



LONDON CURRICULUM KEY STAGE 3

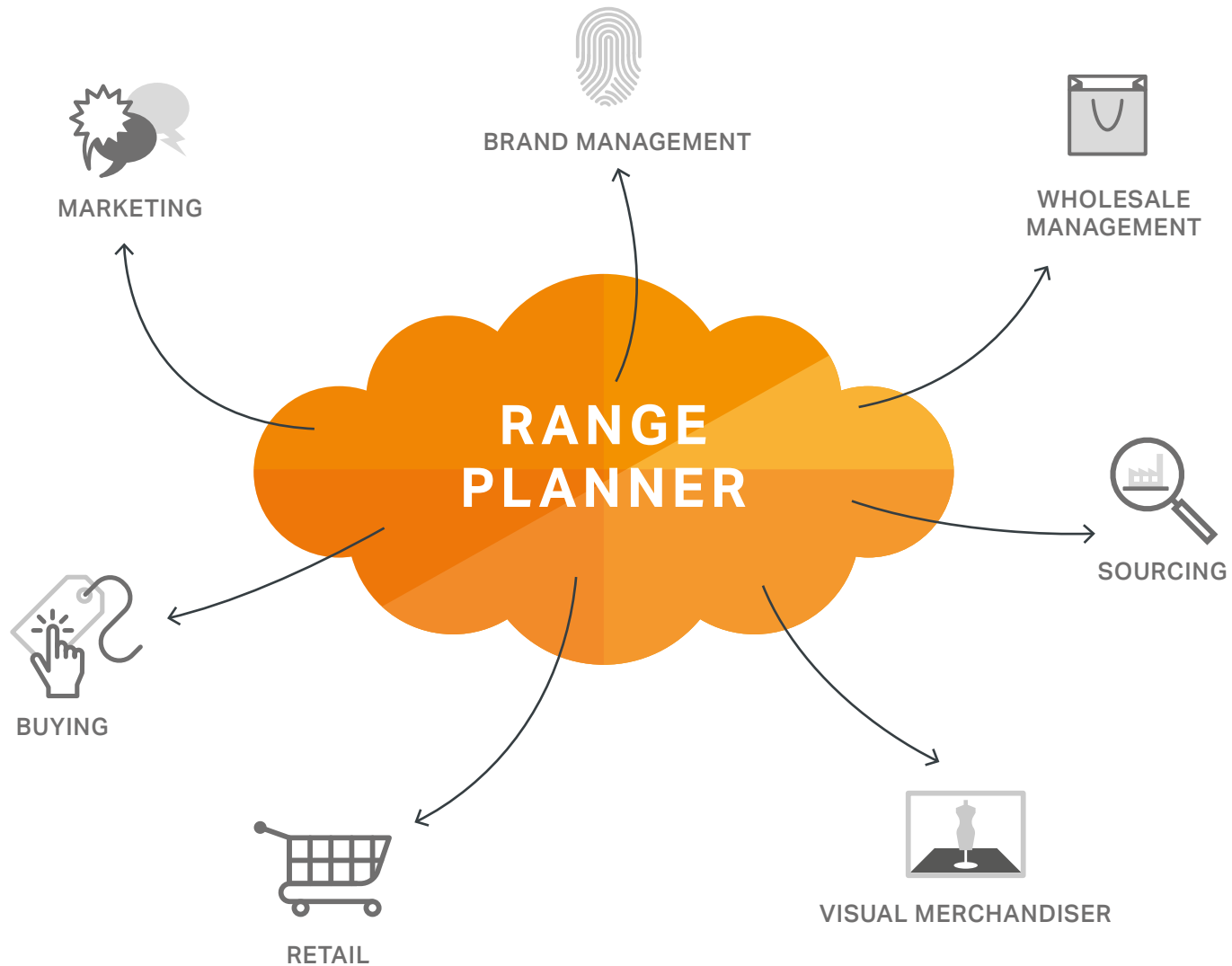
LESSON 6: THE RANGE

In this lesson you will:

- ♦ consider how to build outfits from your t-shirt designs
- ♦ create a mini range plan, with your t-shirt as the focus of the range
- ♦ calculate the cost of garment in your range plan and the predicted profit made from the range



