

## ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

<b>DESIGN AND MERCHANDISING</b> <b>Interior Design and Merchandising, 52.1900.30</b>	
<b>STANDARD 1.0—ANALYZE FACTORS THAT INFLUENCE HUMAN BEHAVIOR IN A DESIGN AND MERCHANDISING ENVIRONMENT</b>	
1.1	Describe how personal values influence choices and goals
1.2	Explain how culture influences behavior
1.3	Develop social awareness related to diversity
1.4	Identify anthropometrics and how they affect designs
1.5	Explain the influence of physical attributes (including disabilities) on clothing designs and human environments
<b>STANDARD 2.0—APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN DESIGN AND MERCHANDISING</b>	
2.1	Express problems in design and merchandising using numeric, symbolic, and/or graphic representations
2.2	Perform mathematical calculations in the context of design and merchandising related problems
2.3	Demonstrate knowledge of units of measurement (English and metric)
2.4	Use technology in the solution of math-related problems
2.5	Calculate material quantities needed for a design project
<b>STANDARD 3.0—DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR DESIGN AND MERCHANDISING</b>	
3.1	Employ various types of drawing media and surfaces in traditional or digital form used in a design environment
3.2	Illustrate basic elements and principles of design using traditional or digital media
3.3	Apply fundamentals of color theory in traditional or digital media
<b>STANDARD 4.0—APPLY MEASUREMENT TECHNIQUES</b>	
4.1	Identify common measurement tools used in design and merchandising and their functions
4.2	Select an appropriate measurement technique for a specific measurement need
4.3	Select and use the appropriate measurement tool for the task
4.4	Determine the degree of accuracy required for a specific task or situation
<b>STANDARD 5.0—ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN</b>	
5.1	Identify key elements and principles of design
5.2	Demonstrate the use of basic design elements and principles

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5.3	Demonstrate an understanding of color principles
5.4	Differentiate between hue, value, and intensity
5.5	Explain how color impacts design
5.6	Evaluate the elements and principles of design used in products
<b>STANDARD 6.0—EVALUATE TEXTILES, FIBERS, AND FABRICS</b>	
6.1	Explain the history of fibers and fabrics
6.2	Identify the characteristics of natural and manufactured fibers
6.3	Identify the characteristics of fabrics with various yarn construction
6.4	Compare woven, knit, and other methods of fabric construction
6.5	Explain fabric finishes and color application methods
6.6	Evaluate fibers and fabrics for specific end uses
6.7	Apply labeling information to care for fabrics
<b>STANDARD 7.0—UNDERSTAND THE OPERATIONS OF RETAILING</b>	
7.1	Define quality customer service
7.2	Demonstrate selling techniques that meet client buying needs and motives
7.3	Explain merchandise buying practices
7.4	Explain how to receive, mark, and stock merchandise
7.5	Explain the relationship among pricing, profit, and customer's perception of value
7.6	Analyze the relationship of customer service and customer satisfaction on business success
7.7	Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities
<b>STANDARD 8.0—EXHIBIT MARKETING SKILLS FOR THE SUCCESS OF DESIGN AND MERCHANDISING BUSINESS</b>	
8.1	Explain merchandise buying practices
8.2	Understand visual merchandising and its impact
8.3	Assemble a visual marketing presentation
8.4	Create product displays using the elements and principles of design

