

SYMBOLISM OF THE FCS BODY OF KNOWLEDGE MODEL/GRAPHIC

The FCS Body of Knowledge model captures the framework through which family and consumer sciences (FCS) professionals communicate, research, and support individuals, families and communities. The new Family and Consumer Sciences (FCS) Body of Knowledge graphic conveys the philosophy and scope of the profession.

The FCS Body of Knowledge symbol is at the heart of the model. The head represents the collective understanding of the discipline. The hand holds up the FCS brand representing a community of individuals whose focus is human needs. Placing "Human Needs" at the center emphasizes that FCS is fundamentally about supporting and enhancing quality of life.

The inner ring displays the core principles of individual well-being, family resilience, and community vitality. These three interconnected areas show the balance and integration of the profession and reflect how individual, family, and community systems interact, strengthen one another, and adapt.

The outer ring displays the integrative elements of lifespan progression and human ecosystem which contribute to and serve as unifying frameworks to the core principles. Surrounding the core is the concept that FCS addresses all stages of life—from infancy through aging. It shows that needs evolve but remain connected throughout the human experience. This larger ring represents the interdependence and dynamic relationship between people and their environments—physical, social, cultural, and global. FCS professionals research and explore human ecosystems and lifespan progression to better understand the individuals, families, and communities they support.

On the left, the five influencing elements point to and gravitate toward the model's core. FCS seeks to understand and explore these elements which are continuously changing and challenging our understanding. These elements have a profound impact in assisting and supporting individuals and the families and communities within which they live.

1. Global Interdependence (globe icon) symbolizes the interconnectedness of people and nations.
2. Technology & Innovation (gear/circuit icon) emphasizes the role of progress, adaptation, and digital tools in improving life.
3. Capacity Building (puzzle piece icon) shows collaboration, education, and skill-building to empower people and communities.
4. Resource Development & Sustainability (growth chart with dollar icon) represents financial literacy, sustainable practices, and responsible use of resources.
5. Wellness (person with uplifted arms icon) symbolizes holistic well-being: physical, mental, emotional, and social health.

The colors in the new FCS Body of Knowledge graphic were selected to emphasize various aspects of the profession.

- Navy Blue – Represents trust, stability, and professionalism, and highlights the credibility and integrity of the profession.
- Tan/Beige/Gold – Symbolizes reliability, stability and a connection to the natural environment offering a grounding presence as the profession is rooted in theory and the work of FCS is resource-conscious.
- Burgundy/Maroon – Draws directly from the color of our academic discipline and conveys strength, passion, and commitment, while also making the five influencing elements visually distinct.
- Shades of Blue – Represent progression and balance across the individual, family, and community systems. The gradient shows the continuum of support FCS provides.
- White Space – Highlights clarity and openness, reinforcing accessibility and inclusivity in FCS.

Together, the color palette shows FCS as a trusted, passionate, and future-focused field that supports human needs within a global and sustainable context. The new design continues to symbolize the integrative, synergistic nature of the profession. The model addresses human needs within the context of families, communities, and ecosystems and bridges individual growth and collective sustainability. The model shows FCS as forward-looking, globally relevant, and grounded in real-world applications.