



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: Trends Forecasting for the Fashion Industry

SRISA Course Number: BUSI 3101, FDES 3301

Maryville Course Number: HUM 231

Credit Hours: 3, Contact Hours: 90

1. COURSE DESCRIPTION

Students will study demographic, economic, social and historical forces and learn how to translate them in to fashion forecasts. The course will analyze the basic principles of current trends, fashion fairs, and textile districts. Particular attention will be given to the Italian Apparel Industry, understating its textile traditions and the most current clothing trends. Visits to forecasting bookstores, exhibitions, and fashion studios will be part of the learning process.

2. CONTENT INTRODUCTION

This course is designed to give a wide overview of trends forecasting and how they apply to the fashion industry. The class will explore fashion terminology and study the structure of the fashion industry. The course will also highlight how the fashion industry is related to cultures and lifestyles by analyzing how they are implicated in both past and present society. Students will learn the main techniques used in forecasting and be able to work on independent forecasting projects.

3. PREREQUISITES

None.

4. GOALS AND OBJECTIVES

- Identify the role of trend forecasting in the fashion industry
- Forecast future trends based on a systematic process
- Design and create trend tools to communicate the forecasted trend
- Demonstrate professional oral and written presentation skills
- Represent the importance of social media, online resources, retail analysis, popular culture, art history, & street style in the trend forecasting process project

5. REQUIRED TEXTBOOKS AND MATERIALS

FASHION TREND FORECASTING, 2017, by Gwyneth Holland, Rae Jones, Laurence King Publishing

FASHION FORECASTING, 4th edition, by Evelyn Brannon Lorynn Devita, Bloomsbury

Fashion Cultures Revised- Stella Bruzzi and Pamela Church Gibson

The Dynamics of fashion - 4th Edition, Elaine Stone , Bloomsbury

Equipment:

Laptop computer (with Photoshop/Illustrator software) , Notebook and pen, Sketchbook or Folder

6. GRADING POLICY AND EVALUATION PROCEDURES

Trend forecasting - Assignments/ Criteria for Assessment	
Assignments/Fieldwork	20%
Participation	10%
Lifestyle + Culture project	20%
Final Forecast project (group)	30%
Tests	20%
TOTAL	100%

Following **grading system** will be observed:

A	Excellent 4.0 (grade points awarded) 95% percentage of 100%
A-	3.7, (90% to 94%)
B+	3.3 (87% to 89%)
B	Above Average 3.0 (83% to 86%)
B-	2.7 (80% to 82%)
C+	2.3 (77% to 80%)
C	Average 2.0 (73% to 76%)
C-	1.7 (70% to 72%)
D	Below Average 1.0 (60% to 69%)
F	Failure 0.0 (59% and below)
W	Withdrawal 0.0

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. EXAMS

There are mid-term and final exams for this course. No make-ups are admitted for the exams and the dates of the exams cannot be changed for any reason. If a student is absent for the mid-term exam the final grade will be lowered by one full letter grade, if a student is absent for the final exam the final grade will be an "F".

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Excused absences require a doctor's note or a written note from the Director.
- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- Using your laptop or the computers in the lab is prohibited during class-time, unless it relates to a

class assignment.

- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

10. COURSE CALENDAR

Intro to trend forecasting
The changed landscape of the new millennium
Video : The Eye has to Travel

Assignment: Read The changed landscape of the new millennium

**Further reading :Popular culture and Forecasting*

Trends basics
The trend industry
Assignment: Read Ch 2 and 3 - Trend Basic and The trend industry

Special field trip to Milan Fashion Week (tbc)

The movement of fashion
Fashion leaders and follower
Theories of adoption
Assignment: Read ChThe movement of fashion

**Further reading : The direction of fashion change*

The cultural frame
Demographic : the youth revolution
Video : Vivienne Westwood

Fashion capitals
Video : Notes on Cities and Clothes by Wim Wenders

Assignment:Read Ch Urban Identity

Start mid-tam Project : Fashion Capitals forecasting research

Fashion bloggers and Street style phenomenon

Assignment:Read Ch Fashion bloggers and Street style phenomenon

Presentation of Mid-term projects
Review

Mid term exam: test

Break

Color Forecasting

Textile Forecasting

Visit Fashionroom bookstore (tbc)

Assignment: Read Ch Color Forecasting and Textile Forecasting

Assignment : Color research

Consumer Research

Sales Forecasting

Assignment: Read Ch Consumer Research and Sales Forecasting

Assignment : Customization Online

Trend Research & Trend Development

Video : Bill Cunningham New York

Assignment: Read Ch Trend Research and Trend Development

Assignment : Trend reports vs trend forecasting

Trend Presentation

Start Final Project : A personal trend forecast

Assignment: Read Ch: Trend Presentation

Trend practice

Assignment: Read Ch 7 Trends in Practice

Presentation of Final Project

Review

Final Exam: test

Student show

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.