



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Design/Textile Design)

Subject Code : 1130206

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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