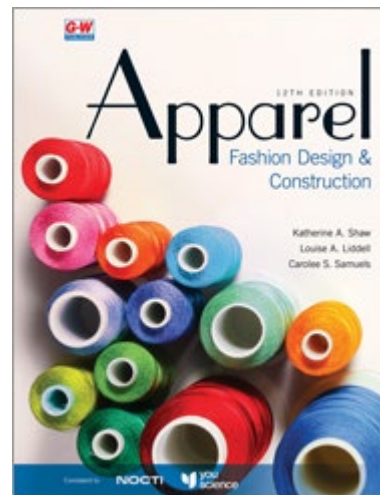




Correlation of
Apparel: Fashion Design & Construction, Katherine Shaw, Louise Liddell, and Carolee Samuels
 (Goodheart-Willcox Publisher ©2024)
 to
**Pre-Professional Assessment and Certification (Pre-PAC) Assessment and Certification
 in Fashion, Textiles, and Apparel**

The American Association of Family and Consumer Sciences (AAFCS) in collaboration with AAFCS members and business, industry, and education leaders developed the Pre-Professional Assessment and Certification (Pre-PAC) Program. AAFCS administers these standards-based assessments for pre-professionals in family and consumer sciences career areas. The background sources used in developing these assessments include the National Standards for Family and Consumer Sciences Education, the Career Clusters initiative, and input from business and industry leaders.

The correlation chart below lists the Domains and Competencies for the Fashion, Textiles, and Apparel exam in the left column. Corresponding content from *Apparel: Fashion Design & Construction* where applicable that can be used by a student to help achieve the standard, competency, objective, or indicator is listed in the right column.



Standards / Objectives / Indicators	Textbook Pages
Domain 1: Career Paths	
Competency 1A: Explain the roles and functions of individuals engaged in fashion, textiles, and apparel careers	
Objective 1.A.1: Explain the roles and functions of individuals engaged in fashion, textiles, and apparel careers	17, 22, 36, 41 (Core Skills #4, (FCCLA Connections), 45-51, 55-57, 58 (Core Skills #4), 60-74, 79-80, 83-84, 89-90-93, 101-102, 104-110, 112-115, 125, 145, 161, 166, 173, 195, 207, 227, 245, 438-445, 460-461. 478-493
Objective 1.A.2: Functions and responsibilities associated with fashion, textiles, and apparel career paths	62-64, 66-68, 93-96, 98 (Critical Thinking #4, Core Skills #1)

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for Fashion, Textiles, and Apparel —page 2**

Standards / Objectives / Indicators	Textbook Pages
Objective 1.A.3: Differences between fashion merchandising careers and fashion design careers	See the G-W text, <i>Fashion Marketing & Merchandising</i> 62-63, 65-73, 74 (Review the Facts #7), 75 (Core Skills #6), 104-107, 108, 110, 127, 173 (FCCLA Connections)
Objective 1.A.4: Career preparation	36, 41 (FCCLA Connections), 60-74, 125, 145, 161, 166, 173, 195, 207, 227, 245, 438-444, 460-461, 465-479, 481-493
Objective 1.A.5: Physical and emotional traits and characteristics of individuals engaged in fashion, textiles, and apparel careers	61-75, 442-445, 448, 456-457, 464-479, 481-485, 487-489, 491, 492 (Think Critically #2)
Competency 1B: Explain employment opportunities related to clothing construction	
Objective 1.B.1: Breadth of clothing construction careers	36, 62-65, 66, 68, 70, 311 (Core Skills #6), 321, 487-488
Objective 1.B.2: Job titles and duties associated with clothing construction	62-65, 66, 68, 70
Objective 1.B.3: Skills required in clothing construction positions	211-227, 241-244, 246-261, 262-291, 292-311, 312-333, 423-437
Objective 1.B.4: Workplace behavior and expectations	464-479
Competency 1C: Analyze opportunities for employment and entrepreneurial endeavors	
Objective 1.C.1: Cost/benefit analysis of job requirements	488-491, 492 (Review the Facts #11, #12), 493 (Core Skills #5, #6, #7)
Objective 1.C.2: Salaries and benefits of employment	482-483
Objective 1.C.3: Entrepreneurial possibilities	60-74, 437 (Core Skills #3), 482-491, 493 (Apparel Applications #3, Core Skills #1)
Objective 1.C.4: Personality traits best suited to entrepreneurs and employees	483-485, 492 (Review the Facts #3, Think Critically #2)
Objective 1.C.5: Small Business Administration	488, 493 (Core Skills #3)
Competency 1D: Summarize education and training requirements and opportunities for career paths in fashion, textiles, and apparel	
Objective 1.D.1: Education and training required for employment in the industry	36, 41 (FCCLA Connections), 60-74, 125, 145, 161, 166, 173, 195, 207, 227, 245, 438-444, 460-461, 465-479, 481-493
Objective 1.D.2: Education and training for fashion design and apparel careers	60-75, 115 (Core Skills #3), 444
Objective 1.D.3: Education and training for merchandising careers	60-75, 468-477, 478 (Think Critically #5, #6), 479 (Apparel Applications #1A)
Competency 1E: Analyze the effects of fashion, textiles, and apparel occupations on local, state, national and global economies	

