?)

Inspiration Sources: (List websites, articles, or social media accounts where you found information about the trend.)

Lesson One – Apparel Designer

Mood Board Mastery

Part 2: Mood Board Creation

- **Visual Elements:** (What images, textures, and colors will you include? Attach swatches or images that align with your chosen trend.)
- **Emotive Words:** (Select words that represent the feel or mood of your trend and write them here.)
- **Color Palette:** (Define the primary colors of your trend and explain their significance.)

Mood Board Mastery

Part 3: Reflection and Process Documentation

- **Selection Rationale:** (For each element on your mood board, explain why you chose it and how it represents the trend.)
- **Your Creative Direction:** (Describe how the elements of your mood board will influence your t-shirt design.)

Feedback Space:

After presenting your mood board to the class, record any feedback you receive below.

- **Peer Feedback:** (Record the insights and suggestions from your classmates.)

Instructor's Use:

Comments:

Remember, your mood board is a visual tool to communicate your vision. It should be cohesive, reflective of your research, and inspiring to you as a designer.

Name: _____

Class: _____

Date: _____

Lesson One – Apparel Designer

T-Shirt Sketching Template

In this activity, your mood board and trend analysis begin to take shape as a wearable garment. Use this page as a guide to draw your t-shirt design, incorporating the elements and inspiration you've gathered so far.

Your Task: Sketch a t-shirt design that represents the trend you've identified, using the mood board as your inspiration. Consider how you can translate the elements of color, pattern, and texture into your sketch.

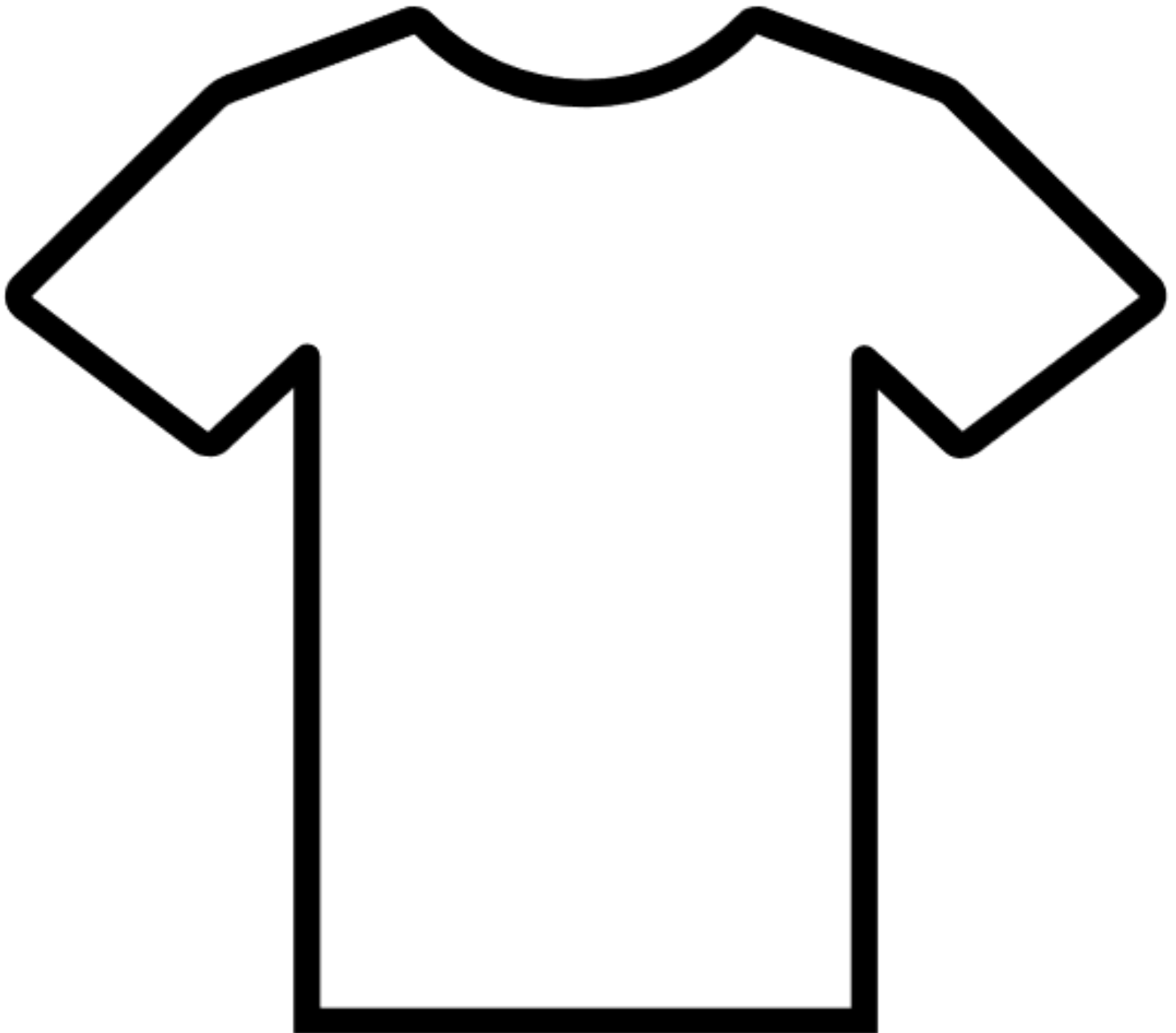
Steps:

1. **Outline:** Start with a light pencil outline of a t-shirt on the template provided. Use the silhouette as a framework for your design.
2. **Design Elements:** Refer back to your mood board and begin to incorporate the elements into your sketch. Consider where on the t-shirt these elements will be most impactful.
3. **Details:** Add details to your sketch, such as the neckline, sleeves, and hem. Think about any graphics, logos, or text you want to include.
4. **Color:** Once you're satisfied with your outline and details, begin adding color. Remember to stay true to the color palette you chose during your trend analysis.
5. **Texture and Pattern:** Suggest texture and pattern in your sketch. If you have a specific fabric in mind, denote it in your sketch.

