



SUMMER

SCHOOL

advanced



Fashion Trends Investigation

TECHNICAL FILE

Summer Fashion Trends Investigation from Coolhunting to Forecasting – 13th edition

Credits: 10.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

Language: English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English or Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

Unlocking IED Barcelona, welcome activity for international students:
June 28th 2019 (optional attendance).

Duration: 1st to 26th July 2019.

Timetable: Monday to Friday from 9.30 am to 2.30 pm.
July 26th afternoon: Diploma award ceremony.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

PRESENTATION

Fashion Trends Investigation is a one-month intensive Summer Course that leads students through the fascinating field of trends research.

Taught in the microcosm of creativity that is the IED campus and around Barcelona's hubs of culture, design and research: Fashion Trends Investigation is a course that teaches students to observe the early signs of change and gather key insights from innovators and influencers in order to identify what is new and next.

Professionals with extensive experience in the fields of trends, fashion and the creative industries will introduce students to their captivating lines of work and aid them in forming a picture of the near term future via lectures and creative sessions.

Online and offline activities, theory, tools and methods taught, provide students with the framework needed to hone their own intuition in detecting the early signs of change and demonstrate their learnings with trend based reports.

GENERAL COURSE OBJECTIVES

- To promote an understanding of the role of trends in the fashion industry.
- To teach a holistic understanding of trends investigation as a discipline and an industry.
- To deliver broad knowledge of how macro and micro trends work and how designers and brands use trends to innovate.
- To teach the ability to inspire and inform with trends via best practices and tools commonly used in the trends forecasting industry.
- To hone cultural awareness and intuition.

IED MASTER BARCELONA METHODOLOGY

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training program is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

SPECIFIC COURSE METHODOLOGY

In the first two weeks' class exercises teach the techniques of on and off-line evidence gathering which are used to create an unfiltered picture of what students have discovered, known as an Evidence Wall. As the course progresses analytical tools, that allow students to hone their intuition and filter their findings highlight the more concrete and specific signals affecting certain aspects of culture, design and society. Then emphasis is put on learning the skills and best practices of oral, visual and written trend reports so students can confidently present their final work.

STUDENT PROFILE

This summer course is directed towards people who want to confront and investigate the field of new trends. The course is also oriented to those, who for professional reasons, need to focus and specialize in order to confront a rapidly competitive and changing market sector.

CAREER OPPORTUNITIES

Depending on each student's profile and prior experience, possible career positions on graduation include:

- Freelancers as consultants.
- Work in multidisciplinary teams.

SKILLS ACQUIRED

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

IED MASTER BARCELONA GENERAL SKILLS

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

SPECIFIC COURSE SKILLS

- Understanding of trend terminologies and theory.
- Understanding of the tools and methods used in primary and secondary trends research.
- Understanding of trends and their role in innovation and future thinking.
- Understanding of the function and purpose of trend investigation agencies.
- Understanding of the fashion cycle and fashion trend history.
- Ability to spot, converse and gain understanding and insights from early adopters, influencers/tastemakers and innovators.
- Ability to detect weak signals and micro trends via primary and secondary research.
- Ability to analyse and build trend scenarios.
- Ability to present findings in a professional, dynamic and unbiased way via written, oral and visual reports.

PROGRAM

CULTURAL AREA

20th Century Icons of Cool

A two-part class that looks at the lasting influence of trends throughout the 20th century brought to us via celluloid. Students will be expected to document sightings of historic trends and note their influence on current social, cultural and design trends in this module. This classic accompanied by a trip to the Design Hub Barcelona's Dressing the Body exhibit.

THEORY and PRACTICAL APPLICATION

Introduction to Trends Investigation

Overview of what trends investigation represents in today's society and market. We discuss the terminologies and methodologies of trends and the tools needed to be a successful investigator. A general overview of the micro, macro and megatrends that currently surround the area of fashion are discussed in this module.

Abstracting and Core concepts

This tutorial aims to assist students in verbalizing the trends they are researching with advanced vocabulary, concepts and terminologies that are used frequently in the design and trends industry. Taught both online with IED access to the WGSN network and in field research excursions.

Evidence walls, Cartograms and Trendboards

These classes form the basis of the core student project. A brief will be given; a wall of evidence will be gathered leading to a cartogram, a tool for outlining the most interesting emerging weak signals leading to a triangulation of findings. Visualization methods and theory will be taught and practiced and a final trendboard will be created highlighting the key colors, silhouettes, materials, related products and people that propel the trend forward.