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8.5	Explain the use of promotional activities to market products and services
8.6	Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust
<b>STANDARD 9.0—INTERPRET THE ROLE OF AN INTERIOR DESIGN AND MERCHANDISING SMALL BUSINESS IN THE ECONOMY</b>	
9.1	Explore the role of small business in local, state, national, and international economies
9.2	List factors, including personal traits, that contribute to small business success
9.3	Compare and contrast the advantages and disadvantages of sole proprietorships, partnerships, and corporations
9.4	Analyze the relationship of customer service and customer satisfaction on the success of a business
<b>STANDARD 10.0—ANALYZE ART PERIODS AND DESIGN STYLES</b>	
10.1	Compare art periods and design styles
10.2	Discuss the influences of art on interior design
10.3	Explain how architecture, furniture, and furnishings have been influenced by technology, mass production, and prosperity cycles throughout history
10.4	Describe characteristics of different styles of architecture, interiors, furniture, and furnishings
<b>STANDARD 11.0—ANALYZE THE INTERIOR DESIGN AND HOUSING INDUSTRY</b>	
11.1	Describe factors influencing the interior design industry
11.2	Examine trends in housing
11.3	Identify factors that influence design and development in housing and interiors
11.4	Describe the impact of technology on housing and interior design
11.5	Evaluate an existing plan using the 7 principles of Universal Design
<b>STANDARD 12.0—DETERMINE ISSUES IN HOUSING</b>	
12.1	Identify individual and family needs (standards, goals, financial resources, human resources, and community preferences) in planning housing interiors
12.2	Relate how geographic locations, safety, security, energy-efficiency, aesthetic preferences, and required maintenance affect housing choices for individuals, families, and communities
12.3	Analyze construction specifications and quality to meet the needs of special populations
12.4	Explain basic housing construction and finishing considerations
12.5	Examine the effects of landscaping on housing and the larger environment
12.6	Summarize the impact of current and emerging trends and issues on housing needs of individuals, families, and communities

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<b>STANDARD 13.0—CHOOSE FURNISHINGS AND ACCESSORIES</b>	
13.1	Determine the use of furnishings and products in meeting specific housing and interior needs
13.2	Identify types of accessories and demonstrate proper arrangement for needs of consumers (including the aging population and physically challenged)
13.3	Analyze upholstered furniture and explain criteria for judging the quality of furniture
13.4	Assess aesthetic and functional aspects of furniture
13.5	Describe factors to be considered when coordinating furniture and accessories
13.6	Compare characteristics of home furnishings and appliances (i.e., performance, safety, cost, quality, efficiency, and space)
13.7	Evaluate various interior furnishings, appliances, and equipment considering design elements
<b>STANDARD 14.0—ANALYZE INTERIOR MATERIALS AND PRODUCTS</b>	
14.1	Compare floor coverings, wall coverings, and window treatments.
14.2	Compare the features of kitchen and bath surfaces
14.3	Examine and select textiles for their quality and appropriateness for household use
14.4	Apply guidelines in selecting appropriate lighting
14.5	Assess the environmental impact (green design) and sustainability of interior materials and products
14.6	Choose color schemes for rooms from paint, wallpaper, flooring, and fabric samples
14.7	Analyze kitchen and bath fixtures and equipment
14.8	Identify carpet styles in terms of construction, fiber content, and other quality factors
<b>STANDARD 15.0—EXPLAIN THE BASIC ELEMENTS AND PRINCIPLES OF INTERIOR DESIGN</b>	
15.1	Describe the influence of design elements and principles in interior design
15.2	Illustrate the application of design principles in interior design
15.3	Identify art principles as applied to housing and interiors
<b>STANDARD 16.0—DEMONSTRATE TECHNICAL KNOWLEDGE FOR INTERIOR DESIGN</b>	
16.1	Explore sources of information about standard interior specifications
16.2	Utilize applicable building codes, universal principles, and regulations in floor/space planning
16.3	Demonstrate measuring, estimating, ordering, purchasing, and pricing skills for interior furnishings and products

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16.4	Prepare a design plan that addresses needs, goals, and resources of diverse client populations
16.5	Determine traffic flow, activity, and existing architectural features in creating floor/space plans responding to needs of all populations (including the aging and physically challenged)
<b>STANDARD 17.0—INTERPRET SCHEMATICS, BLUEPRINTS AND TECHNICAL DRAWINGS USED IN DESIGN AND MERCHANDISING</b>	
17.1	Interpret blueprints and floor plans
17.2	Interpret spatial layout of three-dimensional form from two-dimensional drawing
17.3	Interpret dimensions, symbols, legends, scales, and directions
<b>STANDARD 18.0—PREPARE VISUAL PRESENTATIONS FOR INTERIOR DESIGN</b>	
18.1	Select art surfaces for use in visual presentations
18.2	Use studio tools for visual presentations
18.3	Demonstrate board drafting skills for interior design
18.4	Prepare scale drawings
18.5	Use computer-aided resources in drafting for interior design
18.6	Prepare a color board visual presentation