Ideas:

T-Shirt Sketching Template

Sketch Area



Name: _____

Class: _____

Date: _____

Lesson One – Apparel Designer

Apparel Design Concepts Quiz

Instructions: Answer each of the questions below.

- 1. What is the primary purpose of a mood board in the apparel design process?**
 - a. To organize the designer's workspace
 - b. To communicate a design idea visually
 - c. To calculate the cost of a design
 - d. To write down notes about the design

- 2. When sketching a t-shirt design, why is it important to start with light pencil strokes?**
 - a. To make it easier to erase and adjust the design
 - b. Because it looks more professional
 - c. Light strokes use less pencil lead
 - d. It's not important; this is just a suggested technique

- 3. Which of the following elements can be included in a t-shirt design sketch? (Select all that apply)**
 - a. Fabric texture
 - b. Color palette
 - c. Logo placement
 - d. Cost of materials

- 4. Fill in the blank: "_____ are the visual language of design, helping to communicate your vision clearly."**
 - a. Sketches
 - b. Mood boards
 - c. Patterns
 - d. Measurements

- 5. Briefly describe how a trend analysis influences t-shirt design choices.**

Name: _____

Class: _____

Date: _____

Lesson Two – Fashion Product Designer

Mood Board for Fashion Product Development

Objective: Create a mood board that encapsulates your vision for a new fashion product, aligning with current trends and the brand's ethos.

Instructions: Use the materials provided to assemble a mood board on these workbook pages. Consider the slides and discussions from today's lesson as you work.

Part 1: Concept and Theme

- Define your product's concept.
- Write down the theme of your mood board and how it relates to your product.

Concept and Theme Space:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Mood Board for Fashion Product Development

- Select a color palette that aligns with your theme
- Explain why you chose these colors and what they represent.

[illegible]

Mood Board for Fashion Product Development

- Choose textures and patterns that complement your concept
- Attach samples or draw representations of these elements

[illegible]

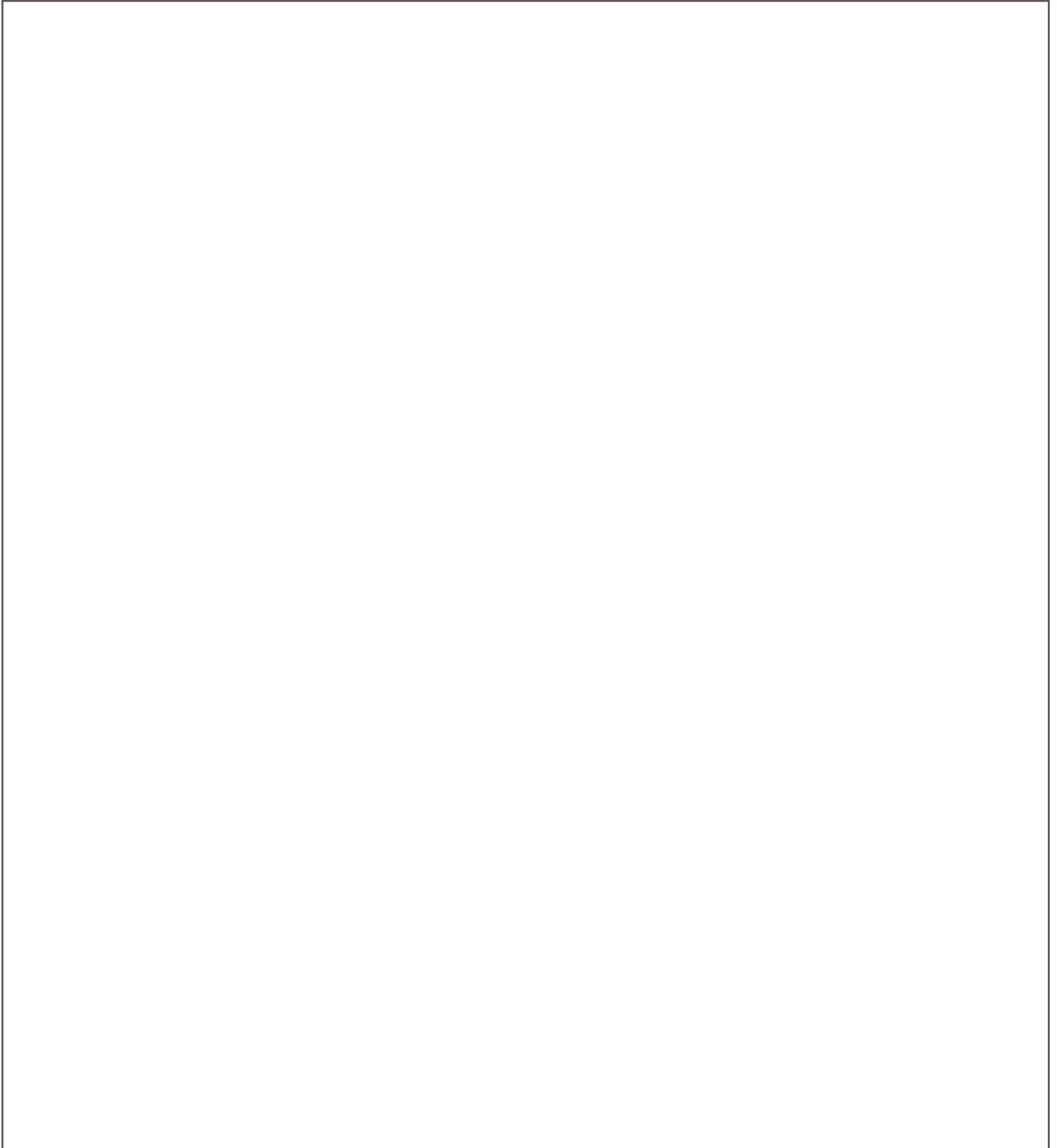
Lesson Two – Fashion Product Designer

Mood Board for Fashion Product Development

Part 4: Inspirational Images and Elements

- Collect and attach images, words, and other elements that inspire your design
- Ensure these items reflect the current fashion trends and brand identity

Inspirational Images Space:



Mood Board for Fashion Product Development

- Reflect on your mood board
- Describe how each element contributes to the overall vision of your product

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

- Prepare to present your mood board to the class
- Think about how you will articulate your concept and the choices you made

Grade:

Name: _____

Class: _____

Date: _____

Lesson Two – Fashion Product Designer

Fashion Product Development Quiz

Instructions: Answer each of the questions below.