CAREERS RANGE PLANNING IN THE REAL WORLD

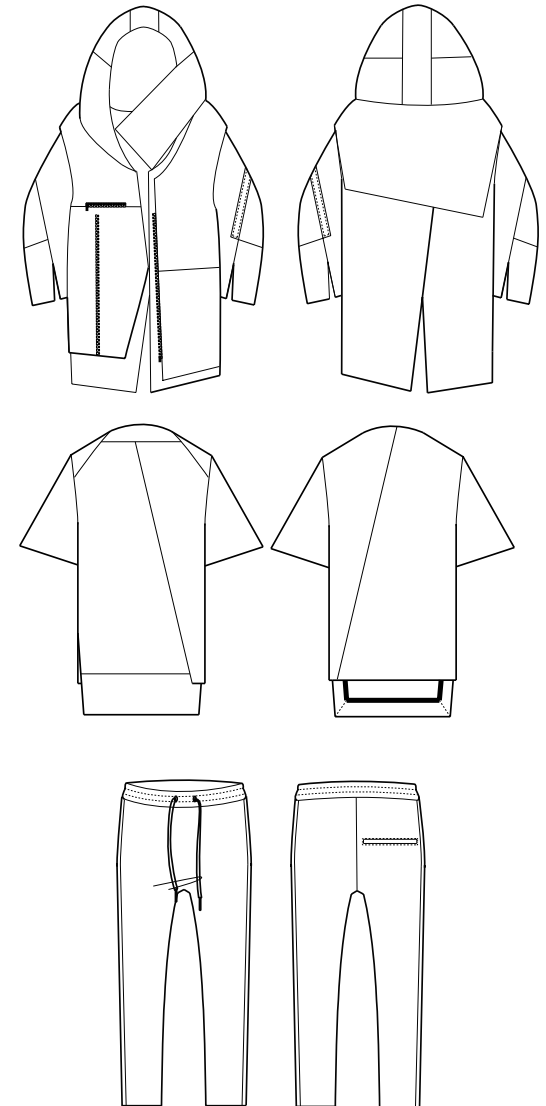


DISCOVER: RANGE PLANNING –THINKING IN OUTFITS ACTIVITY 6A

An outfit is made up of a number of different garments. Opposite is an example of an outfit with technical drawings of the different garments that make up this outfit.

A series of outfits make up the range.

How many different garments you and other students in the class wear to make up an outfit?

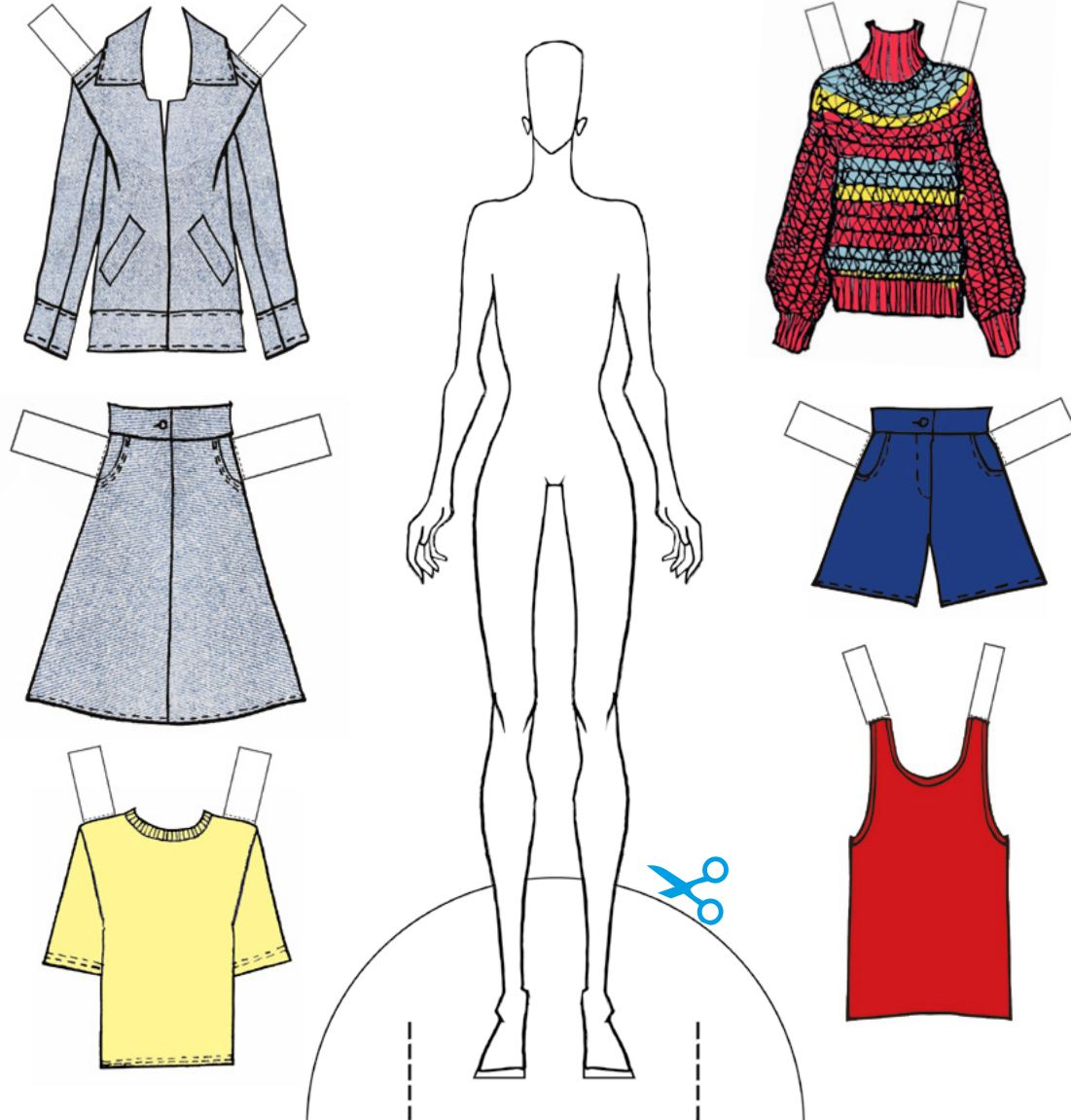
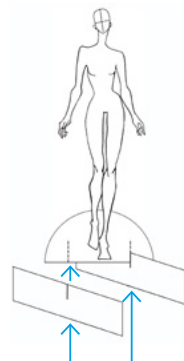


