Bulletin Description: The study of and processes of identifying sociocultural indicators, past and present trends, and methods of determining future trends in fashion and related industries. Lecture/discussion, real world applications and a trend forecasting project are used to illustrate this segment of the fashion business.

OUTCOMES

1. Trend forecast with proficiency
2. Construct professional presentation boards
3. Research trends and use critical thinking to determine future direction in fashion and the related industries.
4. Identify and analyze new forecasting trends from publications and cultural events.
5. Communicate ideas clearly in both written and oral form.
6. Work collaboratively as part of an organization
7. Understand and adhere to deadlines
8. Use computer technology in creation of forecasts and boards

A. RESOURCES
4. Fashion snoops Trend Software and App (KCC Grant Award)

B. METHODS OF INSTRUCTION
1. Lectures, Real-Life Situations That Call Upon Students to Formulate a Response, Trend Forecasting Project.

C. Evaluations: Weekly assignments and Discussions 10%, Tests 20%, Final 40%; end-term project and presentation, 30%.

D. TRANSFERABILITY: FIT, LIM, NYCity Tech

E. Notes:
1. Plagiarism – You will find KCC’s Academic Integrity Policy at www.kingsborough.edu.
   Plagiarism is the intentional use of another’s intellectual creations(s) without attribution. Determination and penalty ranging from grade reduction to course failure is at the sole discretion of the faculty member.
2. Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion or ability will not be tolerated.
3. Access-Ability Services (D205, 718 368-5175) provides appropriated accommodations and assistance to students with disabilities. Please contact them if needed.
Week of September 12:
Introduction to Forecasting and The Outline for the end of term project (Due date to be announced)
Assignment: 1. What is pop culture and how does it influence fashion? 2. What is the purpose of fashion forecasting?

Week of September 19:
Innovation and Novelty

ASSIGNMENT: 1. What is the difference in the customers we call the “Innovators” and those we call the “Majority”? 2. How important is innovation in fashion?

Week of September 26
Fashion Forecasting Theories

Assignment: 1. Of the three fashion movement theories, which one makes most sense in our modern world? 2. What is a knockoff and how important are they to fashion? 3. What are the characteristics of a trend creator? Can you name one person who deserves this tag?

Week of October 3
Modern Fashion Methods

Assignment: 1. Why was Louis XIV important to the creation of the couture? 2. What is the difference between a Macro Trend and a Micro Trend? 3. Who are some of the most influential trend-setting groups?

Week of October 10
Review and Test 1 (Chapters 1-2-3-4)

Week of October 17
Fashion Eras

Assignment: 1. Why is recycling of fashion ideas part of Historic continuity? 2. In 1973 What did Laver’s Law establish? 3. How can a fashion era be characterized? Please mention one example. 4. Please mention one example of what the direction fashion change depends on?
Week of October 24

World Cultures

Assignment: 1. What is the difference between couture and ready-to-wear? 2. What is a trade show? 3. Why is the direct link to fashion in most large cities found in the neighborhoods? 4. What is the purpose of a showroom? 5. Why do couture lines traditionally lose money?

Week of October 31

Subcultures.

Assignment: 1. What is a subculture? 2. What is street fashion and how influential is it? 3. What is a Style Tribe? Mention one and describe what is their uniform and what it means?

Week of November 7

Artistic and Pop Culture


Week of November 14

Review and Test 2 (Chapters 5-6-7-8)

Week of November 21

Color and Textile Forecasting

Assignment: 1. Go to Pantone.com and Premierevision.com. What is their forecasting specialty and what is their role in the industry? 2. What are the forecasting colors for S/S 2023? 3. What are some of the clues in predicting color?

Week of November 28

Inspiration, Theme and Mood

Assignment: 1. Why do you think that core concepts have remained as a source of inspiration for decades? 2. What is the Avant-Garde aesthetic style? 3. What are some of the assurances that consumers need before they embrace a new style?

Week of December 5

Review for Final