BUF 3100: OL57   TREND FORECASTING & SOCIAL
MEDIA Prerequisites: ARTH 1103, BUF 2400
Credits: 3

INSTRUCTOR: Dr. Alyssa Dana Adomaitis,
            Director of The Business and Technology of Fashion
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Students can send emails to faculty with salutation of: Dear Dr. Adomaitis

Meeting Date/ Time:
Room:

COURSE DESCRIPTION:
An overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Students will learn how to forecast future trends in color, fabric, silhouettes, and textures and how to incorporate their findings into a specific trend forecast and correlating merchandising plan inclusive of mood boards, flat sketches, and spec details. Students will also learn how to develop those ideas into a format that can be understood by pattern makers and other producers at the primary level of fashion.

LEARNING OUTCOMES:

Learning Outcomes	Assessment
Predict the direction of fashion change through analysis of multiple factors.	Class discussion, course assignments, midterm examination,& *Trend Forecasting Project*
Using knowledge of historical fashion cyclical phenomena, make reasonable predictions about upcoming fashion trends	Class discussion, course assignments & *Trend Forecasting Project*
Employ "diffusion of innovation" in order to predict fashion change.	Course homework & *Trend Forecasting Project/ Presentation/Field Trip*
Perform consumer research using social media, existing databases, timelines, current events and historical artifacts	Class discussion, midterm examination, *Trend Forecasting Project & Presentation*

Identify and employ a variety of research methods to help develop new fashion products and marketing initiatives.	Class Discussion, Library Research for *Trend Forecasting Project*
Generate a two-year forecast of upcoming fashion trends, including color, fabric, silhouette and texture.	*Trend Forecasting Project & Presentation*
Use social media to post trend forecasts to become a change agent	*Trend Forecasting Project & Presentation*

GENERAL EDUCATION LEARNING OUTCOMES

Learning Outcome	Assessment
Analyze nonverbal communication within dress and style and explain their meaning.	Class discussion, midterm examination, quizzes, homework, and *Trend Forecasting Project/Presentation*
Demonstrate an understanding of the similarities and differences of other cultures, people, and place as they impact strategic planning	Class discussions, exams, research & *Trend Forecasting Project*
Understand and appreciate the range of academic disciplines and their relationship to the fields of professional and applied study (Lifelong learning)	Class discussion, *Trend Forecasting Project & Presentation/Field Trip*

RECOMMENDED TEXTBOOK:

Brannon, E., L. (2010). *Fashion Forecasting: Third Edition*. New York: Fairchild Publications. ISBN# 978-56367-820-2. *This text is available in hard copy and as an e-text.*

Compliance with Federal Law: For information on the authors, titles, retail prices, ISBN numbers, and other details regarding the text books, please visit the college website at http://bookstore.citytech.cuny.edu

ASSESSMENT AND GRADING:

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are _____. A student's score is converted into a percentage and grade will be assigned using the scale listed below. *Excessive* absence/lateness can affect grade average by lowering it by 10%.

Grading Criteria

Participation	100 points
Quizzes/Homework(4)	100 points
Project	200 points
Midterm Exam	100 points

<u>Final Forecast Presentation</u>   200 points
TOTAL   **700 points**

Grade Scale

A	=	93 – 100
A-	=	90 – 92.9
B+	=	87 – 89.9
B	=	83 – 86.9
B-	=	80 – 82.9
C+	=	77 – 79.9
C	=	70 – 76.9
D	=	60 – 69.9
F	=	59.9 and below

Grading Criteria for all Work

1. *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
2. *Thoroughness* - Students must have covered all topic areas. Students should provide adequate coverage within each topic area.
3. *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.
4. *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advanced work and planning.

COURSE POLICIES AND PROCEDURES:
ATTENDANCE:

Class attendance is expected. Although students are graded on academic achievement and performance rather than on attendance per se, **there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.**

Students who are not present in class on the days of these assignments will <u>NOT</u> be given the opportunity to make-up these activities unless recognized by The New York City College of Technology. It is *recommended* that a student's personal appointments be scheduled at other than class times (this includes job interviews).

If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, <u>you</u> are responsible for the material covered. Please contact peers via

Blackboard. Should you need further explanation, please make an appointment to see me.

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course.

