

《服装专业英语》课程标准

学时数：36 学时（课内）

适用专业范围及层次：服装设计与工艺专业大二学生

学分：2

考核方式：考试

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在产业集群发展趋向品牌化、规模化、国际化的产业转型升级大背景下，既熟悉服装生产与经管，又熟练掌握服装专业英语的人才，成了服装企业急需的“香饽饽”。

《服装英语实用教材》以一家从事服装加工的贸易公司为背景，以实际生产运作为主线，用英文的形式(配参考译文)介绍该服装公司的部门划分、岗位职责和相关外贸工作过程，其中包括样品制作与确认、加工/采购合同的签订、外单据的处理、面辅料、质量控制、服装包装和标志、服装外贸函电、服装电子商务等，学生可即学即用，适应目前的经济情况，增强自身的职业竞争力。

说明

一、教学目的和要求

《服装专业英语》课程是服装设计专业的一门素能拓展课程，是体现高职特色的、适应当前服装行业工艺技术岗位能力发展要求的必修课。本课程以一家从事服装加工的贸易公司为背景，以实际生产运作为主线，用英文的形式(配参考译文)介绍该服装公司的部门划分、岗位职责和相关外贸工作过程，其中包括样品制作与确认、加工/采购合同的签订、外单据的处理、面辅料、质量控制、服装包装和标志、服装外贸函电、服装电子商务等，学生可即学即用，适应目前的经济情况，增强自身的职业竞争力。让学生通过对本课程的学习，不仅对以学到服装专业英语，而且可以了解的服装金业各岗位的职责，增长专业知识。为学生们将来在服装业成为一名会设计、懂技术、会专业英语并具有多方面知识和技能的专业人才奠定基础。

本课程结合高职教育人才培养目标的要求，以培养适应服装企业生产第一线的技术应用性人才为目标，注重培养学生实际应用服装专业英语的能力，在教学内容的编排及教学方法上尽可能地满足各种学生的要求。此外，本课程采用内容新颖的优秀统编教材，在加强专业英语知识和技能训练的同时，重视培养学生实际使用英语进行交际的能力。

二、课程内容和学时分配

根据教学计划规定，总学时数36，具体学时分配如下表，

课程内容和学时分配表

章数	内 容	课时
Chapter1	Our Company	4
Chapter2	Fabric	4
Chapter3	Accessories	4
Chapter4	Color and Application in Fashion	2
Chapter5	Garment parts	4

Chapter6	Sample Clothing	3
Chapter9	Abbreviation for Garment	3
Chapter14	Business E-mail	3
Chapter15	Practical Dialogue for Foreign Trade Garment	4
Chapter16	Garment E-commerce	3
Chapter17	Fashion News	2
合计		36

三、教学建议

原则上教师应该遵照教学大纲的要求，以及大纲所确定的基本内容完成教学任务，但对教学内容的顺序安排，教学时数的分配等方面，可根据实际情况灵活处理。教师在讲授时应注重培养学生的自学能力，理论与实践并重，以适应服装专业英语知识不断更新的需求。

四、理论教学部分

Chapter 1 Our Company

Teaching Objective:

- 1.To enable students to understand the business scope, organizational structure, job setting and responsibility division of garment foreign trade enterprises;
- 2.To enable students to know the business content and process of garment trade documentary.
- 3.Encouraging students to engage in discussions about current situation of garment trading company and develop their own opinions.

Teaching Contents:

- 1.Company Introduction;
- 2.Duty division and job description;
- 3.Garment foreign trade documentary ;
- 4.New Words and Expressions

Chapter2 Fabric

Teaching Objective:

- 1.To enable students to understand the basic concepts, classifications, and characteristics of clothing fabrics;
- 2.To enable students to cultivate their ability to express professional terminology in English for clothing fabrics.

Teaching Contents:

- 1.Fabric and Classification
- 2.Woven Fabric & Knitted Fabric
- 3.Natural Fiber
- 4.Man-made Fiber
- 5.New Words and Expressions

Chapter3 Accessories

Teaching Objective:

- 1.To enable students to understand the basic concepts, classifications, and characteristics of accessories,
- 2.To enable students to cultivate their ability to express professional terminology in English for clothing accessories.

Ideological and Political Education Objective Cultivate students' awareness of fashion and love for national dress.

