FASH A118: TREND FORECASTING

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	130300 - Fashion
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Studies the techniques and procedures for identifying and forecasting fashion trends and evaluates current trends found in lifestyles, business, ready-to-wear, and home fashion. Students will learn to recognize and analyze predictive lifestyle and business trends that affect retail merchandising and marketing decisions. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Analyze behavior trends in business, politics, and the economy as they relate to consumerism.
2. Identify, analyze, and evaluate current and predictive ready-to-wear (RTW) garment trends by quality and structure by color, fabrication, silhouette, and detail.
3. Compare and contrast current trends in clothing, accessories, hairstyles, makeup and adornment found in local target markets.

Course Objectives

- 1. Define a trend.
- 2. Recognize the components of a trend.
- 3. Identify the use of trend resources and predicatives in forecasting.
- 4. Demonstrate the skills to track trends and time lines.
- 5. Recognize the fashion cycles and understand the fashion cycle chart.
- 6. Differentiate consumer trends through evaluation of lifestyle and the economy.
- 7. Analyze a trend.
- 8. Define an item trend and a seasonal trend.
- 9. Evaluate current retail trends.
- 10. Evaluate current information and, using theories learned, develop a fashion trend for the future.
- 11. Identify trend forecasting services and materials by companies, online resources, and predictive periodicals.
- 12. Determine garment quality by construction techniques, treatments, care requirements and price.
- 13. Use the correct terminology to identify garment structure in the following areas: necklines, sleeves, pockets, hemlines, details, trims, and silhouettes.
- 14. Identify garment quality and structure of current and predictive ready-to-wear (RTW) trends.

Lecture Content

Introduction to Course What is a trend. Components of a trend Guidelines for homework assignment Fashion Forecasting Do products connect to trends. Emerging trends Student group work: determine several emerging trends Support emerging trends with current products/services Introduce 1st project: groups select a target market and photograph people wearing currently popular fashion (clothing, accessories, adornment). Compare differences in market areas with what is "hot" and "not" Research and Fashion Forecasting Fashion forecasting in textile and apparel industries Define fashion fads, trends, classics Discuss student examples (trend homework) Computer lab workshop. Introduce forecasting web sites and have students determine current trends in color, silhouette, and behavior. Guides to Forecasting in the Fashion Industry Students present 1st project Determine link between what is a current trend and what is next Beginnings of forecasting and timeline in fashion industry Shopper Group Concepts Define shopper concept group Differentiate among store, department, and merchandise classification Introduce 2nd project: Students in groups of two select a shopper group, store, department, and classification. They review and describe major trends currently in the market by researching merchandise in their selected store/department classification. Using predictive publications, forecasting web sites, and notes from guest speaker, they formulate their best prediction for one year in the future. This prediction (forecast) includes silhouettes, colors, fabrics, and details in their selected classification. Guest Speaker Guest spea ker from trend forecasting organization illustrates the process of determining what is relevant to future trends. Discussion/workshop for 2nd project. The Fashion Map Discuss color cycles; fashion cycle Computer lab: students research predictive resources for future season Project Presentations Students present 2nd project Class summary Garment Quality Construction techniques Garment care and treatments Quality in relation to price Price per wear of garments Garment structure Neckline treatments Sleeve treatments Pocket treatments Hemline treatments Silhouette types Trim and detail treatments Analysis and evaluation of ready-to-wear (RTW) garments Describe garment quality and structure of current trends Describe garment quality and structure of predictive trends

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, discussion, field trip, video, guest speakers, online-related sources

Reading Assignments

Assigned reading from the texts 1-2 hours per week.

Writing Assignments

Reading/writing assignments Homework and projects, both in written and oral form Objective questions, short-answer, essay quizzes including 2-3 hours per week of study.

Out-of-class Assignments

Students will research and create current and predictive trend projects. Students will do research and read periodicals related to tend forecasting. Out of class assignments and reading will be 2-3 hours per week.

Demonstration of Critical Thinking

Homework, quizzes, fashion projects, class participation

Required Writing, Problem Solving, Skills Demonstration

1.   Reading/writing assignments 2.   Present homework and projects, both in written and oral form 3.   Objective questions, short-answer, essay quizzes

Eligible Disciplines

Family and consumer and studies/home economics: Masters degree in family and consumer studies, life management/home economics, or home economics education OR bachelors degree in any of the above AND masters degree in child development, early childhood education, human development, gerontology, fashion, clothing and textiles, housing/interior design, foods/nutrition, or dietetics and food administration OR the equivalent. Masters degree required. Fashion and related technologies (merchandising, design, production): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Brannon, Evelyn L., and Lorynn Divita.. Fashion Forecasting., 5 ed. New York: Bloomsbury, 2019 2. Required Fashionary. Fashionpedia, 1 ed. Fashionary, 2017