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for Fashion, Textiles, and Apparel —page 3**

Standards / Objectives / Indicators	Textbook Pages
Objective 1.E.1: Gross Domestic Product (GDP)	--
Objective 1.E.2: Developmental stages of fashion, textiles, and apparel production	61-75,
Objective 1.E.3: Made in the USA campaign	78, 82, 356
Objective 1.E.4: Impact of the industry on the economies of third world and developing countries	78-83
Competency 1F: Create an employment portfolio for use when applying for internships and workbased learning	
Objective 1.F.1: Personality assessments	444-445, 482-485
Objective 1.F.2: Portfolio development	19 (Core Skills #5), 115 (Core Skills #5), 125 (Career Clips), 129 (Core Skills #4), 145 (Core Skills #6), 161 (Core Skills #4), 173 (Core Skills #7), 291 (Core Skills #5), 311 (Core Skills #5), 333 (Core Skills #3), 395 (Core Skills #4), 422 (Core Skills #4), 437 (Core Skills #6), 444, 453, 461 (Core Skills #6, FCCLA Connections)
Objective 1.F.3: Résumé development	446-455
Objective 1.F.4: Interviewing skills	455-459
Objective 1.F.5: Career and employment resources	441-479
Objective 1.F.6: Internships and job shadowing	173 (Core Skills #5, FCCLA Connections), 245 (Core Skills #3), 444
Competency 1G: Analyze the role of professional organizations in fashion, textiles, and apparel industries	
Objective 1.G.1: Advantages of membership in professional organizations	112-113, 360, 465-456
Objective 1.G.2: International Textile and Apparel Association	---
Objective 1.G.3: Fashion Group International	113
Objective 1.G.4: Council of Fashion Designers	113
Domain 2: Textile Fiber Products and Materials	
Competency 2A: Apply appropriate terminology for the most common generic textile fibers	
Objective 2.A.1: Natural fibers (i.e., names/examples, types, uses, sources)	47, 62-64, 78, 87-88, 95 (Apparel Applications #3), 148-161, 357-359, 378 (Core Skills #3), 435,
Objective 2.A.2: Manufactured or synthetic fibers (i.e., names/examples, types, uses, sources)	55, 62-64, 162-173, 178 (STEAM Connections), 355-356
Objective 2.A.3: Fiber manufacturing process	60-73, 148-158, 160 (Review the Facts #1, #4, #7, #8, #9; Think Critically #6), 162-173, 174-195, 196-207
Objective 2.A.4: Fabrication	162-173