1. What is the primary purpose of a mood board in fashion product development?

- a. To set a budget for the product
- b. To organize production schedules
- c. To visually communicate a design concept
- d. To list the materials needed for production

2. In the context of fashion product development, why is understanding market trends important?

- a. To predict future fashion styles
- b. To ensure the product appeals to the target audience
- c. To reduce production costs
- d. To speed up the design process

3. What role does the brand ethos play in product development?

- a. Determines the production location
- b. Guides the aesthetic and values incorporated into the design
- c. Is only important for marketing the product
- d. Has no significant role

4. Fill in the blank: "Fashion product developers must balance _____ with practicality and market viability."

- a. Creativity
- b. Efficiency
- c. Technology
- d. Competitor analysis

5. Describe how a mood board can influence the product development process

Lesson Three – Fashion Buyer Role

Fashion Buyer Budget

Instructions: Using the fashion catalogs provided, select items that you believe will be a hit for the upcoming season. Stay within your assigned budget. List the items you choose, their cost, and ensure the total does not exceed your budget limit.

Item Description	Catalog Page	Item Cost	Quantity	Total Cost
Total Budget				
Total Spent				

Lesson Three – Fashion Buyer Role

Fashion Buyer Trend Analysis

Instructions: Carefully review the fashion trend reports provided. Below, list the items from the fashion catalogs that you believe align with these trends. Describe your rationale for each choice, explaining how each item fits within the identified trends.

Trend	Catalog Item	Page Number	Rationale for Selection

Reflection:

Name: _____ Class: _____ Date: _____

Lesson Three – Fashion Buyer Role

Customer Persona Profile Sheet

Persona 1: Corporate Climber Korinna is a 32-year-old marketing executive living in a bustling metropolitan city. Her days are packed with meetings, client lunches, and networking events. She prefers a wardrobe that transitions smoothly from office to evening socials.

Korinna is partial to tailored suits, sleek dresses, and statement accessories that reflect her ambition and professionalism. She is willing to invest in high-quality pieces that offer durability and style. Korinna often shops online for convenience but enjoys the occasional weekend boutique visit to find unique pieces.

Persona 2: Trendy College Student Tyler is a 19-year-old college sophomore studying product design. He's immersed in campus life and always on the go between classes, study sessions, and social gatherings. Tyler follows the latest trends and is active on social media, where he draws inspiration from influencers and peers.

He's always on the lookout for casual yet fashionable items that show off his creative and youthful spirit. Tyler is budget-conscious, often seeking sales or shopping at fast-fashion retailers to keep his wardrobe up to date without breaking the bank.

Persona 3: Eco-conscious Consultant Braelynn, 27, is an environmental consultant who is passionate about sustainable living. She's an advocate for eco-friendly fashion and is always searching for brands that align with her values. Braelynn prefers organic materials, minimalist designs, and versatile clothing that last beyond seasons.

Braelynn is a thoughtful shopper, often researching a brand's practices before making a purchase and is willing to pay a premium for ethically produced apparel.

Name	
Age	
Occupation	
Fashion Preferences	
Shopping Habits	
Budget	

Name: _____

Class: _____

Date: _____

Lesson Three – Fashion Buyer Role

Fashion Buyer Quiz

Instructions: Circle the correct answer.

- 1. What is the primary purpose of a mood board in fashion product development?**
 - a. To design new fashion trends
 - b. To select products for retail based on trends and customer demand
 - c. To manage the store layout
 - d. To set prices for clothing items

- 2. True or False: Fashion buyers should only focus on current trends, ignoring customer preferences.**
 - a. True
 - b. False

- 3. Which skill is NOT typically required of a fashion buyer?**
 - a. Negotiation skills
 - b. Trend forecasting
 - c. Sewing and garment construction
 - d. Budget management

- 4. Why is understanding customer personas important for a fashion buyer?**
 - a. It helps in personalizing store layouts
 - b. It guides product selection to match customer preferences
 - c. It's only useful for marketing teams
 - d. It's not important for fashion buyers

- 5. In budget management, what is crucial for a fashion buyer to maintain?**
 - a. High-end products only
 - b. A balance between cost and quality
 - c. The lowest prices possible
 - d. A focus on luxury brands

- 6. True or False: A fashion buyer's decisions can significantly impact the profitability of a store or brand.**
 - a. True
 - b. False

Name: _____

Class: _____

Date: _____

Lesson Four – Retail Merchandiser

Layout Draft Page

Draft your layout on this sheet before moving on to the whiteboard.

Name: _____

Class: _____

Date: _____

Lesson Four – Retail Merchandiser

Retail Merchandising Quiz

Instructions: Choose the correct answer from the choices listed.

1. What is the primary goal of a retail merchandiser?

- a. To manage the store's finances
- b. To design the store's window displays
- c. To optimize the shopping experience and maximize sales
- d. To manage customer service inquiries

2. True or False: The grid layout is best suited for stores where customers prefer to browse and explore.

- a. True
- b. False

3. Which of the following is NOT a common store layout strategy?

- a. Free flow
- b. Grid
- c. Racetrack
- d. Scatter

4. Effective product placement should:

- a. Only focus on aesthetic appeal
- b. Encourage impulse purchases
- c. Be random to surprise the customer
- d. Always place the cheapest items at the front

Lesson Four – Retail Merchandiser

Retail Merchandising Quiz

- 5. True or False: High-demand items should be placed towards the back of the store to encourage customers to view more products.**
- a. True
 - b. False
- 4. Visual merchandising includes all of the following EXCEPT:**
- a. Product displays
 - b. Store lighting
 - c. Employee uniforms
 - d. The store's music playlist
- 7. The primary reason for using different colors in a store's layout is to:**
- a. Follow the brand's favorite colors
 - b. Influence customer mood and behavior
 - c. Only to differentiate various sections of the store
 - d. Make the store look bigger
- 8. True or False: Technology in retail merchandising is only used for inventory management.**
- a. True
 - b. False

Name: _____

Class: _____

Date: _____

Lesson Five – Stylist

Self-Confidence Scenario Journal

Instructions: Answer the following questions from the problem-solving scenario.

