



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Computer Aided Costume Design and Dress Making

Subject Code: DI05051021

Subject Name: Trend Forecasting

w. e. f. Academic Year:	2026-27
Semester:	5 th
Category of the Course:	PCC

Prerequisite:	Students should have basic knowledge of Fundamentals of Design (elements and principles), along with fashion design, textiles, garment construction, and an understanding of trends and consumer behavior.
Rationale:	The fashion industry is highly dynamic and continuously influenced by social, cultural, technological, and economic changes. Trend forecasting plays a vital role in predicting future fashion directions and helps designers, manufacturers, and retailers make informed decisions. This course provides students with fundamental knowledge of forecasting concepts, elements, and processes, enabling them to understand market trends and consumer preferences. It also develops skills to analyse fashion influences, utilize forecasting resources, and design garments based on predicted trends. Thus, the course prepares students to meet industry requirements and enhances their creativity and decision-making abilities in fashion design.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand fundamentals of trend forecasting	U
02	Apply fashion trend forecasting process	A
03	Analyze modern influences affecting trend forecasting	N
04	Identify trend forecasting services	A
05	Utilize trend forecasting resources	A

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA(M)	PA (I)	ESE (V)	
2	0	4	4	70	30	20	30	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Trend Forecasting 1.1 Definition 1.2 Importance of forecasting 1.3 Elements of forecasting 1.4 Principles of forecasting. 1.5 Steps of developing forecasting 1.6 Area of forecasting 1.7 Types of forecasting 1.7.1 Long term forecasting 1.7.2 Short term forecasting	8	25
2.	The Fashion trend Forecasting Process 2.1 Trend forecasting businesses 2.2 Consumer research 2.3 Colour forecasting 2.4 Textile development 2.5 The range of shows 2.6 Sale forecasting 2.7 Cultural indicators 2.8 Final stage of forecasting	6	20
3.	Modern influence of forecasting 3.1 Factor affecting forecasting 3.1.1 Social and cultural 3.1.2 Technological advancements 3.1.3 Economic conditions 3.1.4 Influences from media, celebrities, and global events 3.2 Forecasting fashion trend in the Indian scenario 3.3 Role of internet in fashion forecasting	4	15
4.	Trend forecasting services 4.1 Fashion design and manufacturing 4.2 Fashion designer 4.3 Fashion retailing, marketing, and merchandising 4.4 Fashion shows 4.5 Media and marketing	6	20



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	4.6 Consulting services 4.7 Fashion editing 4.8 Fashion Styling Services 4.9 Sustainable Fashion Services 4.10 E-commerce Fashion Services		
5.	Trend forecasting resources 5.1 Fashion industry 5.2 Textile design and production 5.3 World fashion 5.4 The fashion System 5.5 Trend reports 5.6 AI & Digital Forecasting Tools 5.7 Fashion Publications 5.8 Design Development Resources 5.9 Fashion Museums 5.10 Entertainment & Pop Culture Resources	6	20
	Total	30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	25	10	5	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Fashion Forecasting by Evelyn L. Brannon published by Fairchild Publications (ISBN 13 - 978-1563678202)
2. The Trend Forecaster's Handbook by Martin Raymond published by Laurence King (ISBN 13 - 978-1856697026)
3. Fashion Marketing Communications by G Lea-Greenwood published by Wiley Blackwell (ISBN 13 - 978-8126548408)
4. Fashion Futures by Bradley Quinn published by Merrell Publishers (ISBN 13 - 978-1858945637)
5. Fashion Forecasting by Dr. Shivangi Khandwala (ISBN 978-81-935699-7-9)



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(b) Open-source software and website:

1. <https://textilelearner.net/fashion-forecasting-types-purpose-steps/>
2. https://www.google.co.in/books/edition/Fashion_Forecasting/ZhKTCwAAQBAJ?hl=en&gbpv=1&dq=Introduction%20to%20Fashion%20Forecasting&pg=PA1&printsec=frontcover
3. <https://textilelearner.net/fashion-communication-types-trends/>
4. <https://fashion2apparel.com/development-of-fashion-forecasting/>

Suggested Course Practical List: If any

Sr. No.	List of Practical	Hours
1.	Fashion trend research • Collect data from magazines, social media, fashion websites, local markets, malls etc. to identify current trends for female and prepare professional trend report on it.	06
2.	Forecast colour, fabric and silhouette for following Trend and design two outfit for each using graphic software. • Spring trends • Summer trends • Autumn/Fall trends • Winter trends	24
3.	Forecast colour, fabric and silhouette trend for any three festivals and design two outfit for each using graphic software.	18
4.	Forecast colour, fabric and silhouette trend and design Indo-Western /Fusion outfit using graphic software.	04
5.	Forecast colour, fabric and silhouette trend and design bride and groom outfit using graphic software.	08
	Minimum Practical Hours	60

List of Laboratory/Learning Resources Required:

1. Drawing and sketching tools and materials
2. Sewing tools



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Suggested Project List:

1. **Trend Mood Boards:** Create micro mood boards that forecast upcoming fashion trends. Focus on colour schemes, textures, and styles that are predicted to gain popularity. Share these mood boards on social media or create a small exhibition showcasing your predictions.
2. **Mini Trend Forecast Showcase:** Organize a small-scale event or presentation showcasing your forecasted trends. Use visuals, mood boards, and examples to illustrate your predictions.
3. **Street Style Photography:** Create a project where you capture street fashion in your local area. Compile these images into a portfolio or a social media campaign, showcasing the unique styles of everyday people.
4. **Fashion Editorial Newsletter:** Develop a monthly or bi-weekly newsletter featuring the latest trends, interviews with designers or influencers, and exclusive content for subscribers interested in fashion.
5. **Local Trend Spotting:** Analyse local fashion trends in your area or among a specific demographic. Compile a report or visual presentation highlighting these trends and their potential evolution.

Suggested Activities for Students:

- a. Power point presentation
- b. Internet based assignments
- c. Teacher guided self-learning activities
- d. Library/internet/lab based mini-project etc.
- e. AI based projects

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