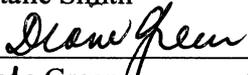


City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

- | | |
|-------------------------------|---|
| A. Approval Date | September 2014 |
| B. Department | Fashion |
| C. Course Number | FASH 53 |
| D. Course Title | Fashion Forecasting |
| E. Course Outline Preparer(s) | Natalie Smith |
| F. Department Chairperson | 
Diane Green |

G. Dean


Kimberly Harvell

II. COURSE SPECIFICS

- | | |
|-------------------------|--|
| A. Hours | Lecture: 3 weekly (52.5 total) |
| B. Units | 3 |
| C. Prerequisites | None |
| Corequisites | None |
| Advisories | None |
| D. Course Justification | The fashion industry includes manufacturing, marketing, and retailing sectors. Professionals in these sectors are united in their dependence on trend analysis and forecasting. It is essential for students in the fashion merchandising program to fully understand the role and importance of trend forecasting and how it is and can be used by various individuals working in different fashion sectors. This course is required for both the major and certificate in Fashion Merchandising. |
| E. Field Trips | Optional |
| F. Method of Grading | Letter, Pass/No Pass |
| G. Repeatability | 0 |

III. CATALOG DESCRIPTION

The theories and frameworks underlying forecasting in the textile and apparel industry. The factors involved in planning and presenting the forecast. Emphasis on using print, Internet and broadcast information in competitive analysis.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- Describe the evolution of fashion from the twentieth century to present day.
- Explain the concept of zeitgeist and its impact on fashion change.
- Analyze the fashion cycle and distinguish the directional theories of fashion movement.
- Synthesize data collected from trend spotting, consumer surveys and retail shopping to find clues for new predictions.

V. CONTENTS

- A. The evolution of fashion
 - 1. Twentieth century to present day
 - 2. Fashion designers
 - 3. Celebrity fashion icons
- B. Zeitgeist or "spirit of the times"
 - 1. Nystrom's framework
 - a. Dominating event
 - b. Dominating ideal
 - c. Dominating social group
 - d. Dominating attitude
 - e. Dominating technology
 - 2. Fashion of the time
- C. Fashion movement
 - 1. The fashion cycle
 - 2. Theories of fashion adoption
 - a. Trickle down
 - b. Trickle across
 - c. Trickle up
 - 3. Pendulum swings
 - 4. Fashion curves
 - a. Fad
 - b. Classic
- D. Trend research and analysis
 - 1. Trend spotting
 - 2. Media relevance of current and future trends
 - 3. Consumer surveys
 - a. Generational cohorts
 - b. Understanding consumers' wants and needs
 - 4. Retail shopping surveys
 - 5. Connecting the dots in trends from fashion to technology
 - 6. Observation of social, cultural and environmental influences
- E. Anatomy of a fashion forecast
 - 1. Trend
 - a. Macro
 - b. Mega
 - 2. Key components
 - a. Theme
 - b. Color
 - c. Textiles
 - d. Silhouette
 - 3. Presentation
 - a. Target audience
 - b. Script and sources
- F. The role of the forecaster

VI. INSTRUCTIONAL METHODOLOGY

A. Assignments

1. In-class
 - a. Collaborate in small groups to create hybrid word and mood board
 - b. Quizzes on topics such as forecasting terminology
 - c. Research, develop and present final fashion forecast for a year from now
 - d. Final project: Create fashion forecasting journal which includes final fashion forecast
 - e. Field trips such as visiting stores and malls to conduct consumer and retail shopping surveys
2. Out-of-class
 - a. Readings from handouts, websites and other reference materials on topics such as color forecasting, textile forecasting and macro trends
 - b. Attend and write trend report on annual CCSF fashion show
 - c. Trend spotting: identify one current trend and relate to history
 - d. Analyze trends from fashion to technology and connect the dots
 - e. Research trend innovators
 - f. Thrift store shopping to identify what trends from periods past have influenced current trends
 - g. Research how media is an important indicator for fashion of the future
 - h. Complete final fashion forecast begun in class
 - i. Complete fashion forecasting journal begun in class

B. Evaluation

1. Participation in class activities and discussions
2. Quizzes on topics such as forecasting terminology and the key components of a fashion forecast
3. Completeness, quality and timeliness of assignments
4. Mid-term exam on topics such as forecasting terminology, fashion evolution and fashion cycles
5. Completeness, quality and timeliness of fashion forecast for the next year
6. Completeness, quality and timeliness of capstone assignment - final forecasting journal
7. Final exam on topics such as forecasting terminology, direction of fashion change, consumer research and color forecasting

C. Textbooks and other instructional materials

1. Instructor-generated handouts on topics such as fashion history, Nystrom's framework of the zeitgeist and fashion adoption theories
2. Reference textbook, Fashion Forecasting, Third Edition, by Evelyn L. Brannon, 2010
3. Periodicals such as New York Times, Women's Wear Daily and SF Chronicle

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).