Is this a form of harassment or just a way of trying to include Layla in the process?

What are the different ways that Layla could respond to the question?

How could Layla's body image issues affect the direction of the company in their planning meeting?

Lesson Five – Stylist

Event Scenarios

Event Scenario 1: Outdoor Summer Wedding

Description: You're styling a guest for a wedding held in a botanical garden during mid-summer. The event will transition from day to evening, with temperatures expected to be warm. The dress code is elegant casual.

Considerations: Lightweight, breathable fabrics that stay comfortable as the day progresses into a cooler evening. Colors that complement a natural, floral setting.

Event Scenario 2: Corporate Gala Dinner

Description: Your client is attending a high-profile corporate gala dinner held indoors at a luxury hotel. The event is formal, taking place in the evening, and will feature a mix of seated dining and networking.

Considerations: Sophisticated fabrics that exude luxury and professionalism. Darker colors or jewel tones that are appropriate for formal evening events.

Event Scenario 3: Charity Fundraiser Brunch

Description: A charity event in the form of a brunch hosted in a country club. The atmosphere is semi-formal, with an emphasis on spring attire.

Considerations: Mid-weight fabrics that offer a balance between formality and daytime wear. Soft pastels or vibrant prints that reflect the energy of a daytime social event.

Event Scenario 4: Art Gallery Opening

Description: An art gallery opening in the city's cultural district. The event is in the early evening and encourages creative, avant-garde attire.

Considerations: Materials that allow for bold, artistic expression, such as satins or unconventional textiles. A palette that includes bold or contrasting colors to reflect an artistic vibe.

Event Scenario 5: New Year's Eve Yacht Party

Description: A New Year's Eve party hosted on a luxurious yacht. The event is black-tie, and guests will be outside on deck to view fireworks at midnight.

Considerations: Elegant, high-quality materials like silk or fine wool that reflect the formality of the event. Warm layers or accessories that can be added or removed as needed for comfort throughout the evening. Sparkling elements or metallics to celebrate the festive occasion.

Name: _____

Class: _____

Date: _____

Lesson Five – Stylist

Textile Selection

Instructions: The textiles you choose are the building blocks of any outfit. They determine not just the look, but also the feel and function of the attire. This activity will guide you through selecting the most appropriate textiles for different event scenarios.

Activity Instructions:

1. Identify the Event:

- Begin by reading the event descriptions provided and choose one scenario.
- Consider factors such as indoor versus outdoor, time of day, and expected weather conditions.

2. Textile Properties:

- Review the properties of various textiles listed.
- Match these properties to the needs of your event. Consider breathability, comfort, formality, and weather suitability.

3. Color and Theme Matching:

- Use the color palettes provided to select a color scheme that matches the event's theme.
- Think about the mood you wish to convey with your color choices.

4. Texture and Drape:

- Look at images of different textiles' textures and drapes.
- Decide which textures and drapes will complement the body type and event style.

Lesson Five – Stylist

Textile Selection

Practical Application:

- **Sketching Your Outfit:** Use colored pencils to sketch an outfit on the provided template, incorporating your textile choices.
- **Outfit Description:** Write a brief description next to your sketch, explaining why you chose these particular textiles and colors for the event.

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Lesson Five – Stylist

Textile Selection

Review and Reflection:

- Reflect on how your choices align with the event's requirements and the wearer's comfort.
- Consider how the outfit would enhance the wearer's self-confidence.

Name: _____

Class: _____

Date: _____

Lesson Five – Stylist

Assembling Your Event Outfit

Instructions: With the right textiles chosen, it's time to bring your vision to life. This activity will focus on assembling a cohesive outfit that aligns with the event's theme and boosts the wearer's self-confidence.

Activity Instructions:

1. Outfit Components:

- List the components of your outfit (e.g., top, bottom, outerwear, accessories).

- Determine how each piece contributes to the overall look and function of the attire.

2. Styling Considerations:

- Reflect on the style and cut of each garment and how they work together.
- Use the space provided to note style elements like neckline, hemline, silhouette, and any special features.