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Standards / Objectives / Indicators	Textbook Pages
Objective 2.A.5: Finishes	152, 154, 158, 200-205, 206 (Think Critically #2, #5), 207(Apparel Applications #4, FCCLA Connections),
Competency 2B: Evaluate performance characteristics of textile fibers and fabrics	
Objective 2.B.1: Aesthetic properties	192-193, 197-205
Objective 2.B.2: Durability properties	179-180, 184, 192-193, 200-205
Objective 2.B.3: Comfort properties	192-193, 200-205
Objective 2.B.4: Appearance retention properties	192-193, 200-205
Objective 2.B.5: Fiber blends	148-161, 162-173, 192-193, 194 (Think Critically #1, #2, Apparel Application #2), 435
Competency 2C: Summarize textile legislation, standards, and labeling in the global economy	
Objective 2.C.1: Legal and environmental concerns of the industry	5-12, 13-16, 22, 43-46, 52-57, 58 (Review the Facts #3), 61-86, 87-89, 92-95, 111, 148-173, 242-243, 245 (Apparel Applications #5), 328, 352-364, 366-379, 390-391, 397-423, 434, 474-476, 479 (Apparel Applications #1D)
Objective 2.C.2: Textile laws and regulations	5-12, 13-16, 22, 43-46, 52-57, 58 (Review the Facts #3), 61-86, 87-89, 94-95, 151-158, 164-171, 242-243, 245 (Apparel Applications #5), 328, 352-364, 366-379, 390-391, 419, 421 (Think Critically #4), 423 (Core Skills #10), 474-476, 479 (Apparel Applications #1D)
Objective 2.C.3: Labeling of textile products	22, 43-46, 52-57, 58 (Review the Facts #3), 61-86, 87-89, 94-95, 151-158, 164-171, 352-360 (376 Review the Facts #4, #10)
Competency 2D: Analyze effects of textile characteristics on design, construction, care, use, and maintenance of products	
Objective 2.D.1: Suitability of fibers and fabrics to end use	148-161, 162-173, 178 (STEAM Connections), 224-225, 355-356
Objective 2.D.2: Fabric performance abilities (i.e., wicking, stretching, etc.)	148-161, 162-173, 179-180, 184, 192-193, 200-205
Objective 2.D.3: Equipment used in the manufacturing and construction of fibers	60-73, 148-158, 160 (Review the Facts #1, #4, #7, #8, #9; Think Critically #6), 162-172, 174-195, 196-207
Objective 2.D.4: Effects of textiles on construction (i.e., knitting, weaving, etc.)	148-161, 162-173, 178 (STEAM Connections), 224-225, 355-356
Objective 2.D.5: Finishes (i.e., flame retardant, Mercerization, etc.)	152, 154, 158, 200-205, 206 (Think Critically #2, #5), 207(Apparel Applications #4, FCCLA Connections),

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Standards / Objectives / Indicators	Textbook Pages
Competency 2E: Apply appropriate procedures for care of textile products	
Objective 2.E.1: Soil removal	398-402, 404-406, 407-415, 419-423
Objective 2.E.2: Laundering	396-423
Objective 2.E.3: Dry cleaning	418-419, 421 (Think Critically #9, Apparel Applications #1), 423 (Core Skills #9, #10)
Objective 2.E.4: Garment care labels	199, 357, 407-410
Objective 2.E.5: Types of laundering products	397-423, 434
Objective 2.E.6: Environmental concerns of laundry or care products	85-86, 93 (Eco-Fashion), 204 (Eco-Fashion), 401-402, 421 (Think Critically #2, #9), 423 (FCCLA Connections, 422 (Core Skills #1, #5)
Objective 2.E.7: Recycling and disposal of textile products	64, 92, 93, 111, 148-173, 354-363, 364, 366-379, 397-423, 434
Domain 3: Design Skills	
Competency 3A: Explain ways in which fiber, fabric, texture, pattern and finish can affect visual appearance	
Objective 3.A.1: Optical illusions	119-123
Objective 3.A.2: Influence of design elements on appearance	27-39, 40, 111-145, 150-158, 161 (Core Skills #2), 165-171, 172 (Apparel Applications #2, #3), 173 (Core Skills #2, #7, #8; FCCLA Connections), 174-207, 210-227
Objective 3.A.2: Influences of the principles of design on appearance	27-39, 40, 111-145, 150-158, 161 (Core Skills #2), 165-171, 172 (Apparel Applications #2, #3), 173 (Core Skills #2, #7, #8; FCCLA Connections), 174-207, 210-227
Objective 3.A.2: Harmonious use of fibers, fabrics, textures, patterns, and finishes	119-129, 131-145, 201-207, 211-227
Competency 3B: Apply basic and complex color schemes and color theory to develop and enhance visual effects	
Objective 3.B.1: Color types	130-145
Objective 3.B.2: Color wheel	134-138, 144 (Apparel Applications #1, #2)
Objective 3.B.3: Color schemes	136-138, 144 (Think Critically #5, Apparel Applications #3), 145 (Core Skills #2)
Objective 3.B.4: Warm colors vs. cool colors	134-135, 142-143
Objective 3.B.5: Value	133
Objective 3.B.6: Hue	133
Objective 3.B.7: Shades vs. tints	133
Objective 3.B.8: Intensity	133
Objective 3.B.9: Neutral colors	133-134, 138