DISCOVER: RANGE PLANNING – THINKING IN OUTFITS
ACTIVITY 6B

Using this template mounted on cardboard, dress the cardboard model in a number of outfits.

Photograph the dressed cardboard doll and upload the image to your blog or photograph and add to a powerpoint or stick into your work book.

Explanation why each outfit is appropriate to the target consumer.



DISCOVER: UNDERSTANDING RANGE PLANNING ACTIVITY 6C

Most retailers display their ranges in outfits, as ranges sell quicker when displayed in outfits rather than displayed as single items.

Look at a t-shirt design from lesson 5. You could look at one of your own garments – or a picture from a magazine.



Discuss the following:

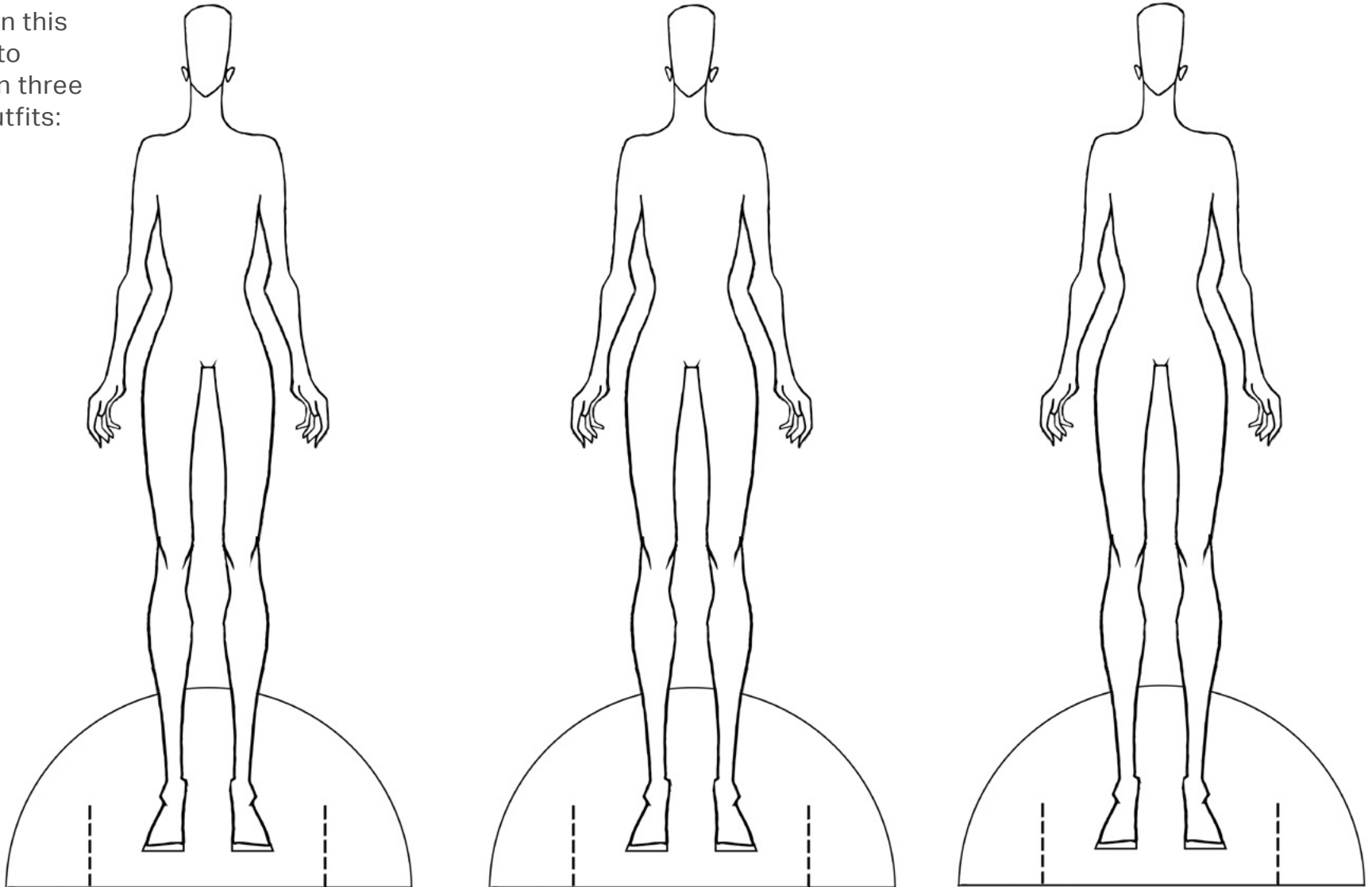
What other garments could the t-shirt be worn with?

