BERGEN COMMUNITY COLLEGE
BUSINESS, ARTS & SOCIAL SCIENCES
Fashion Apparel Design (FAB)

Departmental Policy Syllabus

FAB-230 Trend Analysis & Product Development

Course & Section:

Instructor:

Credits: 3 | Lecture [2.00], Laboratory [2.00]   **Email:**
Pre/Co-requisites: FAB-101, 102   **Office Hours:**
                                                     Classroom:

Co-requisites: None

COURSE DESCRIPTION

This course enables students to understand, analyze and forecast fashion trends in order to successfully develop products from concept to consumer, with focus on sustainability. Students examine the fashion merchandising and marketing process, including product, price, place and promotion.

STUDENT LEARNING OUTCOMES
After successfully completing all course activities, the student will be able to:

1) Identify and analyze color, fashion and broader cultural trends, past and present, using research, mood boards, and online resources such as WGSN.
2) Develop short-term and long-term fashion forecasts.
3) Apply the basic principles of merchandising and marketing, including product, price, place and promotion.
4) Conceive and develop a product line based on consumer and market needs.

MEANS OF ASSESSMENT
Students will be assessed through a variety of methods, including:

1) Tests
2) Assignments
3) Projects & Presentations

REQUIRED TEXTBOOK & RESOURCES

Raymond, Martin; **The Trend Forecaster's Handbook**, Laurence King Publishing, 2010.
    ISBN-978 1 85669 702 6

Seivewright, Simon; **Research and Design**, 2 Ed, Fairchild, 2012.
    ISBN-13: 978-2940411702

Burns/Mullet/Bryant; **The Business of Fashion**, 4 ed, New York: Fairchild Books, 2011.
    ISBN-13: 978-1609011109

Brannon, Evelyn, L.; **Fashion Forecasting**, 3 ed, New York, NY: Fairchild Publications, 2010.
    ISBN-13: 978-1563678202

STUDENT SUPPLIES

Markers
Magazines (that can be cut)
Glue
Binders

SUGGESTED RESOURCES

WGSN.com
WWD.com

Tutoring Center
    The tutoring center is located in L-125. Telephone: (201) 447-7489 and online at:
    http://www.bergen.edu/tutoring/
Writing Center
    Available in person room L-125 and online: http://www.bergen.edu/library/learning/write/
Library
    The library has a number of textbooks, databases, multimedia and aids in its regular and
    reserve holdings, which may be used as a reference. In addition to the resources mentioned
    above students should be encouraged to make full use of the Sidney Silverman Library (in
    person and online at http://www.bergen.edu/library/.

RESEARCH, WRITING & EXAMINATION REQUIREMENTS

Tests
Students will be tested on the concepts, terminologies and principles related to the units of study discussed in class, including a cumulative final exam.

Assignments
Students will receive assignments that will allow them to practice the concepts discussed in class and will include research and data analysis.

Research Projects & Presentations
Students will be given three group projects to complete. The first project will focus on current trends and will involve creating mood boards to communicate an existing trend. The second project will involve preparing a 2-year fashion forecast and developing a visual presentation, along with a rationale. The third project will focus on developing a women's apparel collection, using the research and data from first two projects.

COURSE CONTENT
This course will cover the following units of study:

UNIT 1: Students will learn how to research and analyze historical and current fabric, color and fashion trends.   They will learn how and where to look for trends, on the street, in the store and online, as well as relate that information to broader cultural trends.

UNIT 2: Students will learn the basics of short and long term forecasting, based on current trends, and how to use this information to develop a fashion collection and marketing initiative, using the Four Marketing Ps: Product, Place, Price and Promotion.

UNIT 3: Students will learn how to analyze customer demographics and psychographics, and present ideas using mood boards. Lifestyle marketing and retailing will be discussed. In addition, they will discuss sell-thru and past sales data to make sound business decisions.

UNIT 4: Students will learn how to use market and sales research to develop product, including original designs, repeats and updates, ensuring brand consistency while providing fresh and "on trend" products for customer satisfaction. They will learn basic merchandising techniques, with emphasis on ratios (ie. tops to bottoms). Functionality versus artistry is also discussed.

UNIT 5: Students will learn about the activities associated with the six levels of product development, 1) Research & Analysis, 2) Design Concepts 3) Line Development and Merchandising, 4) Sample Production, 5) Production and 6) Distribution, in addition to learning techniques related to sustainable production, including recycling and zero waste.

GRADING POLICY

Tests 20%
Projects 60%
Assignments 20%

GRADING SCALE

90-100%	A	70-75%	C
86-89%	B+	60-69%	D
80-85%	B	0-59%	F
76-79%	C+		

BCC ATTENDANCE POLICY

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

FAB ATTENDANCE POLICY

Class participation and in-class work are key to succeeding in fashion apparel design. Three or more absences will result in a full letter grade drop for this course. Six or more absences will result in an automatic failing grade.

COURSE OUTLINE

Week 1:
Class Introduction. Review concepts learned in FAB-101, Introduction to Fashion Systems. Overview of current color, fiber and fashion trends. Where did they come from and how did they develop? What is a mood board? Show examples of various types of mood boards, from ambiguous to specific.

Week 2:
Understanding market acceptance, the direction of fashion change (trickle up/trickle down), recognizing cultural indicators, tipping points etc. Student teams start to collect and collate researched current trends for the development of a trend mood board.

Week 3:
Understanding the sources and importance of research to refine design development and trend analysis. Overview the tools used to assess trends within the marketplace, and relate them to the development of a customer mood board.

Week 4:
Forecasting colors, patterns and fabrics based on cultural indicators and trend reports, and relay them to the development of a design mood board.

Week 5:
Understanding short term versus long term forecasting. Review trends as they relate to market category and brand DNA, classic vs. trendy, fast fashion vs. luxury etc.

Week 6:
Trend & forecasting group project presentations of a series of mood boards, including general trend, customer profile and design development.

Week 7:
Understanding your market through the analysis of past sales, customer demographics and psychographics. Understanding lifestyle branding, merchandising ratios and consumer demand.

Week 8:
Developing design concepts, based on function and aesthetic. Overview coordinating and merchandising a full collection, and ensuring consistency with brand DNA.

Week 9:
Understanding the design process from design development through sourcing, technical design, sample making, fitting, merchandising etc.

Week 10:
Planning for production. Manufacture relationships, auditing, costing (FOB), calendars and scheduling.

Week 11:
Planning production: including grading, marking, cutting, sewing, and finishing. Modular and traditional piece-work production. Sustainability, including recycling, upcycling and zero waste.

Week 12:
Quality assurance, shipping (LDP), distribution processes.

Week 13:
Post Production: Retailing, promotion, marketing, sell-thru, sales analysis.

Week 14:
Work on Group Project Presentations. Presentations begin.

Week 15:
Presentations continued, course review and final exam.

Note to Students: This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.