COMPETENCY #2: Recognize how your appearance communicates a message about you to others.

CONCEPT: By learning more about fashion images/appearance, you can make better consumer choices.

PREPARATION: Prepare 6 large pictures as examples of different types of dress that stereotype people.

LECTURE/DISCUSSION
Show students 6 large pictures of different people that could easily be identified within the following stereotypes:

1. Businessman or woman (three piece suit, formal etc)
2. Jogger, athlete, football player etc.
3. Nerd, social outcast, "geek" "wanna be"
4. Trendy, name brand watcher
5. Punk Rocker, motorcycle gang member,
6. Preppie, college bound, student body officer type

ACTIVITY:
Ask the students to answer the following questions about each person based on the impression they get as they view the pictures. (Activity #1 work sheet follows)

Which person:
_____ gets the best grades
_____ has had trouble with the police
_____ has the most friends
_____will be most likely to go to college
_____ has the least friends
_____ is the most stuck on themself
_____ has the best sense of humor
_____ looks the most like you would like to look

Discuss as a class their responses to the questions, see how many of the class found it easy to put an image with each picture. Explain the relationship of this exercise with each individual.