Lesson Five – Stylist

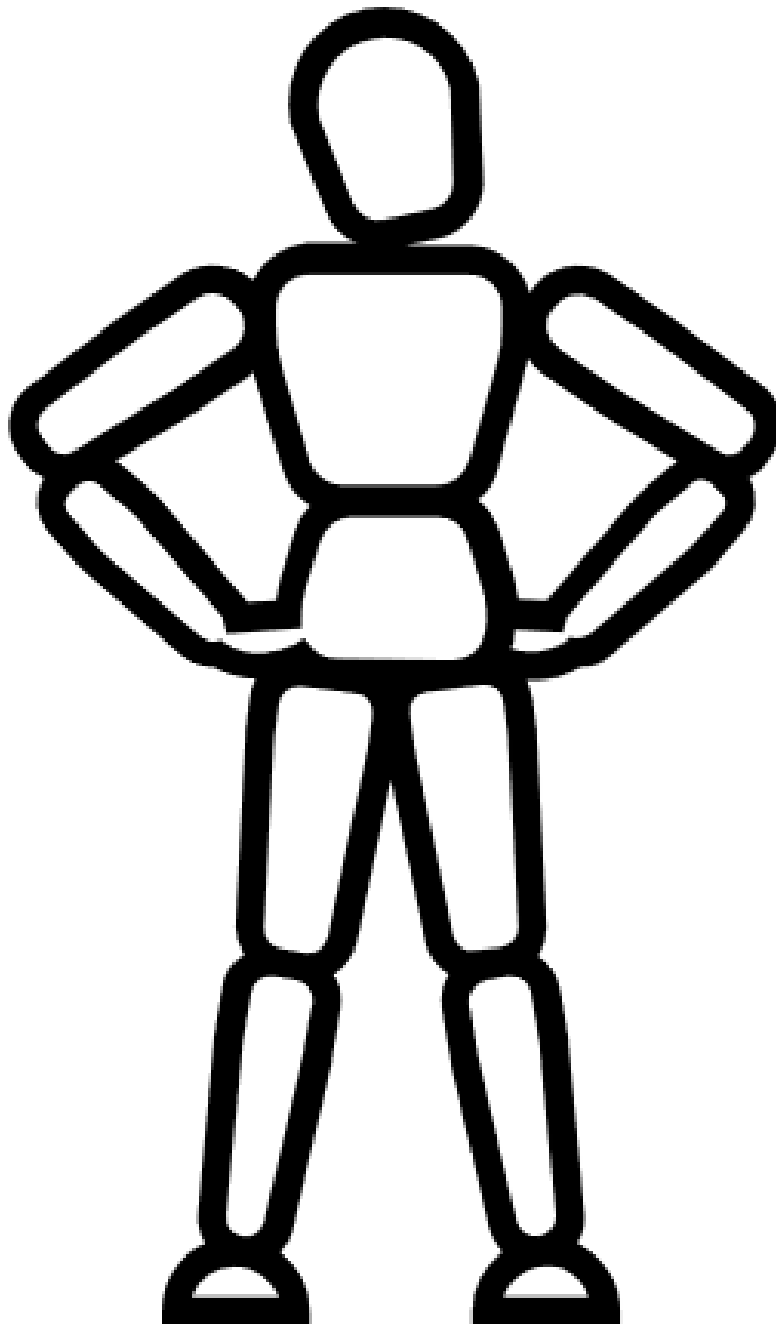
Assembling Your Event Outfit

3. Fit and Comfort:

- Describe the fit for each garment piece, considering how they will allow for movement and comfort.
- Ensure each item complements the body type and is appropriate for the event duration.

Practical Application:

- **Outfit Illustration:** Illustrate your outfit using colored pencils on the figure template provided, showcasing the combination of textiles and styles you've selected.
- **Outfit Explanation:** Beside your illustration, provide an explanation of your choices, focusing on how the outfit will make the wearer feel confident and the reasoning behind each piece's selection.



Lesson Five – Stylist

Assembling Your Event Outfit

Review and Reflection:

- Consider if the outfit meets the event's theme and the client's personal style.

- Evaluate how the assembled outfit fulfills the objectives of enhancing self-confidence and suitability for the event.

Conclusion: The activity pages in your workbook are designed to offer a practical and creative exercise in textile selection and outfit assembly. Your completed tasks will serve as a visual representation of your understanding and skills in styling for events. Remember, confidence in styling comes from a blend of knowledge, creativity, and empathy towards the wearer's needs.

Name: _____

Class: _____

Date: _____

Lesson Five – Stylist

Stylist Quiz

Instructions: Circle the correct answer.

1. What is the most important factor when selecting textiles for an outdoor summer event?

- a. Color
- b. Texture
- c. Breathability
- d. Price

2. As a stylist, what should be your primary consideration for outfit selection?

- a. Current trends
- b. Personal style of the client
- c. The theme of the event
- d. What other guests might wear

3. How does the color of a textile influence the mood of an outfit?

- a. It has no significant impact
- b. It can set the tone for the wearer's presence at the event
- c. It only matters if the color is in trend
- d. It only affects the outfit during daytime events

4. Why is the fit of an outfit important for a client's confidence?

- a. A proper fit ensures the client is comfortable
- b. A well-fitted outfit is always more expensive
- c. Fashion dictates that tighter clothing is better
- d. Loose-fitting clothes are more stylish

Lesson Five – Stylist

Stylist Quiz

5. **What should a stylist prioritize when choosing an outfit for a black-tie yacht party?**
- a. Casual comfort above all
 - b. The formality and elegance suitable for the occasion
 - c. The most colorful outfit to stand out
 - d. The latest fashion trends, regardless of the event type
6. **True or False: A stylist should consider the client's personal style and the specific requirements of the event when selecting an outfit.**
- a. True
 - b. False
7. **True or False: Synthetic fabrics like polyester are always the best choice for outdoor events because they are durable.**
- a. True
 - b. False
8. **True or False: The fit of an outfit does not have a significant impact on an individual's self-confidence.**
- a. True
 - b. False

Name: _____

Class: _____

Date: _____

Lesson Six – Textile Designer

Introduction to Repeating Patterns

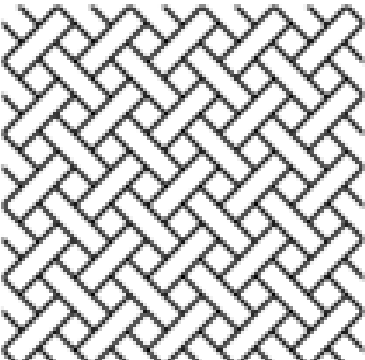
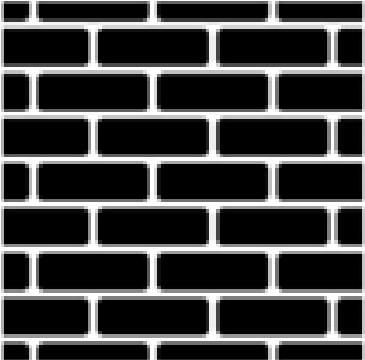
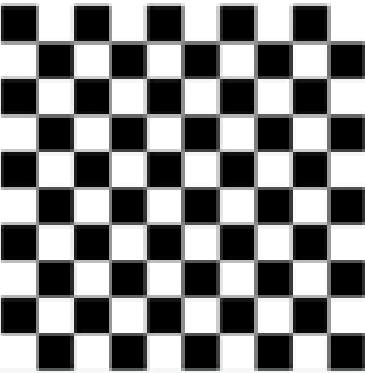
Your Task: Read the brief explanation below and observe the examples of repeating patterns provided. Identify the type of repeat used in each example (block, brick, half-drop, etc.).