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Standards / Objectives / Indicators	Textbook Pages
Competency 3C: Utilize elements and principles of design in designing, constructing, and/or altering fashion, textiles, and apparel products	
Objective 3.C.1: Elements of design (space, shape, form, line, color, texture)	118-129, 132-145, 192-193, 198-200, 204-205, 341-343, 430-431
Objective 3.C.2: Principles of design (rhythm, unity, emphasis, balance, proportion)	123-129, 341-343
Objective 3.C.3: Application of design elements and principles in apparel	27-39, 116-129, 139-145, 222-225, 291 (Core Skills #3), 429-431
Objective 3.C.4: Embellishments	15, 348, 430-431
Competency 3D: Demonstrate design concepts with fabric or technology/computer, using draping and/or flat pattern making techniques	
Objective 3.D.1: Draping techniques	107, 115 (Core Skills #6)
Objective 3.D.2: Pattern engineering	68, 89, 107
Objective 3.D.3: Digitizing for pattern making, marker making, sizing, and grading	68, 89-90, 107-108, 127, 129 (Core Skills #2), 422 (Core Skills #4),
Objective 3.D.4: Computer aided design	89-90, 107-108, 127, 128 (Think critically #4), 129 (Core Skills #2), 422 (Core Skills #4),
Objective 3.D.5: Colorways	----
Competency 3E: Generate design that takes into consideration ecological, environmental, sociological, psychological, technical, and economic trends and issues	
Objective 3.E.1: Green or eco-friendly textile and apparel products	85-86, 93 (Eco-Fashion), 111, 154, 204 (Eco-Fashion), 209 (Eco-Fashion), 335 (Eco-Fashion), 348, 401-402, 421 (Think Critically #2, #9), 423 (FCCLA Connections, 422 (Core Skills #1, #5), 425-437
Objective 3.E.1: Ecological and environmental impact (i.e., insecticides, production, finishes)	80, 85-88, 152, 155-156, 358, 64 (Eco-Fashion), 401-402, 422 (Core Skills #5)
Objective 3.E.3: Scientific Certifications Systems	----
Objective 3.E.4: Historical influences on fashion and design	5-10, 12-17, 18 (Review the Facts 10; Apparel Applications 1, 2, 3; Core Skills #1), 20-41, 42-59, 92-93, 100-102, 103-115, 125, 138, 342, 350 (Think Critically #3)
Objective 3.E.5: Social and psychological functions of clothing	6-7, 8-13, 18-19, 22, 44-46, 57-59,
Objective 3.E.6: Costs of production	46, 57, 61-75, 76-95, 103-104, 148-161, 162-173, 344-345, 354-355, 371-373
Objective 3.E.7: Costs and environmental implications for disposal (i.e., recycling, resale, etc.)	154-156, 204 (Eco-Fashion), 209 (Eco-Fashion), 335 (Eco-Fashion), 422 (Core Skills #5), 425-437
Competency 3F: Demonstrate ability to use technology for fashion, textile, and apparel construction and design	