Diffusion theory & Tastemaker research

How do trends spread, who are the people responsible for creating, manipulating and spreading trends? Tastemaker research, paired with on and off-line detection methods, creates a holistic picture allowing us to predict what is next on the horizon.

Desk based Research Methods

In these workshops, students will be lead through desk-based research methods key to conducting robust trends investigations. In-class exercises will teach new skills, as well as generate research that can be used in the students' final projects.

Presentation skills

Skills for dynamic and confident verbal and visual presentations are learned and practiced.

ANALYSIS

Pattern Recognition and Forming Robust Trend Insights

Clients of trends specialists expect their statements on current and future trends to hold true. How do trends specialists stand behind their recommendations? Through a series of lectures and hands-on activities with trend agencies, key methodologies will be examined that will add validity and confidence to work done in-class, as well as in the professional environment.

Anatomy of a trend report and referencing

An analysis of the key components of any trend report, including content, presentation strategy, images and/or video, and referencing. A variety of presentation strategies will be examined, emphasizing both the expectations for the course project and expectations of the professional trends specialist.

INVESTIGATION TECHNIQUES

Field Research: Trend hunting tours

Students are guided through the city and daily tasks and challenges aimed at honing their intuition while conducting field research and learning how to report their findings.

Field Research and Evidence Gathering: Gracia, El Raval, El Gótico.

Tastemakers tour: El Born.

Atelier Tours: Gracia/Eixample.

In store abstracting for microtrends Eixample.

Design research excursions and workshops

Design Hub visits:

Dressing the Body, Materfad: center for investigation of Advanced Materials.

Resource center: trend forecasting research materials, the latest design publications observation and note taking.

IACC Fab Lab and center for advanced textile and fashion development

In addition to providing core classes we rely upon our nexus of global future thinkers to share their expertise with informative and inspirational sessions whose topics may include:

- The Power of Creativity: Youth Trends and Internet Age Media.
- Social Subcultures and Future Scenarios.
- Social Media, Street Fashion and Coolhunting.
- The Future of Fashion related to Technology and Sustainability.
- Design Thinking and User Research.
- Consumer Research and Building a Trends Canvas.
- Fashion Communication and Branding Trends.
- Fast vs Responsible Fashion Trends.
- New Luxury Trends.
- Colour Forecasting.

PROJECT WORK

All lectures have practical applications and will be incorporated into the final project or an in-module investigation or mini-project/presentation.

Briefing of the project

The course includes both “indoor” and “outdoor” work. The Outdoor portion consists of the students observing and gathering information on specific trends and how they affect society as seen around Barcelona, in stores, cafes, clubs and more. Indoor work consists of media investigation, analyzing information gathered, brainstorming and presenting the trends in visual and written form. Students will keep a visual and written diary individually. For the final projects students will receive a brief and work in groups to complete it. Each group will be expected to gather, filter and present information in multimedia formats at the end of the course. During the course student’s work will be discussed and analyzed continually, tutoring and workshops will assist students in learning the tools and methods needed to complete the briefing.

COORDINATOR

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

CHRISTINA BIFANO

Design and trends researcher, educator, textile designer and fashion historian with a passion for combining all interests into one. Christina has been coordinating and teaching trends investigation and textile/fashion related courses in Barcelona for the past 10 years.

During her 11 years in Barcelona she has provided insight and inspiration reports ranging from fashion to food to international and local clients. She focuses on both online and offline research techniques, and currently enjoys collaborating with Antique & Boutiques as a local trend tour guide. Her background is in textile/surface design, fashion and interior design research and vintage curation. She has worked for large brands and small design studios alike including: JB Martin, Co. Inc., Nautica Int'l. Inc., Milkprint Studios (NYC), Colette&Blue (PA), Cahier and Coloroom/Double G (BCN). She is proud editor of Roadtrip to Innovation and Digital Natives/Get Ready! both by Delia Dumitrescu. Christina holds degrees in Textile/Surface Design from FIT in New York and Accademia Italiana Moda in Florence, Italy. <http://about.me/christinabifano/#>

TEACHING STAFF

The teaching staff comprises sector professionals from various leading fields, including:

GUDY HERDER

Trend expert, international speaker and consultant specialized in interior design & lifestyle with a retail background in fashion and luxury. Founder and editor of the blog Eclectic Trends, and produces online and offsite mood board masterclasses. Holding a train-the-trainer certificate, Gudy guides creative sessions involving product & sales departments where trends are structured on mood boards. As a result, participants get an in-depth understanding of that precise innovate style or trend feeling much more confident when having to present novelties themselves and develop new product lines.

www.eclectictrends.com/profile-gudy-herder

MAYA MCCARTHY

Stemming from a diverse and rich european heritage and multicultural background, a growing passion towards the artistic world and industry lead a clear path towards working in the creative field. Discovering different possibilities in the area of design, from fashion designing (concept development) trend forecasting, to styling and interior design. Currently forms part of the commission of the Barcelona Fashion Film Festival as well as focusing on applying these skills to build future illusions in younger generations and different market segments.

www.linkedin.com/in/maya-mccarthy-39226486

GERALDINE WHARRY

Fashion designer and trend forecaster has led her to collaborate across the style industry in fashion, beauty, interiors, electronics, technology and retail. She has a record of accurately predicting trends through an unwavering ability to research and define what's new. This has helped clients with successful market strategy, trend foresight and best selling fashion designs. Her forecasts promote innovation and unlock creative opportunities, blending visionary thinking with pragmatic direction. She also works as an advisor, offering specific solutions in regards to future trends and brand strategy. She shares her knowledge during lectures, seminars and individual consultations.

www.geraldinewharry.com

JOHN V. WILLSHIRE

Founder of Smithery, a strategic design unit based in London. Since forming in 2011 they have been on mission to help companies make things people want, rather than make people want things. One of the tools designed for this approach, Artefact Cards, have grown to become a successful range of different creative tools for ideas practitioners and companies across the globe. The beneficiaries of this approach include LEGO, BBC, Konica Minolta, Experian, the British Council, The Science Museum, Vodafone, Lloyds Bank, Google, Carlsberg, University of Glasgow, University of Stirling, the FSA and the V&A. John also teaches these methods at further education establishments such IED in Barcelona and the Saïd Business School, Oxford, as well as delivering keynotes at various conferences around Europe like dConstruct, Webdagene and The Conference. Previously, John was Chief Innovation Officer at PHD Media in London.

TESTIMONIALS

“Ha sido la mejor experiencia académica de mi vida. Cada día de clase era apasionante e inspirador. Lo recomiendo a cualquier persona que sea curiosa y esté interesada en arte, diseño, innovación y creatividad en todas sus vertientes. Te abre la mente y te agudiza los sentidos, aportándote una capacidad de análisis crucial para entender cómo funciona nuestra sociedad y predecir hacia dónde se encamina”. Lucia Ortiz, España, Summer 2016.

“The course was much more than I expected. It transformed my mindset - the way I view the world. Trend researching requires a much deeper level of understanding than just looking at runways and spotting patterns, and throughout the weeks of the course I definitely acquired the necessary tools to then develop my own research strategies”. Camila Straschnoy, Florida, Summer 2016.

RELATED COURSES

Summer Future Materials in Fashion: Lifestyle, Trends and Design.
Summer Moda Sostenible.
Postgraduate Trends Research.
Postgraduate Design for Innovation Strategy.
RSP Fashion Management.

GENERAL ENTRY REQUIREMENTS

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Professional experience related to the course area/subject.
- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the course.
- CV in the language of the course specifying languages level and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

ADDITIONAL COSTS

All additional costs will be paid by the student (project specific material, cardboard, printing...).

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SUM- MER

COURSES

Innovation and Future Thinking
Design Thinking for Business Transformation
Design Thinking and Co-Creation
Service Design for Innovation
Future Materials in Fashion: Lifestyle, Trends and Design
Fashion Product Management
Moda Sostenible

Diseño de Interiores Comerciales: Gastronomía y Retail
Rural Design
Packaging Design
Diseño de Mobiliario
Diseño de Producto Deportivo
Beachwear Design
Estampación de Moda
Fashion Trends Investigation

Decoración y Estilismo de Interiores
Global Design
Diseño Gráfico
Creative Illustration
Social Media Management
Diseño de Joyas
Experimental Jewellery Design
Marketing de la Moda
Visual Merchandising
Asesoría de Imagen y Personal Shopper
Fashion Styling
Fotografía de Moda
Graphic Design for Brand
Fashion Design Research

Global Design Junior
Diseño de Moda Junior
Fashion Design Junior
Ilustración y Animación Creativa Junior