Repeating patterns are designs that are meant to be repeated seamlessly, both horizontally and vertically. Common types of repeats include:

- **Block Repeat:** The design is repeated directly below and beside the original
- **Brick Repeat:** The design is offset horizontally, similar to laying bricks
- **Half-Drop Repeat:** The design is offset vertically and horizontally, creating a diagonal effect

Below are examples of each type of pattern. Label each pattern with the correct type of repeat.

Example Patterns:

Name: _____

Class: _____

Date: _____

Lesson Six – Textile Designer

Creating Your Own Repeating Pattern

Instructions: Using the tracing paper provided, create your own repeating pattern. Follow the guidelines below to ensure continuity.

Text for the Activity: Create a repeating pattern following these steps:

1. **Choose a Motif:** Draw a simple shape or design that will be the basis of your pattern.
2. **Plan Your Repeat:** Decide if you want a block, brick, or half-drop repeat.
3. **Draw Your Pattern:** Use the tracing paper to repeat your motif according to the chosen pattern repeat. Ensure that the edges of your design will seamlessly align when repeated.
4. **Evaluate Your Pattern:** Flip and move your tracing paper to make sure your pattern repeats without any gaps or overlaps.

Sketch your motif below and demonstrate how it will repeat on the tracing paper.

Sketch Area:

Name: _____

Class: _____

Date: _____

Lesson Six – Textile Designer

Pattern Evaluation and Feedback

Instructions: Evaluate your repeating pattern by considering the questions below.

1. **Design Aesthetics:** How does the overall design appeal to you visually?
2. **Repetition Flow:** Does your pattern repeat seamlessly without noticeable gaps or misalignments?
3. **Color and Contrast:** Do the colors you chose complement each other, and do they add to the pattern's appeal?

Exchange patterns with a peer and provide constructive feedback based on these questions. What feedback did you receive from your peer?

Name: _____

Class: _____

Date: _____

Lesson Six – Textile Designer

Pattern Creation Quiz

Instructions: Circle the correct answer.

- 1. What type of pattern repeat aligns the motifs directly next to and below each other?**
 - a. Block
 - b. Brick
 - c. Half drop
 - d. Random

- 2. When using tracing paper to create a pattern, what is important to ensure seamless repetition?**
 - a. Bright colors
 - b. Heavy pencil marks
 - c. Proper alignment of edges
 - d. Use of a single motif

- 3. Which digital tool is NOT typically used for pattern creation?**
 - a. Adobe Illustrator
 - b. Microsoft Word
 - c. A graphics tablet
 - d. Design software

- 4. What should you do if your pattern does not align correctly when digitized?**
 - a. Start over with a new design
 - b. Adjust the spacing and alignment using design software
 - c. Ignore the misalignment
 - d. Print and manually cut out the pattern

Name: _____

Class: _____

Date: _____

Lesson Seven – Visual Merchandiser

Visual Merchandiser Guided Notes

Window Display Goals

Role of Manikins in Displays

Composition and Layout

Lighting and Color

Clear Display Box Techniques

Name: _____

Class: _____

Date: _____

Lesson Seven – Visual Merchandiser

Visual Merchandiser Quiz

Instructions: Circle the correct answer.

1. What is the primary purpose of a window display?

- a. To inform about the price
- b. To clear inventory
- c. To attract and engage customers
- d. To fill empty space

2. When arranging a display, what aspect is most important?

- a. Color coordination
- b. Theme consistency
- c. Product placement
- d. All of the above

3. How should a mini manikin be positioned to maximize the display's impact?

- a. In the center of the display box
- b. At the back of the display box
- c. In a dynamic, lifelike pose
- d. Lying down

4. What can be used alongside a mini manikin to enhance a window display?

- a. Bright lighting only
- b. Only the store's newest products
- c. A variety of props and backgrounds
- d. Nothing; the manikin should be alone

Name: _____ Class: _____

Class: _____

Date: _____

Lesson Eight – Influencer Marketing Manager

Template for Brand Pitch Deck

Instructions: Use this template to draft the narrative for your brand pitch deck. Think of each box as a slide or a key point in your story. Provide a brief description or sketch to represent the core message or visual concept for each part of your pitch.

Reminder: Your storyboard should tell a coherent story that aligns with your brand values and resonates with both the influencer and their audience. It should be persuasive, concise, and visually impactful.

Brand Storyboard for _____:

Slide: 1	Description	Sketch
	Introduction to the Brand	
	Summarize your brand's mission and vision.	Draw or describe the initial visual element or hook.

Slide: 3	Description	Sketch
	The Solution	
	Present your product/service as the solution.	Depict your product/service in action.

Slide: 5	Description	Sketch
	Audience Engagement	
	Describe how this partnership will benefit the influencer's audience.	Visualize the audience's positive reaction or engagement.

Template for Brand Pitch Deck

Slide: 7	Description	Sketch
	Call to Action	
	Define the action you want the influencer to inspire in their audience.	Conceptualize the call to action in a compelling visual form.

Slide: 8	Description	Sketch
	Conclusion and Next Steps	
	Sum up the pitch and suggest the next steps for the influencer partnership.	Represent the future success or impact of the partnership.

Name: _____

Class: _____

Date: _____

Lesson Eight – Influencer Marketing Manager

Influencer Marketing Quiz

Instructions: Circle the correct answer.