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Standards / Objectives / Indicators	Textbook Pages
Objective 3.F.1: Computerized sewing machines	308-309, 331,
Objective 3.F.2: Computer aided design	89-90, 107-108, 127, 129 (Core Skills #2), 422 (Core Skills #4),
Objective 3.F.3: Sergers or overlock machines	312-333
Objective 3.F.4: Textile and apparel design software applications	308-309, 89-92, 223,
Domain 4: Fashion, Textile, and Apparel Production	
Competency 4A: Demonstrate professional skills in using a variety of equipment, tools, and supplies for fashion, textile and apparel construction, alteration or repair	
Objective 4.A.1: Parts of the sewing machine (i.e., proper name, function, and use)	239-245
Objective 4.A.2: Use of the sewing machine (i.e, stitching charts, threading the machine, etc.)	241-243, 244 (Think Critically #3, Apparel Applications #1, #4, #5, #6, #7), 245 (Apparel Applications #5, Core Skills #4, #5)
Objective 4.A.3: Use of overlock machine	281, 268-269, 312-333
Objective 4.A.4: Tools and supplies for marking	232, 280-281
Objective 4.A.5: Sewing tools and supplies	228-245,
Objective 4.A.6: Tools and supplies for cutting	230-231
Objective 4.A.7: Tools and supplies for measuring	231
Objective 4.A.8: Commercial patterns	54, 211- 227, 325-326.
Competency 4B: Demonstrate basic and specialized techniques in the construction of a garment	
Objective 4.B.1: Types of stitching (i.e., machine stitching, basting, understitching)	189-190, 264-267, 274, 283-284, 317-319, 323
Objective 4.B.2: Seams and seam finishes	270-271, 326-330
Objective 4.B.3: Casings and waistbands	238, 300-302, 305
Objective 4.B.4: Closures	235-236, 285-288
Objective 4.B.5: Collars and cuffs	28-29, 294-295, 303-304, 347
Objective 4.B.6: Darts	32, 267, 267-268
Objective 4.B.7: Facings	273-274, 303-304
Objective 4.B.8: Interfacing	238, 274-275,
Objective 4.B.9: Sleeves	30-31, 295-297
Objective 4.B.10: Hems	231, 237, 284-284
Objective 4.B.11: Buttons and buttonholes	285-287
Competency 4C: Explain production processes for creating fibers, yarns, woven, knit, and nonwoven textile products	
Objective 4.C.1: Filament yarns	164, 176-177, 194 (Review the Facts #3)

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Standards / Objectives / Indicators	Textbook Pages
Objective 4.C.2: Staple yarns	164, 176-177, 184, 194 (Review the Facts #4)
Objective 4.C.3: Spun yarns	176-177, 180, 205
Objective 4.C.4: Fiber blends	177, 194 (Think Critically #2; Apparel Applications #2)
Objective 4.C.5: Fabrication	63
Objective 4.C.6: Basic weaves (i.e., plain, twill, satin)	179-180
Objective 4.C.7: Knit fabrics	181-184, 306
Objective 4.C.8: Nonwoven fabrics (i.e., solutions, fiberweb, braiding, lace)	184
Competency 4D: Use appropriate industry products and materials for cleaning, pressing, and finishing fashion, textile and apparel products	
Objective 4.D.1: Laundry aids	401-405
Objective 4.D.2: Fabric softeners	405
Objective 4.D.3: Detergents	401-402
Objective 4.D.4: Bleach	404
Objective 4.D.5: Pretreatment of stains	404
Objective 4.D.6: Stain removal	399-400
Objective 4.D.7: Starch	405
Objective 4.D.8: Fabric sizing	405
Competency 4E: Analyze current technology and trends that facilitate design and production of fashion, textile and apparel products	
Objective 4.E.1: Computer aided design	63, 89-90, 107-108, 127, 128 (Think critically #4), 129 (Core Skills #2), 422 (Core Skills #4), 309, 493 (Apparel Applications #5)
Objective 4.E.2: Computerized equipment	46, 62-71, 89-91, 174-184, 198-207, 309
Objective 4.E.3: Computerized sewing machines	68, 89-91, 239, 308-309, 331,
Objective 4.E.4: Technological advances	15, 40 (Review the Facts #2, #3; Think Critically #1, #5; Apparel Applications #1), 46, 57, 58 (Review the Facts #4), 62-71, 74 (Core Skills #3, #8; Think Critically #2), 78-83, 89-93, 105, 107-108, 112-113, 127, 174-184, 198-207, 209, 309
Competency 4F: Demonstrate basic skills of pattern selection and layout	
Objective 4.F.1: Pattern selection (information on pattern envelope, pattern types and sizes, etc.)	211- 227, 325-326.
Objective 4.F.2: Fabric selection	150-158, 159-160, 164-173, 224-225,
Objective 4.F.3: Selection of notions	234-239
Objective 4.F.4: Cutting layout and cutting	255-256

