

2012		1	
		3556	
/		05-08(501)	
E-Mail			
Home Page			
		Wednesday AM 10:00-PM 2:00	
Reseach and Design		Simon Seivewrigh Ava Publishing	
Texile and Fashion		Jenny Udale Ava Publishing	
The Fashion Desinger's Textile Directory		Gali Baugh Barron's Educational Series	
Visual Reseach Methods in Fashion		Julia Gaimster Berg Pubishers	
The Fundamentals of printed textle design		Alex Russell Ava Publishing	
group presentation 1		Presentation & submission of report 2010 04 12	
group presentation 2		Presentation & submission of report 2010 05 10	
individual presentation		Presentation & submission of report 2010 06 07	
final assessment		final report on individual design story 2010 06 14	
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<p>The aim of this class is to enhance the ability to analyze and understand a new trend in the textile market in order to make good use of given trend information in developing one's own design in accord with changing consumer attitudes and, by extension, to be able to forecast upcoming trends by means of market research and relevant data collection.</p>			
<p>The purpose of this course is to enhance ability to analyze design trends, include textile design, and cultivates the view to predict future trends.</p>			

Seminar / Research / Moodboard / Sketchbook / Group project & Presentation / Discussion	
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1	03/02~03/08	Introductory Meeting	A brief about the class & assessment			writing implements
2	03/09~03/15	The basics of Trend Forecasting	1) A fundamental concept of trend 2) Trend-spotting clues 3) Trend forecasting flow chart			writing implements
3	03/16~03/22	Where we can get the trend information	1) Trend forecasting companies 2) Trend fairs 3) Market research 4) Useful online sources		report on trend forecasting companies and fairs	writing implements
4	03/23~03/29	How to make use of information on trend	1) Understanding information from different sources 2) Reproducing integrated trend info.		To research and submit a report on 2011 F/W trend	writing implements
5	03/30~04/05	What is 'Research' ?	1.What's different between 'Primary Research' and 'Secondary Research' 2.Primary Research 3.Secondary Research		market research	writing implements
6	04/06~04/12	Research Project 1				
7	04/13~04/19	Research Project 2			Your own Research, Sketchbook, Scrapbook	writing implements
8	04/20~04/26	Mid-term Assessment	Group work		research on upcoming trends	
9	04/27~05/03	Research Project 3	Moodboard making		visual materials / board / scissors	
10	05/04~05/10	Presentation	An informal presentation on upcoming trends (general) & discussion		To select a theme for your own design story	
11	05/11~05/17	Individual project : design theme	discussion on each theme		To research on relevant colours to your theme	
12	05/18~05/24	Individual project : colours	discussion on trend colours		To source materials	writing implements / colour samples
13	05/25~05/31	Individual project : material	discussion on new materials		To collect pattern ideas	writing implements / material samples

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14	06/01 ~ 06/07	Individual project : patterns	discussion on new patterns		To make a trend board with previously researched info.	writing implements / pattern samples
15	06/08 ~ 06/14	Individual presentation	A formal presentation on your design concept based on trend research		To organize your design story by writing up a final report	
16	06/15 ~ 06/21	Final Assessment	submission of project outcomes			report