

Module Specification

Module Summary Information

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| 1 | Module Title | Trend Forecasting |
| 2 | Module Credits | 20 |
| 3 | Module Level | 4 |
| 4 | Module Code | FAS4023 |

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| 5 | Module Overview |
| <p>Trend Forecasting is the identification of future concepts that drive what we will be doing and consuming in the future. The process is a vital tool to ensure products and creative concepts are launched at the right time, and marketed to the right consumer.</p> <p>This project is about understanding the process of trend forecasting, by identifying and selecting international key drivers and trend impacts that form the big idea. Then developing a visual aesthetic of what the trend will look like in your chosen market sector of the fashion industry, through developing a colour palette and visual theme with consideration to clothing shape, garment graphics, fabrics, styling and accessories.</p> <p>This will be presented across in a trend portfolio of 4 - 6 boards, where you will include a written trend introduction including reference to key drivers and trend impacts, conceptual imagery that introduces the visual aesthetic of the trend. With further pages to include a colour palette, shape and form, graphics, styling and details. All imagery will be fully Harvard referenced at the end of your document.</p> <p>You will hand in a physical trend boards physically presented, and a digital copy uploaded to Moodle.</p> | |

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| 6 | Indicative Content |
| <ul style="list-style-type: none"> • Key drivers • Trend impacts • Market sectors • Trend direction • Colour direction • Garment and fabric terminology • Research skills | |

| 7 | | Module Learning Outcomes |
|--------------------------------------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| On successful completion of the module, students will be able to: | | |
| | 1 | Select a range of international key drivers and trend impacts that will form the basis of your trend, and write this up in your trend synopsis. |
| | 2 | Visually translate what your trend will look like, through a range of primary and secondary research, which is fully Harvard referenced. |
| | 3 | Apply your visual research and trend aesthetic to your chosen market sector. |

| 8 | | Module Assessment | | |
|------------------|------------|-------------------|-----------|--|
| Learning Outcome | | | | |
| | Coursework | Exam | In-Person | |
| 1 | X | | | |
| 2 | X | | | |
| 3 | X | | | |

| 9 | | Breakdown Learning and Teaching Activities |
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| Learning Activities | Hours | |
| Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable | 36 | |
| Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE | 124 | |
| Private Study (PS) includes preparation for exams | 40 | |
| Total Study Hours: | 200 | |