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Standards / Objectives / Indicators	Textbook Pages
Objective 4.F.5: Marking procedures	256-259, 326
Competency 4G: Demonstrate basic skills for producing and altering textile and apparel products	
Objective 4.G.1: Slippers	----
Objective 4.G.2: Basic measurements	212-215, 344,
Objective 4.G.3: Pattern ease	216-217
Objective 4.G.4: Crotch length and depth alterations or adjustments	215, 325, 329,
Objective 4.G.5: Back and front waist length alterations or adjustments	214-215
Objective 4.G.6: Waist and hip adjustments and alterations	214-215
Objective 4.G.7: Length alterations and adjustments	251-252
Objective 4.G.8: Sleeve alterations and adjustments	251-252
Objective 4.G.9: Hem adjustments	251-252
Domain 5: Fashion Merchandising	
Competency 5A: Apply marketing strategies for fashion, textile, and apparel products	
<i>To address more of the concepts covered by this domain, see the G-W text Fashion Marketing & Merchandising</i>	
Objective 5.A.1: Levels of promotion (i.e., primary, secondary, and retail)	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.A.2: Objectives of marketing (i.e., inform, awaken, persuade, pave the way, gain loyalty)	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.A.3: Print marketing strategies	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.A.4: Media marketing strategies	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.A.5: Internet marketing strategies	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.A.6: Qualitative and quantitative marketing research	66-67
Objective 5.A.7: Visual display categories	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.A.8: Retail types (i.e., department stores, specialty stores, boutiques, discount stores)	366-369
Competency 5B: Analyze the cost of constructing, manufacturing, altering, or repairing fashion, textile and apparel products	
Objective 5.B.1: Labor costs	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.B.2: Cost sheets	See the G-W text, <i>Fashion Marketing & Merchandising</i>

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Standards / Objectives / Indicators	Textbook Pages
Objective 5.B.3: Factors influencing costs	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.B.4: Mass production	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.B.5: Wholesale vs. retail prices	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Competency 5C: Analyze ethical considerations for merchandising textile and apparel products	
Objective 5.C.1: Counterfeit goods (i.e., knock-offs, forgeries)	88-89, 103, 114 (Think Critically #1)
Objective 5.C.2: Sweatshops	83-84, 94 (Think Critically #3), 95 (Core Skills #3)
Objective 5.C.3: Ethical treatment of employees	83-85
Objective 5.C.4: Child labor	83-84, 94 (Think Critically #3), 95 (Core Skills #3)
Objective 5.C.5: Employee hours and benefits	79, 81, 83-85, 442, 456-457, 477
Objective 5.C.6: Exploitation in the industry	83-85
Objective 5.C.7: Employee theft	----
Competency 5D: Apply external factors that influence merchandising	
Objective 5.D.1: Political factors	22, 45, 78-83
Objective 5.D.2: Social factors	6-7, 8-13, 18-19, 22, 44-46, 57-59, 372
Objective 5.D.3: Psychological factors	6-7, 8-13, 18-19, 22, 44-46, 57-59,
Objective 5.D.4: Ethnic factors	8-19
Objective 5.D.5: Religious factors	8-13, 45
Objective 5.D.6: Ethical factors	84-89,
Objective 5.D.7: Educational factors	7-19, 351 (Core Skills #2, #3)
Objective 5.D.8: Fashion adoption theories	23-27
Competency 5E: Critique varied methods for promoting textile and apparel products	
Objective 5.E.1: Print promotions	See the G-W text, <i>Fashion Marketing & Merchandising</i> 16, 69-70, 351 (Apparel Applications #4)
Objective 5.E.2: Media promotions	See the G-W text, <i>Fashion Marketing & Merchandising</i> 16, 69-70
Objective 5.E.3: Internet promotions	See the G-W text, <i>Fashion Marketing & Merchandising</i> 16, 69-70, 351 (Apparel Applications #4)
Objective 5.E.4: Special events	See the G-W text, <i>Fashion Marketing & Merchandising</i> 23, 69-72

