



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Textile Design)

Subject Code : 10130406

Subject Name : Trend & Forecasting

| | |
|--------------------------|---------|
| WEF Academic Year : | 2024-25 |
| Semester : | 3 |
| Category of the Course : | Core |

| | |
|-----------------------|---|
| Prerequisite : | |
| Rationale : | Substantiate and apply appropriate research methodologies to identify and analyze alternative research sources for identifying global trend directions. |

Course Scheme :

| Teaching Scheme | | | Total Credits | Assessment Pattern and Marks | | | | Total Marks |
|-----------------|---|----|---------------|------------------------------|-------|-----------|--------|-------------|
| L | T | PR | C | Theory | | Practical | | |
| | | | | ESE (E) | PA(M) | ESE (V) | PA (I) | |
| 0 | 0 | 4 | 2 | 0 | 30 | 50 | 20 | 100 |

Course Content:

| Sr. No. | Course Content | No. of Hours | % of Weightage |
|---------|--|--------------|----------------|
| 01 | Unit 1 Introduction to the world of Fashion, the structure of the Industry; The terminologies of Fashion: Style, Fashion, Design, Silhouette, Haute Couture, Ready-to-Wear; The Fashion Cycle and its stages. Long-run and Short-run Fashions. | 18 | 32 |
| 02 | Unit 2 Forecasting process: From Producers to Consumers, primary and Secondary Market Forecasts; Fashion Theme Development; Fashion Trend Presentation, Fashion Shows | 18 | 32 |
| 03 | Unit 3 To study and explore the application of Trends and Forecasts for Apparel / Accessories / Home Textiles range according to present trends and forecasting (Colors, Styles, Fabrics) | 20 | 36 |
| | Total | 56 | 100 |



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Reference Book:

1. Burns, L. D., Bryant, N. O., & Mullet, K. K. (2011). The business of fashion: Designing, manufacturing, and marketing. Fairchild Books, New York.
2. McKelvey, K., & Munslow, J. (2008). Fashion forecasting. Chichester, Wiley-Blackwell, U.K.
3. Rousso, C. (2012). Fashion forward: A guide to fashion forecasting. Fairchild Books, New York.
4. Raymond, M., & Raymond, M. (2010). The trend forecasters handbook, Laurence King, London

Course Outcome:

After Completion of the Course, Student will able to:

| No | Course Outcomes | RBT Level* |
|----|--|------------|
| 01 | Critically assess and review the requirements and operational methods of the role of a trend forecaster relevant to fashion and textiles brands and companies. | |
| 02 | Identify, evaluate and communicate the potential impact of cultural, social, economic and technological components in the trend forecasting process. | |

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

Recommended E- resources:

1. <https://www.bloomsburyfashioncentral.com/products/fairchild-books/shop/fashion-forecasting/ebook>

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