Teaching Contents:

1. Lining
2. Lining material
3. Cushion material
4. Fillers
5. Sewing thread
6. Tighten the material tightly
7. Other auxiliary materials
- 8.New Words and Expressions

Chapter4 Color and Application in Fashion

Teaching Objective:

- 1.To enable students to understand the basic knowledge of colors in clothing;
- 2.To enable students the English expressions of commonly used colors.

Teaching Contents:

- 1.Basic knowledge of color
2. English expressions for commonly used colors
3. English expression of “深浅色”
4. English expression of“浓色”
5. English expression of“亮色”
6. English expression of“纯色”
7. English expression of“荧光色”
8. English expression of“间色”
- 9.New Words and Expressions

Chapter5 Garment parts

Teaching Objective:

- 1.To enable students to understand and master the Chinese expressions and English translations of various parts of clothing;
- 2.To cultivate students' understanding and expression abilities of clothing professional terminology in foreign trade practice.

Teaching Contents:

- 1.English Expression of Tops
- 2.English Expressions of Bottoms
- 3.English Expression of Parts of Pants
- 4.English Expression of Parts of Dress

5.New Words and Expressions

Chapter6 Sample Clothing

Teaching Objective:

1. To enable students to recognize and master the English expressions of various types of clothing samples;
- 2.To enable students to understand their role in clothing foreign trade.

Teaching Contents:

- 1.What is sample in garment?
- 2.Function of sample in garment
- 3.Classification of sample clothes
- 4.Size signs in garment
- 5.New Words and Expressions

Chapter9 Sample Abbreviation for Garment

Teaching Objective:

1. To enable students to recognize and master the abbreviations of professional terms in garment foreign trade;
- 2.To enable students to understand their role in clothing foreign trade, cultivate students' mastery of basic clothing foreign trade knowledge;
- 3.To enable students to proficiently apply them.

Teaching Contents:

- 1.Purpose of abbreviation
- 2.Abbreviations for garment foreign trade
- 3.New Words and Expressions

Chapter14 Business E-mail

Teaching Objective:

1. To enable students to understand the format of garment foreign trade E-mails;
- 2.To enable students to possess the ability to read, translate, and write correspondence;

Teaching Contents:

- 1.Introduction to Business E-mail
- 2.The Format of E-mail Analyzing
- 3.E-mail Cases in Garment Foreign trade
- 4.New Words and Expressions

Chapter15 Practical Dialogue for Foreign Trade Garment

Teaching Objective:

1. To enable students to master dialogue in various clothing foreign trade contexts;
- 2.To enable students to cultivate their oral expression and conversation skills in clothing foreign trade;
- 3.Building students' awareness of global issues and improve students' cross-cultural

communication skills .

Teaching Contents:

1. Communication on Garment Production
2. Communication on Garment Samples
3. Communication on Garment Negotiation and Contract
4. Communication on Garment Quality and Complains
5. New Words and Expressions

Chapter16 Garment E-commerce

Teaching Objective:

1. To enable students to understand the advantages and disadvantages of e-commerce and various e-commerce platforms;
2. To enable students to learn how to use e-commerce platforms to improve clothing foreign trade performance;
3. Developing students' communication and language skills through reading, writing, listening, and speaking activities.

Teaching Contents:

1. Garment e-commerce
2. Garment e-commerce platform
3. How to improve foreign trade performance
4. New Words and Expressions

Chapter17 Fashion News

Teaching Objective:

1. To cultivate students' ability to read and translate English fashion news together;
2. To enable students to improve their ability to appreciate clothing and grasp fashion trends;

Teaching Contents:

1. Gambiered Canton Silk
2. Metaverse and Virtual Fashion
3. GUCCI Spring/Summer Fashion Show
4. Underwear elements
5. New Words and Expressions

五、实践教学部分

实践项目一：Translating skills training

Translating the orders and emails.

实践项目二：Conversation

Talking about garment production, garment samples, negotiation and contract , and quality and complaints.

六、建议使用教材及主要参考书

教材：张宏仁主编. 服装英语实用教材 第4版 中国纺织出版社，2023.

参考书：

- [1] 周铁肩. 服装生产跟单及英文实务. 中国纺织出版社, 2024.
- [2] 刘嵩. 纺织服装外贸英语函电. 中国纺织出版社, 2022.