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Standards / Objectives / Indicators	Textbook Pages
Objective 5.E.5: Direct mail	See the G-W text, <i>Fashion Marketing & Merchandising</i> 369-370
Objective 5.E.6: Fashion shows	See the G-W text, <i>Fashion Marketing & Merchandising</i> 23, 69-72
Objective 5.E.7: Cross-supporting ads	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.E.8: Fashion cycle	23-27, 69-70
Objective 5.E.9: Service firms with advertising expertise	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.E.10: Visual displays and merchandising	See the G-W text, <i>Fashion Marketing & Merchandising</i> 71-72, 372
Competency 5F: Apply research methods, including forecasting techniques for marketing textile and apparel products	
Objective 5.F.1: Consumer market	See the G-W text, <i>Fashion Marketing & Merchandising</i> 23, 65-67, 69-72
Objective 5.F.2: Microsegmentation	See the G-W text, <i>Fashion Marketing & Merchandising</i> 344
Objective 5.F.3: Niche retailing	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.F.4: Database marketing	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.F.5: Quantitative and qualitative research marketing	See the G-W text, <i>Fashion Marketing & Merchandising</i> 66-67, 69-71
Objective 5.F.6: Multi-channel retailing	See the G-W text, <i>Fashion Marketing & Merchandising</i> 16-17, 46, 66, 93, 342, 372-373,
Objective 5.F.7: Fashion forecasting	16-17, 23, 46, 66, 342
Objective 5.F.8: Prophetic fashions	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 5.F.9: Influences on consumer sentiment	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Domain 6: Customer Service	
Competency 6A: Analyze factors that contribute to quality customer relations	
<i>To address more of the concepts covered by this domain, see the G-W text Fashion Marketing & Merchandising</i>	

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Standards / Objectives / Indicators	Textbook Pages
Objective 6.A.1: Attracting new customers	See the G-W text, <i>Fashion Marketing & Merchandising</i> 69-71, 366-367
Objective 6.A.2: Retaining existing customers	See the G-W text, <i>Fashion Marketing & Merchandising</i> 75 (Core Skills #5), 366-367, 377 (Think Critically #8)
Objective 6.A.3: Benefits of quality customer service	See the G-W text, <i>Fashion Marketing & Merchandising</i> 41 (FCCLA Connections), 71, 75 (Core Skills #5), 366-367
Objective 6.A.4: Importance of quality process and product design	See the G-W text, <i>Fashion Marketing & Merchandising</i> 66-70
Objective 6.A.5: Consistency in customer service	See the G-W text, <i>Fashion Marketing & Merchandising</i> 71, 75 (Core Skills #5), 366-367
Objective 6.A.6: Employee morale	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 6.A.7: Communication channels for customers	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Competency 6B: Analyze the influences of cultural diversity as a factor in customer relations	
Objective 6.B.1: Developing cultural competence	9-12, 15, 19, 44-46, 93-96, 469-472, 478 (Review the Facts #2, #5, #6, #14; Think Critically #5, #6), 343, 350 (Think Critically #3)
Objective 6.B.2: Appreciating and respecting cultural differences	472, 377 (Think Critically #8)
Competency 6C: Demonstrate the skills necessary for quality customer service	
Objective 6.C.1: Customer loyalty	See the G-W text, <i>Fashion Marketing & Merchandising</i> 71, 75 (Core Skills #5), 342, 377 (Think Critically #8)
Objective 6.C.2: Patience	75 (Core Skills #5), 472, 479 (Apparel Applications #1)
Objective 6.C.3: Communication skills	75 (Core Skills #5), 466-473, 479 (Apparel Applications #1, Core Skills #3, #4, FCCLA Connections), 377 (Think Critically #8)
Objective 6.C.4: Problem solving skills	75 (Core Skills #5), 382-384, 472-473, 479 (Apparel Applications #1)
Objective 6.C.5: Computer and technology skills	473-474, 478 (Think Critically #6)
Competency 6D: Use consumer skills to evaluate the quality of ready-made garments	

