

# STADIO



## SCHOOL OF FASHION

### TREND ANALYSIS I

# INTRODUCTION TO THEORIES OF TREND ANALYSIS FOR FASHION FORECASTING

SHORT LEARNING PROGRAMME

SELF STUDY

FORMERLY

---

# LISOF



# TREND ANALYSIS I

SHORT LEARNING PROGRAMME | 12 WEEKS | ONLINE SELF STUDY

## CAREER OPPORTUNITIES

- TREND ANALYST
- TREND FORECASTING FOR RETAIL
- DESIGN CONSULTANT
- DESIGNER AND MERCHANTISER
- INDEPENDENT DESIGNER OR BRAND OWNER
- FREELANCE DESIGNER

## MODE OF DELIVERY - ONLINE SELF STUDY

Study at your own pace with the guidance of a virtual facilitator.

## DESCRIPTION

This twelve-week short learning programme will introduce students to the fundamental concepts and theories of trend analysis and forecasting for the fashion industry.

This course will guide students to recognise trends around them and provide them with a foundation from which to analyse and predict future micro and macro trends for the South African market.



**STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!**



## OUTCOMES

On completion of this short learning programme a student will be able to:

- Understand and apply fashion movement theories to review historic, analyse current and forecast future fashion trends.
- Appreciate the influence of social, cultural, and economic drivers of fashion
- Explore the different ways in which trends originate and progress.
- Understand the value of colour and the role it plays in trends.

## ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

Students will be able to apply the essential theories of trend analysis for fashion forecasting to better spot, track and utilize a research and trend information.

## ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

Ideally, you should have some experience and knowledge of the sketching technical drawings and fashion flats by hand. and a fair degree of computer literacy is required.

## ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

## COURSE KITS + SPECIALISED EQUIPMENT

No course kits are required, but a Personal Computer and stable internet connection is required.

# PROGRAMME STRUCTURE

## TOPIC 1 – SPIRIT OF THE TIMES

- Introduction to spirit of the times
- Statements of Fashion
- Steep factors
- Nystrom's framework
- History of fashion

## TOPIC 2 – CREATION OF A TREND

- Introduction to creation of a trend
- Visual Core concepts
- Silhouettes
- Colour
- Textiles

## TOPIC 3 - FORECASTING A TREND

- Introduction to forecasting a trend
- Fashion curves
- Directional theories
- Pendulum swing
- Wave dynamics

## TOPIC 4 – THE INFLUENCE OF COLOUR

- Introduction to the influence of colour
- The pantone colour system
- Basic colour theory
- Colour forecasting
- Colour and the consumer
- The colour cycles
- Global colour

\* Each topic covered is completed by an Activity. Students must complete the activity based on the topic criteria to proceed to the following topic.



## COURSE DEVELOPER

### HEIDI SVENDSEN TREND + VISUAL MERCHANDISING SPECIALIST

Heidi Svendsen has worked in various fashion business roles and specialises in trend analysis and forecasting as well as retail strategy, window display design, and visual merchandising. She is extremely passionate about the South African fashion industry and believes that the future is bright.



## SPECIFIC REQUIREMENTS

### MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone for notification and communication**
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

### PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

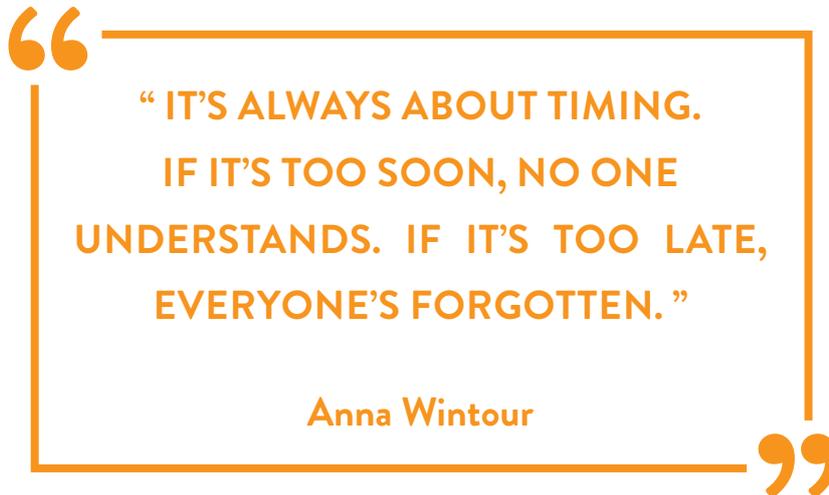
### ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

Kindly ensure that you have Adobe Illustrator fully installed. A monthly subscription can be purchased through ADOBE.

Also note that the course has been developed on Mac computer and the shortcuts may differ for PC's. A Mac computer is recommended but not required.





# TREND ANALYSIS I

SHORT LEARNING PROGRAMME | 12 WEEKS | SELF STUDY



WHATSAPP TO APPLY  
+27 82 630 3282



VISIT OUR WEBSITE  
[www.stadio.ac.za](http://www.stadio.ac.za)



EMAIL US  
[SLP.SSOF@stadio.ac.za](mailto:SLP.SSOF@stadio.ac.za)



CALL US  
+27 87 158 5000

DONT BE SHY BE SOCIAL:

