



CHAPTER

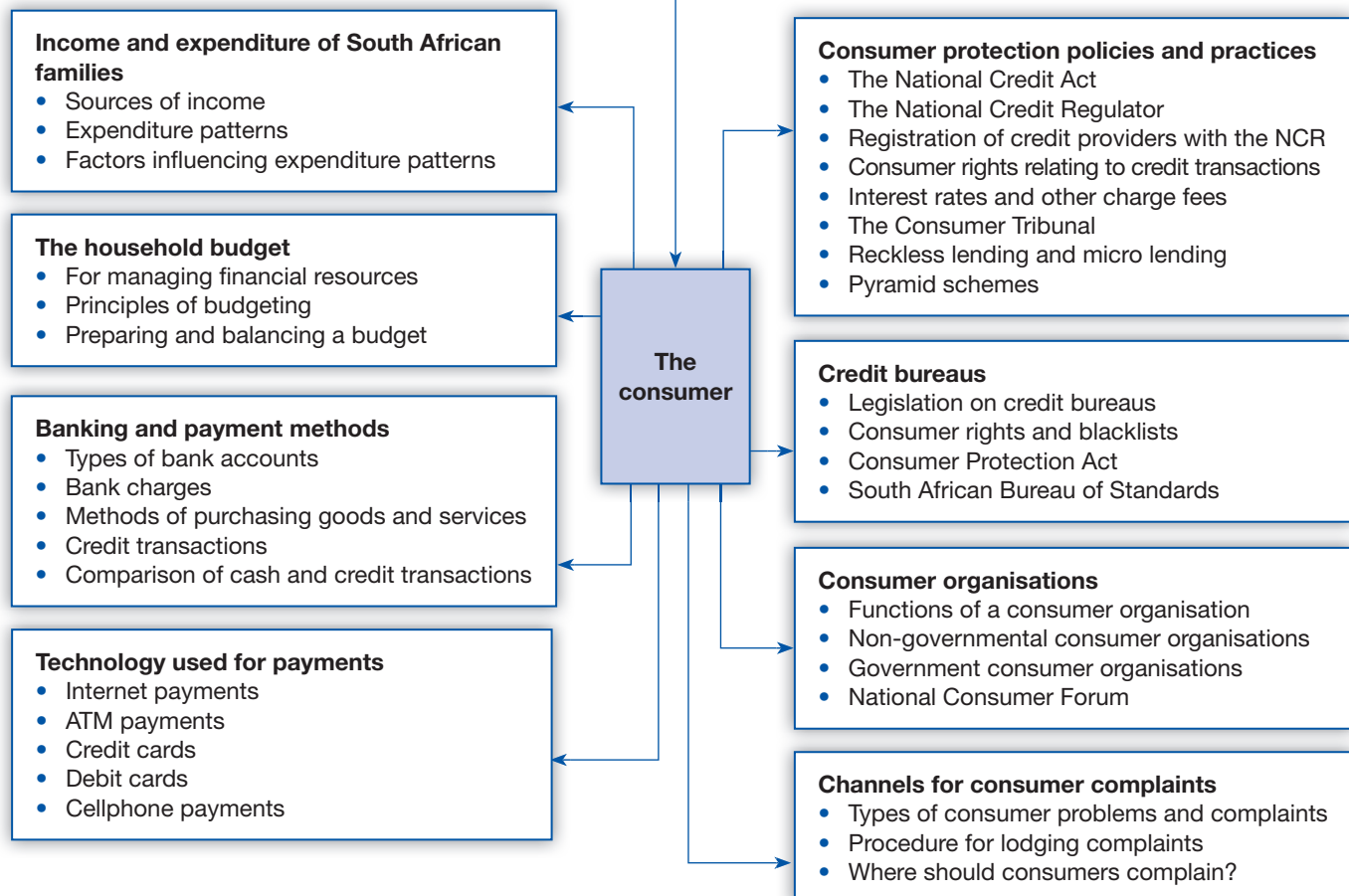
1

The consumer

This chapter focuses on consumers. You will learn about factors that affect the income and the expenditure patterns of South African households. You will learn how to prepare budgets. You will find out about the different types of bank accounts as well as different payment methods. We will look at the National Credit Act and the Consumer Protection Act. You will learn about organisations that promote consumer rights. You will learn about the correct procedure to follow when you want to complain as a consumer. The mind map below outlines the content of this chapter in more detail.

Links with ...

- Chapter 5
- Housing and interiors





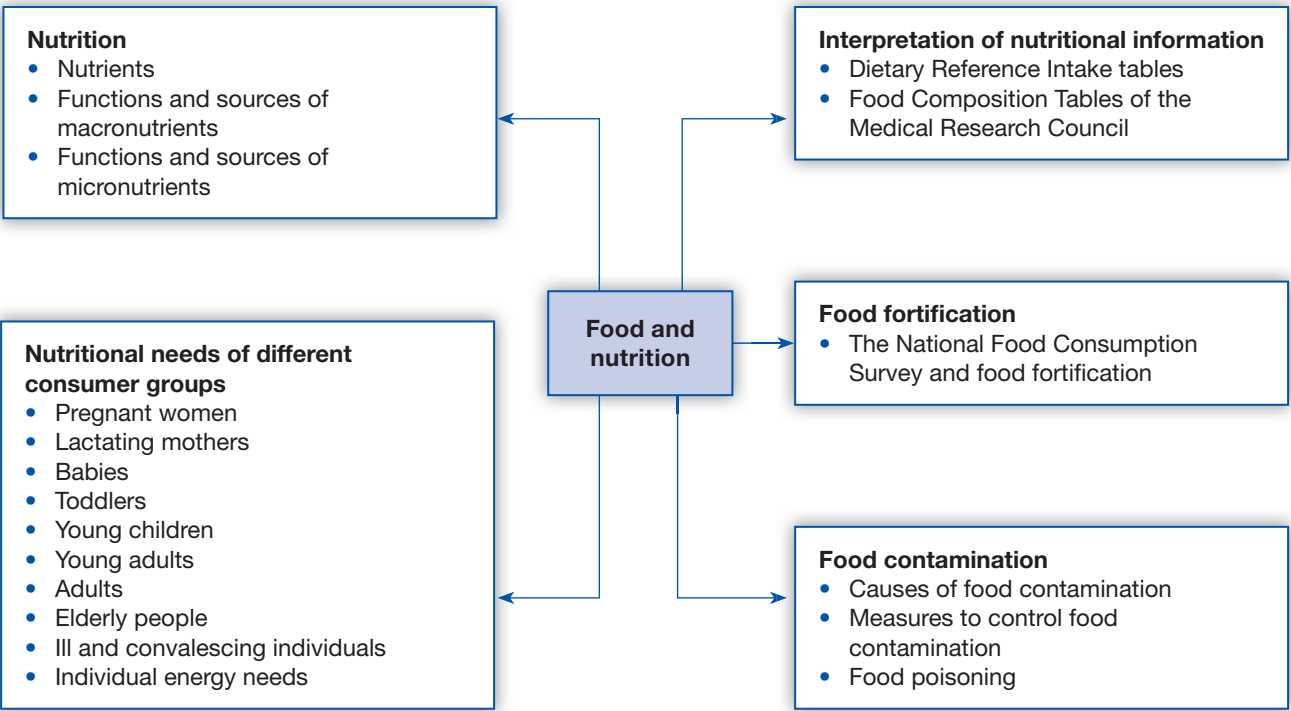
CHAPTER

2

Food and nutrition

This chapter looks at nutrients, the nutritional needs of different consumer groups, the interpretation of nutritional information, individual energy needs and food contamination. This information enables consumers to make wise food choices that will benefit their health and general well-being.

The mind map below outlines the content of this chapter in more detail.





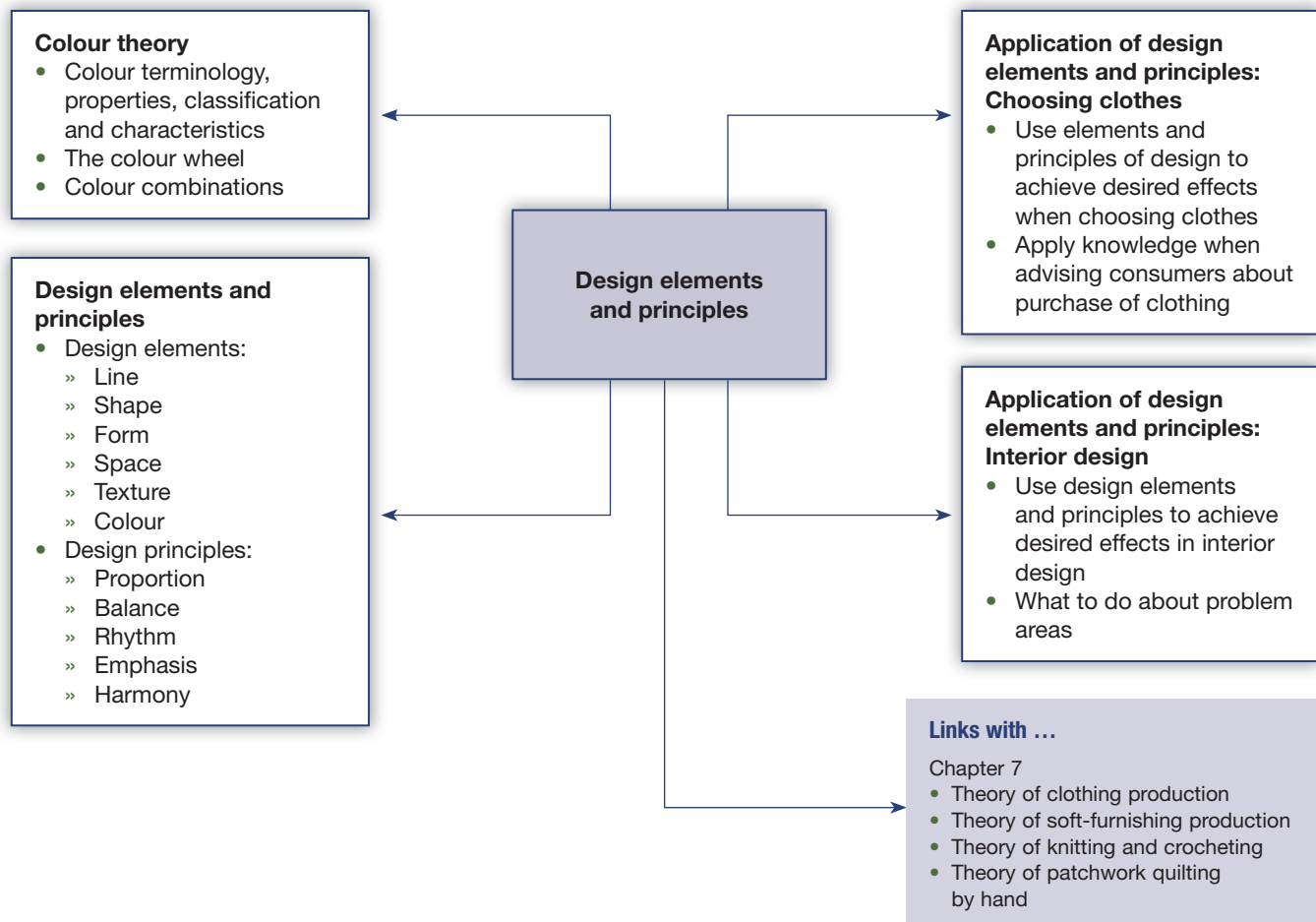
CHAPTER

3

Design elements and principles

Design is the focus of this chapter. We will look at the theory of colour as well as at elements and principles of design. We will consider how to apply what we have learnt when choosing clothing for ourselves and others, and furnishings for living and work spaces.

The mind map below outlines the content of this chapter in more detail.





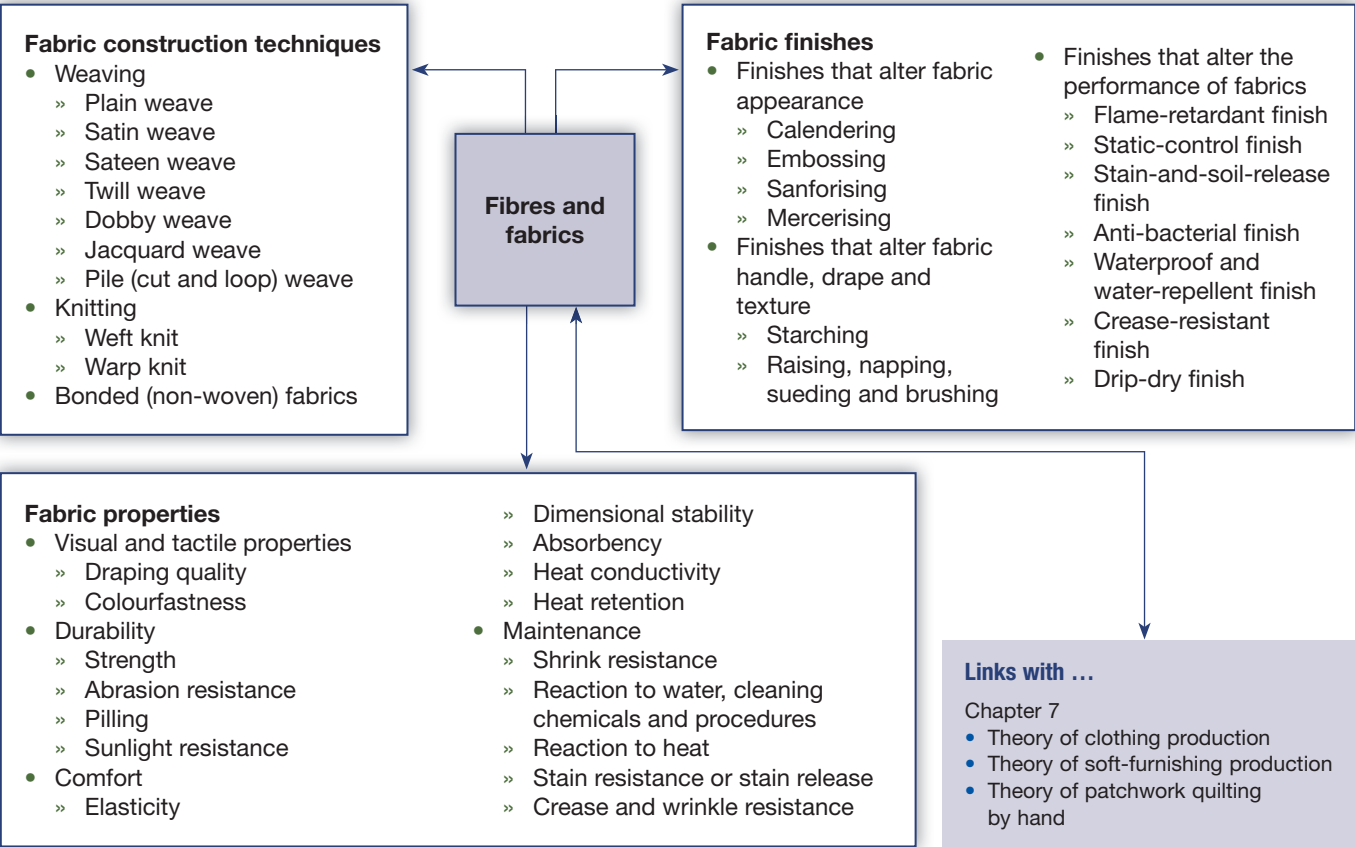
CHAPTER

4

Fibres and fabrics

In this chapter, you will find out how different fabrics are made. In Grade 10, you learnt about the properties of different textiles, but now you will find out about the properties of different fabrics. You will also study a range of fabric finishes that change the way a fabric reacts in special circumstances or under special conditions. This information is important when purchasing clothes or a soft-furnishing item, or when selecting fabric to make a garment or fabric décor item. It will also influence the way in which the article must be cared for, including whether it should be washed or dry-cleaned, if it can be tumble-dried or at what temperature it should be ironed.

The mind map below outlines the content of this chapter in more detail.





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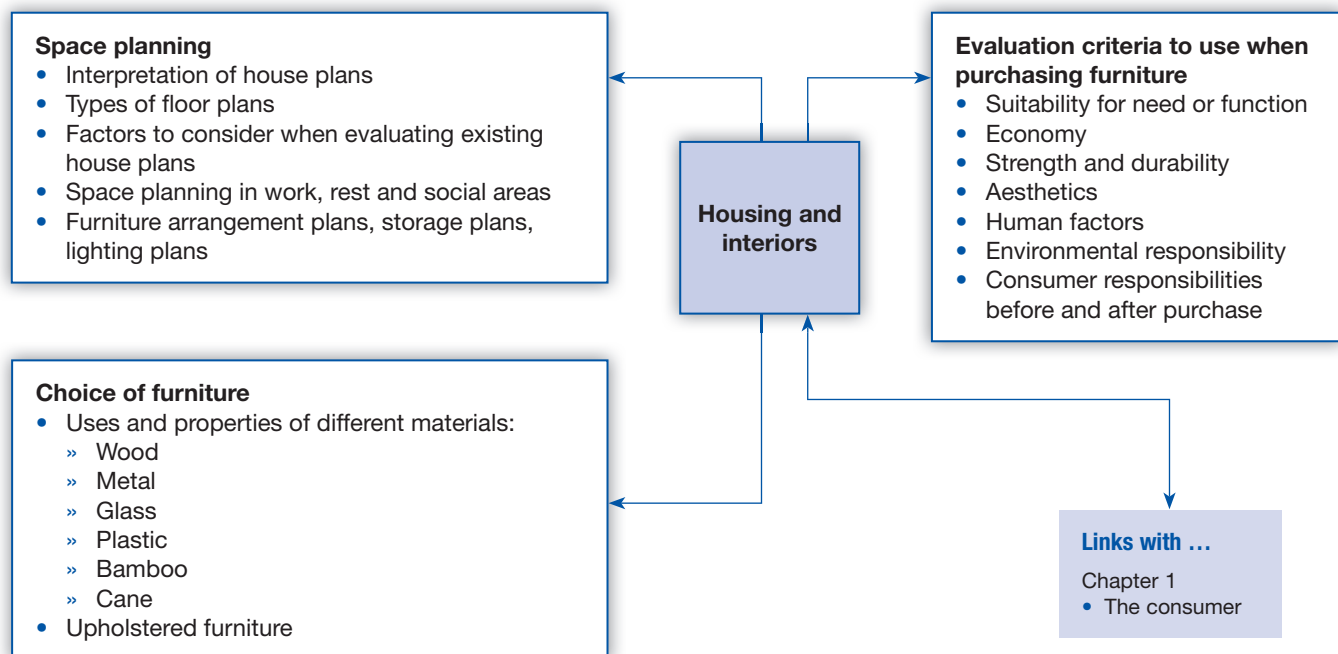
5

Housing and interiors

This chapter addresses various issues related to housing and interiors. You will learn about the different aspects to consider when planning how to use the space in a home. You will practise interpreting the symbols used in house plans. You will study the most common types of floor plans and think about factors to remember when evaluating existing house plans. You will find out how to plan the use of space in the home while considering functionality, safety and accessibility. You will learn how to draft a furniture arrangement plan, a storage plan and a lighting plan for a home.

You will study the uses and properties of different materials used for manufacturing furniture so that you can make an informed choice when selecting furniture. In addition, you will learn about some of the criteria that consumers can use to evaluate furniture when making purchasing decisions.

The mind map below outlines the content of this chapter in more detail.





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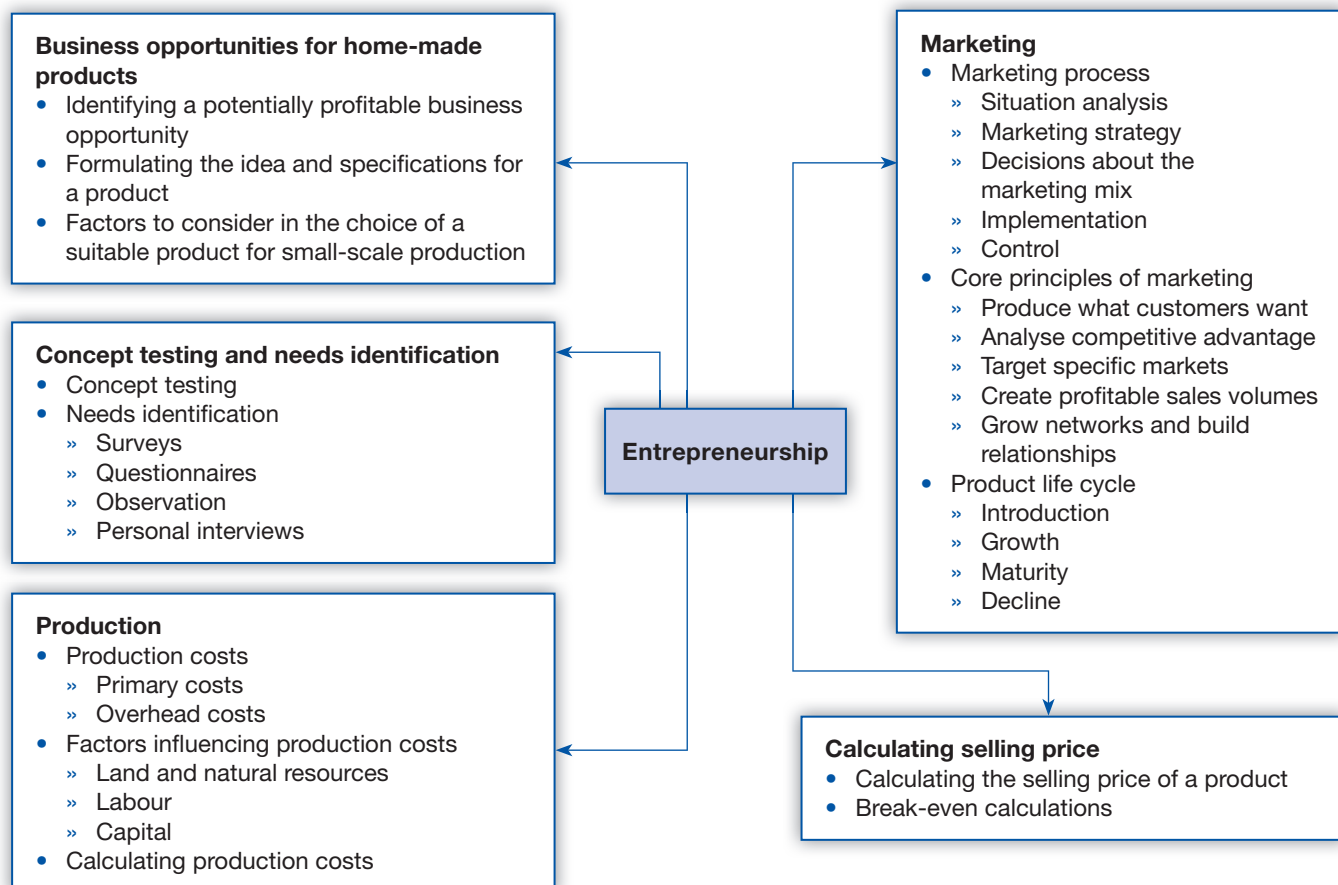
6

Entrepreneurship

In this chapter, you will learn how to determine whether a business idea has the potential to become a successful business opportunity. You will consider ways in which you can test whether a target market will purchase a specific product. You will also learn how to persuade members of your target market that your product will meet their needs.

In Grade 10, you learnt how to cost a product and draw up a shopping list. In this chapter, you will learn more about calculating production costs and you will study the factors that affect the costing of a product.

The mind map below outlines the content of this chapter in more detail.





CHAPTER

7

Theory of practical work in Consumer Studies

In Chapter 7, you will have the opportunity to put your theoretical knowledge to the test. You will build on your knowledge from Grade 10 by using advanced methods when doing practical work. The chapter includes the five options for practical work in Grade 11: the theory of food production (Unit 1), the theory of clothing and soft-furnishing production (Unit 2 and Unit 3), the theory of knitting and crocheting (Unit 4) and the theory of patchwork quilting by hand (Unit 5). Requirements for making quality products for small-scale production, which are relevant to all five options, are included in Unit 6.

The mind map below outlines the content of this chapter and shows how it links to the theory covered in the rest of the book.

