



TREND FORECASTING

Trend Forecasting is one of the most interesting areas of the fashion industry. In this course we will teach you to understand principal trends, to recognise them, to create a collection planning starting by a specific theme.

Objective of Instruction

The *Mood & Fashion Trend Forecasting* Course will allow students to learn how to plan a product in relation to current trends. From colours to fabrics to silhouettes and the target concepts in relation to the fashion trends. The course requires students to become familiar with Photoshop and internet researching trends. Students will collect information through internet, to make mood boards and written brief, to demonstrate their own interpretations of a theme and/or trend.

Program

The course is gaining by a theoretical part - in which students will have to analyse colour, pattern, fabrics... but also the season trend, to make street market research, to get inspiration by conceptual design - and a practical part, as going around in Milan to make a fashion windows research, but also create, by Photoshop, a collection planning, study how to formulate a virtual restyling, up to achieve a professional portfolio.

Some topics

Theory	Practice (Exercise)
- Color analysis	- Fashion Windows Research
- Patter & Fabrics Knowledge	- Collection Planning
- Season Trend Analysis	- Virtual Restyling
- Conceptual Design Research	
- City/Market Research	- Create your own Portfolio

(Go on page 3 for the complete topics list)

Course Learning Outcomes

- Use of Adobe Photoshop;
- Learn fashion collection planning;
- Gain ability to communicate new trends in a visual way;
- Become trend conscious of style all over the world;
- During the course the student will create a book which can be used in a professional way as a Personal Portfolio presentation work.

Career Outlet

The Trend Forecasting is a relatively new profession: generally the forecaster works with agencies in forecasting and as a consultant.

More and more companies, not only give a value to Forecaster's data, but they need these data to stay competitive in the increasingly complex world of fashion.

Level

Beginners

Material

Notebook, Memory Stick, Photoshop (it's possible downloading the 30 days trial version in the following link : www.adobe.com)

Age of student

Courses are open, so everyone can attend our courses. But minors must send parents' permission.

Available Schedule Duration

Daytime 1 month, Full-Time: 4 days a week (Monday to Thursday)

Daytime 1 month, Part-Time: 4 days a week morning or afternoon (Monday to Thursday) - introduction course.

Daytime 2 weeks, Full-Time: 4 days a week (Monday to Thursday) - introduction course.

The course begins each Monday.

To enroll is necessary for students to send an Application Form, available on the web site.

There are two different kind of Application Form, depending the period that you attend the course (Ordinary or Holiday Period).

The course is available either in Italian, English, or in Spanish (documents are only in English).

Course's certificate

At the end of the course, students will receive the Certificate of Study issued by the private school of Milan Fashion Campus after the ending of the course.



Milan Fashion Campus

Via Giuseppe Broggi, 7- 20129 Milano

Ph. + 39 02.6822730

Fax. 02.700445714

E-Mail: info@fashioncampus.it

Web Site: www.milanfashioncampus.it

Milan Fashion Campus

	COURSE	NOTES
T h e o r y	- <u>Color analysis</u>	Season trend analysis color
	- <u>Patterns & Fabrics Knowledge</u>	Get knowledge about principal pattern and fabrics to recognise trends
	- <u>Season Trend Analysis</u>	Analyse the trend of the season (key features, key siluhettes, key items...)
	- <u>Conceptual Design Research</u>	Get inspiration by art and design
	- <u>City/Market Research</u>	Get knowledge about contemporary trend by a street market research
P r a c t i c e	- <u>Fashion Windows Research</u>	Go around in Milan to have a look to the fashion window' s most famous maison in the world
	- <u>Collection Planning</u>	Create a collection starting by a given season, target and mood
	- <u>Virtual Restyling</u>	Select items for creating a new one (by Photoshop)
	- <u>Create your own Portfolio</u>	