Are there any key accessories that could be worn with the t-shirt?

What time of year do you plan to sell the t-shirt?

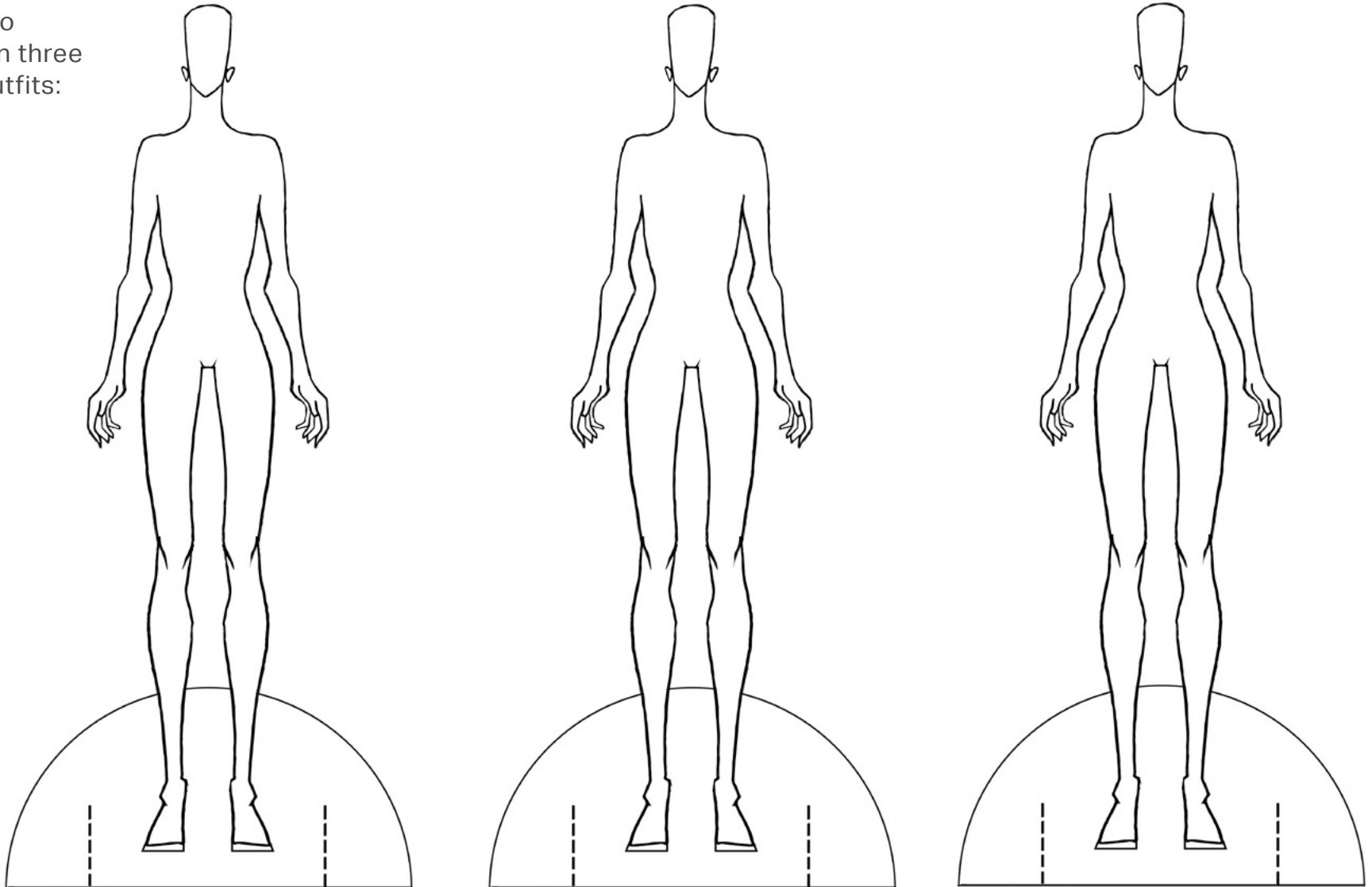
DISCOVER: UNDERSTANDING RANGE PLANNING
ACTIVITY 6C continued