1. What is the primary goal of a brand pitch deck in influencer marketing?

- a. To highlight the technical specifications of a product
- b. To secure a partnership with an influencer
- c. To compare the brand with its competitors
- d. To detail the financial performance of the brand

2. Which of the following is crucial for creating a storyboard for a brand campaign?

- a. Using complex jargon to impress viewers
- b. Including detailed financial projections
- c. Developing a clear narrative that aligns with the brand's message
- d. Focusing solely on the product's features

3. What must you consider when tailoring a pitch to an influencer?

- a. Only the number of followers the influencer has
- b. The influencer's personal brand and audience
- c. The influencer's favorite colors to ensure visual appeal
- d. The cost per post the influencer charges

4. What role does storytelling play in a brand pitch deck?

- a. It's unnecessary as long as the product is good
- b. It helps fill up space in the pitch deck
- c. It engages and connects the audience with the brand's journey
- d. It serves to display data and statistics in a detailed manner

Influencer Marketing Quiz

5. How can a brand pitch deck impact an influencer's decision to collaborate?

- a. By focusing solely on the monetary benefits
- b. Through a compelling narrative that aligns with their personal brand and interests
- c. By offering exclusive rights to the product
- d. By detailing the legal requirements of the partnership

6. What is a storyboard template used for in the context of crafting a brand pitch deck?

- a. To outline the financial plan of the marketing campaign
- b. To map out the narrative flow and visual elements of the pitch
- c. To list all the influencers in the target niche
- d. To calculate the expected ROI from the influencer partnership

7. Why is it important to align the brand's story with the influencer's persona?

- a. It ensures legal compliance.
- b. It guarantees an increase in sales.
- c. It creates a more authentic and persuasive marketing message.
- d. It simplifies the pitch deck creation process.

8. What is the role of visual elements in a brand pitch deck?

- a. To make the deck longer
- b. To convey the brand's message and values in an engaging way
- c. To distract from the lack of content
- d. To highlight the brand's logo on every slide

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Lesson Nine – Textile Technologist

Textile Technology Revealed

Introduction to Textile Technology

Textile technology is the science that deals with all activities and methods that are involved in the process of textile manufacturing. This encompasses the selection of materials, the design and construction of fabric, and the finishing of the product.

Types of Textiles

1. Natural Fibers: Cotton, silk, wool, and linen derived from plants and animals.
 2. Synthetic Fibers: Man-made fibers like polyester, nylon, acrylic, and polypropylene.
 3. Blended Fibers: Fabrics made from combining different types of fibers to enhance durability, stretch, and comfort.
-

Textile Production Process

1. Spinning: Converting raw materials into yarn.
 2. Weaving/Knitting: Turning yarn into fabric by interlacing or interlooping.
 3. Dyeing and Printing: Adding colors and patterns to fabric.
 4. Finishing: Applying treatments to fabric to improve texture, appearance, and performance.
-

Key Concepts in Textile Technology

- Thread Count: The number of threads per square inch in a fabric. Higher thread count usually denotes higher quality.
- Weave Patterns: The way threads are interlaced to form the fabric (e.g., plain, twill, satin).
- Fabric Weight: Measured in ounces per square yard or grams per square meter, indicating the heaviness of the fabric.
- Tensile Strength: The maximum stress a fabric can endure before breaking.

Lesson Nine – Textile Technologist

Textile Technology Revealed

Key Concepts in Textile Technology

- Textile Technologist: Focuses on developing fabric for various uses.
 - Quality Control Manager: Ensures the fabric meets specific standards.
 - Fabric Designer: Creates designs and patterns for textiles.
 - Production Manager: Oversees the production process from yarn to finished product.
-

Fun Facts

- The oldest known textiles date back to around 5,000 BC.
 - Spider silk was used as a crosshair in optical devices in World War II.
 - Technological advancements led to the creation of smart textiles, which can do everything from changing color to charging devices.
-

Remember, textiles are all around us – from the clothes we wear to the seats in our cars. Understanding the technology behind textiles can open up a world of innovation and creativity.

Activities for Further Exploration

- Compare different fabric samples under a microscope.
- Research the impact of different weave patterns on fabric properties.
- Design your own fabric pattern using textile design software.

Keep this worksheet for reference as you dive into the world of textile technology!

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Lesson Nine – Textile Technologist

Examining Textiles

Examine the Fabrics:

Below are spaces for you to inspect and jot down your observations of five different textiles. Use your senses and the provided materials to explore each fabric. Record your findings under each textile type.

1. Textile Sample #1:

- Type of Fabric: _____
- Texture: _____
- Color: _____
- Pattern: _____
- Strength (Test and Observations): _____
- Elasticity (Test and Observations): _____
- Other Observations: _____

2. Textile Sample #2:

- Type of Fabric: _____
- Texture: _____
- Color: _____
- Pattern: _____
- Strength (Test and Observations): _____
- Elasticity (Test and Observations): _____
- Other Observations: _____

3. Textile Sample #3:

- Type of Fabric: _____
- Texture: _____
- Color: _____
- Pattern: _____
- Strength (Test and Observations): _____
- Elasticity (Test and Observations): _____
- Other Observations: _____

Examining Textiles

4. Textile Sample #4:

- Type of Fabric: _____
- Texture: _____
- Color: _____
- Pattern: _____
- Strength (Test and Observations): _____
- Elasticity (Test and Observations): _____
- Other Observations: _____

5. Textile Sample #5:

- Type of Fabric: _____
- Texture: _____
- Color: _____
- Pattern: _____
- Strength (Test and Observations): _____
- Elasticity (Test and Observations): _____
- Other Observations: _____

Lesson Nine – Textile Technologist

Examining Textiles

Scenario Analysis:

Scenario #1	
Sustainable Fashion Startup: You're a textile technologist working for a startup focused on sustainable fashion. Your task is to select a textile that is both environmentally friendly and suitable for everyday wear. Based on your observations, which textile would you recommend and why?	
Selected Textile	
Reason for Recommendation	
Suggestions for Modifications	

Scenario #2	
Sustainable Fashion Startup: Imagine you're developing a new line of high-performance sports gear intended to be both breathable and durable. Which textile from your examination would best fit these requirements, and what modifications, if any, would you suggest?	
Selected Textile	
Reason for Recommendation	
Suggestions for Modifications	

Name: _____

Class: _____

Date: _____

Lesson Nine – Textile Technologist

Textile Technologist Quiz

Instructions: Circle the correct answer.