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Standards / Objectives / Indicators	Textbook Pages
Objective 6.D.1: Assembly Quality Checklist	148-195, 206-207, 210-227, 234, 238, 291 (Core Skills #4), 319, 345-348, 350 (Review the Facts #10), 351 (Apparel Applications #6, #7, #9), 354-364, 366-379
Objective 6.D.2: Quality seams and seam finishes	340, 347-348
Objective 6.D.3: Quality sleeves and hems	347-348
Competency 6E: Create solutions to address customer concerns	
Objective 6.E.1: Customer letter of complaint	364-365
Objective 6.E.2: Small Claims Court	----
Objective 6.E.3: Return policies	362, 364, 368-369
Objective 6.E.4: Credit reporting agencies	----
Objective 6.E.5: Layaway policies	375
Objective 6.E.6: Payment policies	373-375
Objective 6.E.7: Customer Loyalty or Rewards Programs	----
Domain 7: Operational Procedures	
Competency 7A: Analyze legislation, regulations, and public policy affecting the fashion, textile and apparel industries	
Objective 7.A.1: Laws regarding textile and apparel production, labeling, care, and disposal	5-12, 13-16, 22, 43-46, 52-57, 58 (Review the Facts #3), 61-86, 87-89, 94-95, 151-158, 164-171, 242-243, 245 (Apparel Applications #5), 328, 352-364, 366-379, 390-391, 419, 421 (Think Critically #4), 423 (Core Skills #10), 474-476, 479 (Apparel Applications #1D)
Objective 7.A.2: Public policy and advocacy efforts of professional associations	----
Objective 7.A.3: Legal and environmental concerns	80, 85-88, 152, 155-156, 358, 64 (Eco-Fashion), 401-402, 422 (Core Skills #5)
Objective 7.A.4: Legislation and regulations associated with importing and exporting	78-83, 95 (Apparel Applications #1)
Competency 7B: Analyze personal and employer responsibilities and liabilities regarding industry related safety, security, and environmental factors	
Objective 7.B.1: Fraud	88-89, 360-361
Objective 7.B.2: Identity theft	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.B.3: Privacy policies	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.B.4: Credit issues	See the G-W text, <i>Fashion Marketing & Merchandising</i>

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Standards / Objectives / Indicators	Textbook Pages
Objective 7.B.5: Employee theft	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Competency 7C: Analyze the effects of security and inventory control strategies, cash, and credit transaction methods, laws, and worksite policies, on loss prevention and store profit	
Objective 7.C.1: Methods of loss prevention	See the G-W text, <i>Fashion Marketing & Merchandising</i> 363
Objective 7.C.2: Safety and security of customers	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.C.3: Safety and security of employees	83-85, 475, 479 (Apparel Applications #1D),
Objective 7.C.4: Shoplifting	See the G-W text, <i>Fashion Marketing & Merchandising</i> 363, 378 (Apparel Applications #5), 363
Objective 7.C.5: Shrinkage	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.C.6: Layaway plans	See the G-W text, <i>Fashion Marketing & Merchandising</i> 375
Competency 7D: Demonstrate procedures for reporting and handling accidents, safety, and security incidents	
Objective 7.D.1: Safe retail environment	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.D.2: Responsibility for safety	See the G-W text, <i>Fashion Marketing & Merchandising</i> 83-85
Objective 7.D.3: Reporting accidents	79, 83-85, 94 (Review the Facts #8), 242-243, 245 (Apparel Applications #5), 328, 360, 419, 421 (Think Critically #4), 423 (Core Skills #10), 474-476, 479 (Apparel Applications #1D)
Objective 7.D.4: OSHA	84, 94 (Review the Facts #8)
Objective 7.D.5: Emergency procedures	475
Competency 7E: Analyze operational costs such as mark ups, mark downs, cash flow, and other factors affecting profit	
Objective 7.E.1: Loss	363
Objective 7.E.2: Pricing strategies	489-491
Objective 7.E.3: Price points	104, 115 (Apparel Applications #2), 379 (Core Skills #13)
Objective 7.E.4: Markdowns	See the G-W text, <i>Fashion Marketing & Merchandising</i>

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Standards / Objectives / Indicators	Textbook Pages
Objective 7.E.5: Markups	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.E.6: Inventory (i.e., control, leftover, etc.)	See the G-W text, <i>Fashion Marketing & Merchandising</i>
Objective 7.E.7: Expense management	See the G-W text, <i>Fashion Marketing & Merchandising</i>