Use the template on this
and the next page to
sketch out between three
and six different outfits:



DISCOVER: UNDERSTANDING RANGE PLANNING
ACTIVITY 6C continued

Use this template to sketch out between three and six different outfits:



DISCOVER: UNDERSTANDING RANGE PLANNING

ACTIVITY 6C continued

Once you have some outfits you can break them down into separate garments and place in the range plan template.

Draw, add images from magazines, photographs to start building up a range made up of different outfits.

COLOUR	COLOUR	COLOUR	COLOUR	COLOUR	COLOUR
COST	COST	COST	COST	COST	COST

COLOUR	COLOUR	COLOUR	COLOUR	COLOUR	COLOUR
COST	COST	COST	COST	COST	COST

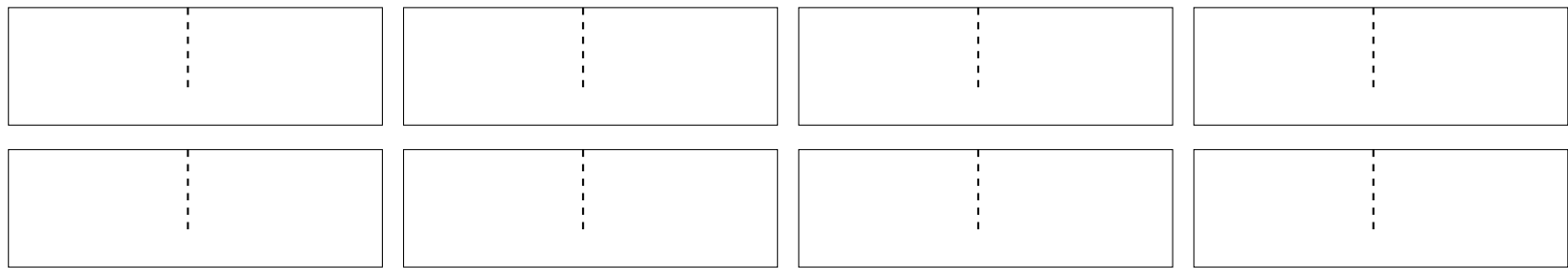
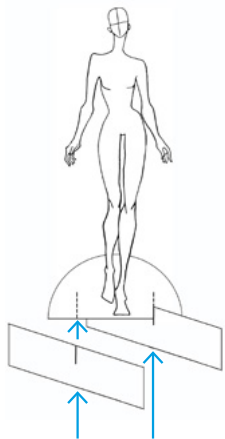
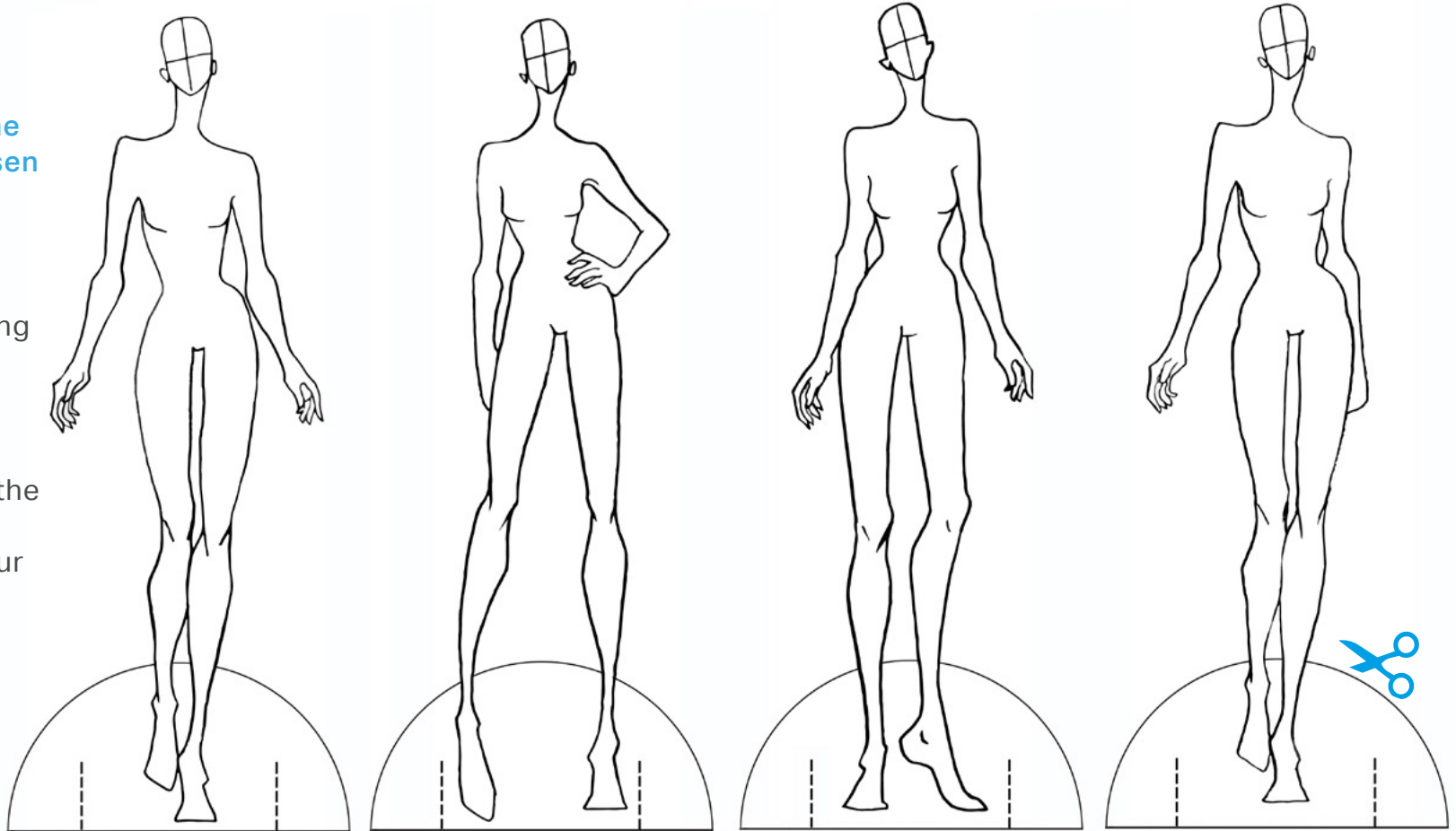