1. What is the primary role of a textile technologist?

- a. Designing fashion accessories
- b. Managing retail stores
- c. Developing and improving textile products
- d. Writing fashion articles

2. In the textile production process, what comes immediately after spinning?

- a. Dyeing
- b. Knitting or weaving
- c. Finishing
- d. Designing

3. Which of the following best describes a textile technologist's involvement in quality control?

- a. Selecting the fashion models for product showcasing
- b. Creating marketing campaigns for textiles
- c. Testing textile strength, durability, and color fastness
- d. Predicting fashion trends for the next season

4. What is a key environmental challenge addressed by textile technologists?

- a. Improving internet connectivity
- b. Reducing textile waste and water usage
- c. Increasing the speed of manufacturing machines
- d. Expanding the range of colors available for textiles

Lesson Nine – Textile Technologist

Textile Technologist Quiz

5. How do modern innovations in textile technology impact the industry?

- a. They decrease the variety of textiles available
- b. They lead to a reduction in textile quality
- c. They enable the creation of smarter, more sustainable, and versatile textiles
- d. They make textiles more expensive and less accessible to the general public

6. What might a textile technologist analyze using a microscope?

- a. The personal style of different designers
- b. The fabric's weave, fiber type, and surface characteristics
- c. The price tags on different clothing items
- d. The advertising strategies for textiles

7. Which of the following skills is essential for a textile technologist?

- a. Ability to cook international dishes
- b. Proficiency in different dance styles
- c. Competence in material science and engineering principles
- d. Mastery of ancient languages

8. In the context of textiles, what does the term “finishing” refer to?

- a. Concluding a fashion show
- b. The process applied to fabric to improve its appearance, performance, or feel
- c. The final step in packaging the product for sale
- d. Ending the employment of textile factory workers

Name: _____ Class: _____ Date: _____

Lesson Ten – Sustainability Specialist

Sustainability Specialist: Research Project Worksheet

A. Instructions: Choose a sustainability initiative in the textile industry that interests you. It could be related to waste reduction, water conservation, ethical labor practices, or another area. Provide the following information about the initiative. Gather information and answer the following questions on a separate document.

Name of the Initiative:

Organization or Company Involved:

Brief Description of the Initiative:

B. Instructions: Conduct thorough research on your chosen initiative. Use online resources, academic journals, and any other reliable sources. Document your findings below:

Goals and Objectives of the Initiative:

Sustainable Practices Implemented:

Technologies Used:

Stakeholders Involved:

C. Instructions: Reflect on the information you have gathered and answer the questions below.

How does this initiative contribute to sustainability in the textile industry?

What are the measurable impacts of this initiative (e.g., reduced water usage, lower carbon footprint)?

What challenges did the initiative face, and how were they overcome?

Why is this initiative important for the future of sustainable textiles?

Lesson Ten – Sustainability Specialist

Sustainability Specialist: Research Project Worksheet

D. Instructions: Based on your research, reflect on the following questions:

How has this initiative changed your perception of sustainability in textiles?

What can you do personally to support sustainable practices in textiles and fashion?

How can the lessons learned from this initiative be applied to other industries or areas?

E. Instructions: Prepare a brief presentation or report based on your research and reflections. Share your findings with the class during the review session. Outline your presentation/report structure here:

Introduction:

Main Findings:

Personal Reflections:

Conclusion:

Submission Guidelines: Complete the information on the worksheets and your presentation/report. Submit according to your instructor's directions. Be ready to discuss your findings and insights with the class.

Ensure all parts are completed thoroughly and thoughtfully to maximize your learning and contribution to the class discussion on sustainability in the textile industry.

Lesson Ten – Sustainability Specialist

Sustainability Specialist Quiz

Instructions: Circle the correct answer.

- 1. What is a primary goal of a sustainability specialist in the textiles industry?**
 - a. To increase production speed
 - b. To enhance the fashion appeal of products
 - c. To minimize environmental impact and ensure ethical practices
 - d. To reduce the cost of textiles to consumers

- 2. Which of the following is NOT a common sustainable practice in textile manufacturing?**
 - a. Using organic materials
 - b. Employing child labor in production
 - c. Recycling water and materials
 - d. Implementing energy-efficient processes

- 3. What is the significance of a circular fashion model?**
 - a. It ensures clothing is circular in shape
 - b. It involves creating fashion that is timeless and classic
 - c. It emphasizes reuse, recycling, and reducing waste in fashion production
 - d. It focuses on the geographical location of manufacturing plants

- 4. How does sustainable textile production benefit the environment?**
 - a. It increases the use of chemical dyes
 - b. It contributes to higher carbon emissions
 - c. It reduces waste and conserves natural resources
 - d. It encourages deforestation for fiber production

- 5. What skill or knowledge is essential for a sustainability specialist in textiles?**
 - a. Understanding of international trade laws only
 - b. Proficiency in high fashion modeling
 - c. Knowledge of environmental impacts and sustainable practices in textile production
 - d. Expertise in heavy machinery operation

Lesson Ten – Sustainability Specialist

Sustainability Specialist Quiz

6. Which certification might indicate a textile product is sustainable?

- a. Wi-Fi certified
- b. USDA Organic
- c. Fair Trade Certified
- d. Bluetooth enabled

7. What challenge might a sustainability specialist face in promoting sustainable practices in the textile industry?

- a. Convincing consumers to buy more frequently
- b. Lowering the quality of textile products
- c. Balancing environmental goals with economic viability
- d. Increasing the use of synthetic fibers

8. In the context of sustainable textiles, what does the term “water footprint” refer to?

- a. The amount of water used in the fashion shows
- b. The total water used during the production and life cycle of a textile product
- c. The size of wet areas in a factory
- d. The number of products transported by water

9. Why is ethical labor practice an essential component of sustainability in textiles?

- a. It ensures that all employees are over 65
- b. It guarantees higher profits for companies
- c. It upholds social responsibility by providing fair wages and safe working conditions
- d. It is unrelated to sustainability and therefore not considered important

10. What is the potential impact of sustainable textiles on consumer behavior?

- a. Decreased interest in new fashion trends
- b. Increased consumption of disposable garments
- c. Greater awareness and demand for ethically produced and sustainable products
- d. No impact, as consumers do not care about sustainability



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05/2024 | 1070379-01



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