When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

ACADEMIC INTEGRITY:

The principles of academic integrity encompass simple standards of honesty and truth.   Each member of the College community has a responsibility to uphold the standards of the community and to take action when others violate them. *Faculty members have an obligation to educate students about the   standards of academic integrity and to report violations of these standards to the Office of Student Development and Campus Life. Students are responsible for knowing what the standards are and for adhering to them. Students also should bring any violations of which they are aware to the attention of their instructors. Any breach of academic integrity is a serious offense that may result in disciplinary consequences.*

Plagiarism is a violation of the integrity of the academic community. *Representing someone else's   work as one's own is a serious academic offense* and may result in failure, suspension, or dismissal.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code.

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited   to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

STUDENT CONDUCT:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, bus is not limited to:

1. *Use of or interruption by <u>any</u> electronic device, especially cell phones.*
2. *Talking amongst students or comments that are made to distract from the class.*
3. *Disrespectful comments to or about anyone or any group of people.*
4. *Food shall be permitted in the class unless it becomes a disruption to the classroom.*
5. *Do not attempt to discuss grades before, during or after class hours. Please make an office appointment for these discussions.*
6. *All rules of conduct in the Student Handbook apply.*

*Special Request***:**

As Fashion Marketing and Management students and instructors we should be proud and stand out in a crowd. Unfortunately not all fashions are tasteful. Please hold yourself to a higher standard.

INFORMATION LITERACY STATEMENT

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class. **If your electronic device audibly activates during class, you will be deducted 5 points from your final grade every time the cell phone rings or one is texting.** If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me *before* class of that situation.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when

determining your final grade. **Participation is 10% of your final grade**. **Coming to class is NOT participation. Please have your camera's on when participating in class.**

QUIZZES, EXAMINATIONS, AND GRADING:

In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class. Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes**. Students who miss any quiz for reasons that are recognized by City Tech (***e.g.*, documented family emergencies, documented illness and the like the day of absence or the very next class day sent to faculty)** need to contact the instructor prior to missing the quiz.

ASSIGNMENTS for HOMEWORKS and COURSEWORK:

All Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted**. Please make sure your assignments are printed prior coming to class. Leave early as trains are always late. Leave time for elevators. Assignments placed under the professor's door will *not* be accepted. It is the student's responsibility to submit their work on time.

All written work must be **word processed/typed** on standard size 8 1/2" by 11" white paper in Times New Roman 12 font with black ink. **All names must be typed on assignments to be accepted.**

SCHEDULE OF TOPICS:

DAY	TOPIC	ASSIGNMENT
1	Introduction Overview of Fashion Forecasting What is Fashion Forecasting? Fashion Direction Forecasting as a Career	Chapter 1
2	Introduction to Innovation Diffusion of Innovation Characteristics of Innovation The Consumer Adoption Process *Introduction to Stylesight/WGSN*	Chapter 2 Trend Assignment- Seasonal Forecast 1
3	Fashion Change Agents Influentials, Innovators, & Fashion Leaders Roger's Model of Innovation Bass Model & Modis' Model	

4	Evolution of a Fashion Trend Consumer Segmentation *Presentation by LIBRARIAN* *APA and research tools*	Introduction to Fashion Forecasting Project
5	Fashion Movement Theories of Fashion Fashion Pendulum, Fashion Cycles & Wave Dynamics	Chapter 3
6	Cultural Indicators Long-Term Forecasting	Chapter 4
7	*Discussion of Cultural Articles (News)* Chaos Theory Self-Organizing Systems	Select cultural articles from the news
8	Forecasting project overview and discussion Midterm Examination	Three Trends Complete w/ Write-up & Illustrations
9	Color Forecasting Color Marketing & Color Psychology *Paris-Eco Thread Co.* *Cotton Incorporated Forecast Book*	Chapter 5 Personal Color swatches
10	Textile Development Sources of Innovation & Textile Development Trade Organization & Fabric Councils *Online Assignment* *Fashion Forecasting sketches & timelines*	Chapter 6
11	Design Concepts and Style Directions	Chapter 7
12	Consumer research Sales Forecasting	Chapter 8, 9
13	Competitive Analysis **Presenting the Forecast**	Chapter 10, 11

14	***Fashion Forecast Presentations***	
15	Final Review and Exam ***FINAL EXAMINATION***	

BIBLIOGRAPHY:

Assael, H. *Consumer Behavior: A Strategic Approach*. Boston: Houghton Mifflin, 2004

Brannon, E. *Fashion Forecasting*, 2nd ed. NY: Fairchild Publications, 2005.