DISCOVER: TESTING YOUR RANGE ACTIVITY 6D

Try different versions of the outfits you have chosen for your range.

Print out and mount on cardboard then cut out and stand OR you can use tracing paper and draw over the mannequins.

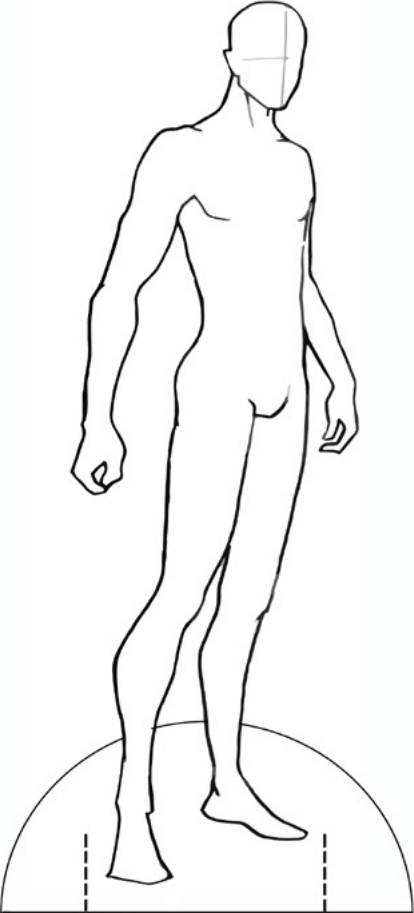
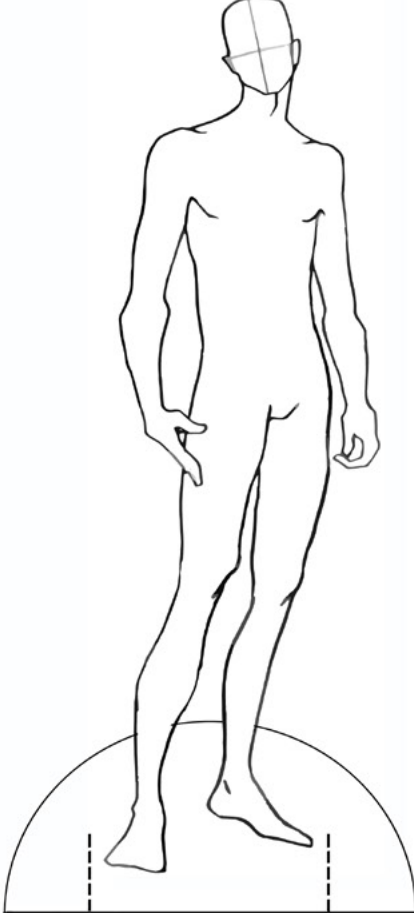
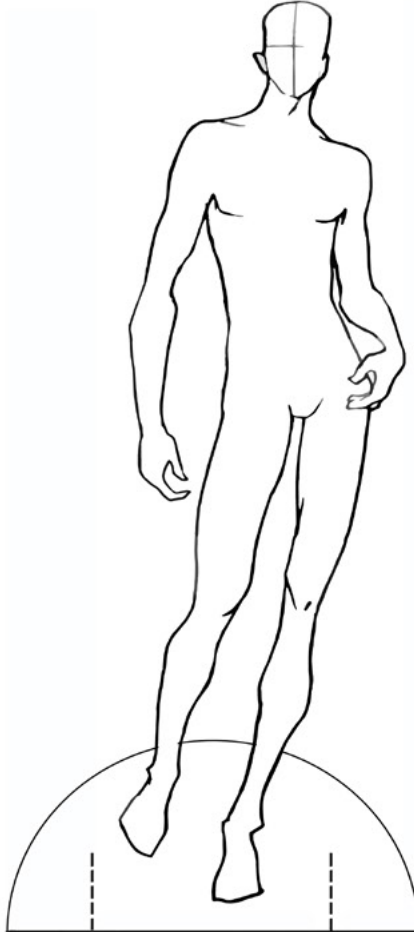
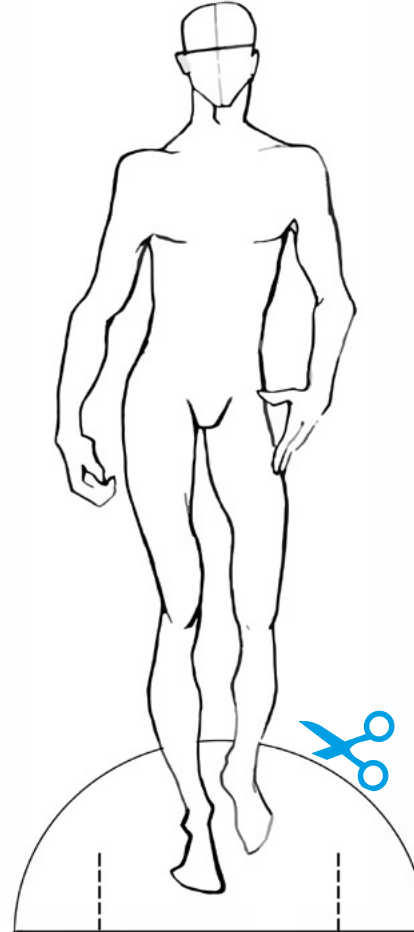
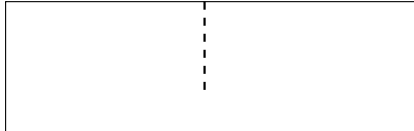

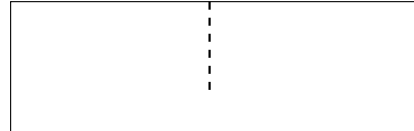
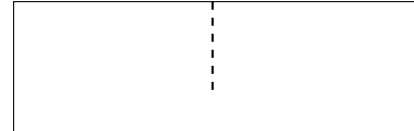



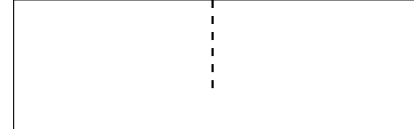
Photograph the dressed cardboard doll and upload the image to the blog, add to a powerpoint or stick into your work book.



DISCOVER: TESTING YOUR RANGE

ACTIVITY 6D continued

The image displays four male mannequin figures in different poses, each standing on a semi-circular base. Below each figure is a rectangular box with a vertical dashed line. A small inset on the left shows a mannequin on a base with two rectangular blocks and arrows indicating their placement. A scissors icon is on the right of the fourth figure.

DISCOVER: COMPLETING THE PRODUCT PART OF THE RANGE PLAN (Compulsory)

ACTIVITY 6E part 2



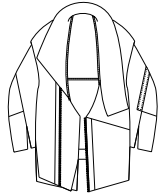
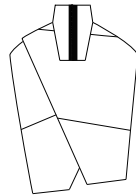
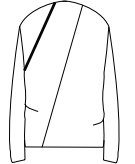
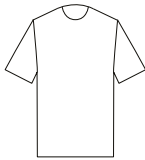
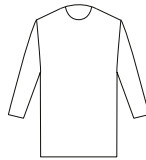



The **range plan** is a document that maps out the range by product shape, colour and price. It allows a business to check that they are making a profit (money) from the range.

The **cost** of each garment is calculated according to the materials used and time it takes to manufacture.

A store will add a **mark-up** to each garment so that they can also make a profit.

Costs are estimates but as a guideline: cost price of t-shirt= £5

Range Plan example for a retail store

BRAND NAME					
SEASON AUTUMN 2019					
					
DESCRIPTION	COAT	JACKET	JACKET	JACKET	SHIRT
COLOUR	BLUE	GREEN	BLACK	YELLOW	WHITE
COST PRICE	£23.00	£18.00	£25.00	£18.00	£12.00
SELLING PRICE (x3 of cost)	£70.00	£54.00	£75.00	£54.00	£36.00
MARK UP	£46.00	£18.00	£50.00	£36.00	£24.00
					
DESCRIPTION	T-SHIRT	T-SHIRT	TRACK PANTS	TROUSERS	SHORTS
COLOUR	WHITE/YELLOW	WHITE/GREEN	BLUE	BLUE	BLACK
COST PRICE	£6.00	£5.00	£10.00	£12.00	£8.00
SELLING PRICE	£18.00	£15.00	£30.00	£36.00	£24.00
MARK UP	£12.00	£10.00	£20.00	£24.00	£16.00

DISCOVER: COMPLETING THE PRODUCT PART OF THE RANGE PLAN (Compulsory)

ACTIVITY 6E part 2 continued

COSTING SHEET

Fill this in with your own range plan from page 6.

BRAND					
SEASON					
DESCRIPTION					
COLOUR					
COST PRICE					
SELLING PRICE					
MARK UP					
DESCRIPTION					
COLOUR					
COST PRICE					
SELLING PRICE					
MARK UP					

EXPLORE: FIELD TRIP TO SPITALFIELDS
ACTIVITY 6F

ACTIVITY	RESPONSE	REFLECTION	RESPONSE
<p>Look at three shop windows</p>	<p>Compare the products and how they are displayed</p>	<p>Discuss which one you would want to go into</p>	<p>Why does one shop seem more appealing than another?</p>
<p>Inside a store can you identify ranges from different brands?</p>	<p>How do the different ranges stand out?</p>	<p>If your garments were in store how would you expect the retailer to display them?</p>	<p>What do you think is an effective way to show garments in a store?</p>



EXPLORE: FIELD TRIP TO SPITALFIELDS

ACTIVITY 6F continued

ACTIVITY	RESPONSE	REFLECTION	RESPONSE
Look for outfits in a store	How easy was it for you to plan an outfit from a store you visited?	If your range was in a store how would you help customers plan an outfit?	What was the most effective way to find a whole outfit?
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Compare the price of three different t-shirts:	Are the t-shirts the same price?	What do you think makes one t-shirt cost more than another?	What would the ideal price of your t-shirt be from your own range?
1	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
2	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
3	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>



EXPLORE: FIELD TRIP TO SPITALFIELDS

ACTIVITY 6F continued

Use this page to make drawings and add your photographs from the trip





EXPLORE: FIELD TRIP TO SPITALFIELDS

ACTIVITY 6F continued

Use this page to make drawings and add your photographs from the trip



CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 6G

Following your field trip evaluate your photographs or drawings.

Do you need to update your range plan using the information from the field trip?

If so, describe how you have developed your range by adding or changing garments:

Have you looked at colours?

Have you looked at prices?

Have you looked garment type?

Discuss how some of the ranges you looked at appeal to different customers (For example: age, lifestyle, income):

Findings could be incorporated into their final presentation (see Final Presentation brief page 19)

If you are using a blog you could create a QR code.

You could photograph and document all developmental work.

CONNECT: PERFORMING AND EVALUATING
ACTIVITY 6i (Optional)

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.



If you WATCHED the presentation:

Did you enjoy the presentation?

What did you like most about the range plan?

Would you buy any of the clothes from the range?

If you GAVE the presentation go to next page

CONNECT: PERFORMING AND EVALUATING
ACTIVITY 6i continued

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.



If you GAVE the presentation:

How did you feel the presentation went?

What went well when presenting?

What could have been improved on when presenting (consider: speed of delivery, images used, content)?



CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 6J

1. What did you learn about range planning?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



Focus on the activities?

Discuss brands and what they mean to you?

Come up with ideas?

Link ideas together?

Work co-operatively with others?

Show commitment to a final presentation?

How well did you work with others?