Crane, Diana. *Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing*. Chicago: U of Chicago Press, 2000.

Fehrman, K. *Color: The Secret Influence*. Upper Saddle River, NJ: Prentice Hall, 2004.

Feisner, E. A. *Color Studies*. NY Fairchild Publications, 2006.

Keiser, S. J. *Beyond Design: The Synergy of Apparel Product Development*. NY: Fairchild Publications, 2003.

Lieberson, S. *Matter of Taste: How Names, Fashions, and Culture Change*. New Haven: Yale University Press, 2000.

Stone, E. *The Dynamics of Fashion*, 2nd ed. NY: Fairchild Publications, 2003.

Web Sites:

Fashion Trend Setter, The online fashion forecasting, trend reporting & news E-zine, http://www.fashiontrendsetter.com/

Material Connexion, A good source for information about new and innovative materials, http://www.materialconnexion.com/pa1.asp

Trend Watching, 8,000+ trend spotters scan the globe for emerging consumer trends. http://trendwatching.com/

TREND FORECASTING PROJECT

YOU WILL BE PRESENTING IN FRONT OF A FASHION FORECASTING FIRM FOR FINAL EVALUATION

Part 1: Developing Trend Reports

You are assigned to a team to develop a two-year fashion forecast for a major fashion forecasting company. This report will focus on one category (for example: men's, women's, children) and one type of fashion product (trench coat, day dress, etc.). From this your team will select and analyze five different trends.

Research

Fashion forecasting is a visual and process, and relies on intuition as much as quantitative analysis. Sources for your research will include trade publications (such as *Women's Wear Daily*, *DNR*, and *Accessories*) and consumer publications (such as *Vogue*, *In Styles*, *People*). European style is important. Look for international online sources such as www.thelondontimes.com, www.parismatch.com, www.internationalheraldtribune.com, www.instyle.com, and www.style.com. Perform your own first hand research: to visit stores, walk the streets, and look around you at what is currently popular: "people watching" will provide great intuition.

- Identify the basic facts about each trend by using information from past forecasts.
- Research fashion trends from a variety of online and paper sources.
- Explain the trend's appeal to the specific target market.
- Complete a VALS (Values Attitudes and Lifestyles Survey).
- Perform a Market Segmentation Analysis, evaluating geographic, demographic, psychographic and behavioralistic factors.

Evaluation of the Research

- What are the changes?
- What are causes of change (new trend)?
- What are the cultural factors they may have caused change? (economy, war, royalty, death, rise of a celebrity)
- Is this a new or repeating trend?

Generating the Forecast

- Determine the differences in fabric, styling, color, fit and silhouette.
- Determine the factors likely to affect trends in the future.
    - Why will this trend change in the future?
    - How will the trend in 2 years from now? What are the differences?
- Apply forecasting techniques, paying attention to issues of accuracy and reliability.
- Make sure to use correct forecasting terminology such as *pendulum swing, cycles, waves, innovators.*

You will research each trend using the above steps. Reading trade and consumer publications can accomplish this. Popular culture and fashion websites will also be helpful.   In addition, observation will be done by visiting stores to see how the trend is being merchandised. It will be important to observe how consumers are interpreting the trend.

Assembling the Report

Each trend will be presented in a book format (bind it as a real book). Each forecast should include the following

- Create a name for the trend that is descriptive and evocative.
- Create a narrative that tells the story in an exciting way (see www.fashiontrendsetter.com).
- Current Trend Research
- Trend Report (5 pages: 1 for each trend forecast) - Write a descriptive page outlining the importance of the trend and the direction it is taking.
- Sketch of trend for 2 years from now.
- Proposed colors for the season. (Provide paint swatches, but create color names.)
- Proposed fabrics for the season. (Provide fabric swatches.)

Formatting

- The trend research should be at least 15-20 pages
- Use Times New Roman 12 point font; Black ink only
- The proposed sketch and trend story should be on the same page
- Consider a foldout to group story, sketch, color and swatches per trend
- APA and in-text citation is a must for a grade
- Target Audience must be established
- Letter from Editor about fashion forecast

PART II – FINAL ORAL PRESENTATION

In addition to the book, the project will be presented orally to the class. Provide visual displays (such as PowerPoint, trend boards, or online presentation) to enhance the presentation.   APA and in-text citation must be correct for a grade. All visuals must be appropriately cited for a grade. Always refer to Purdue Owl for guidance for all APA in-text citations and references.