



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Design
Semester-3

Subject: Fashion Forecasting & Trends- BDEFD13323

Type of course: Major

Prerequisite: Basic knowledge of fashion design concepts, textiles, and garment construction, along with an understanding of consumer behavior and current fashion trends, is recommended before studying Fashion Forecasting & Trends.

Rationale: This subject helps student understands how to research, analyze, and predict fashion trends. It prepares them to make informed design and marketing decisions by studying consumer behavior, fashion cycles, and global influences essential for success in the fashion industry.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks (E)		CA (I)	
				ESE	MSE	V	P	ALA	
2	0	0	2	60	40	00	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - EndSemester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.

Course Content:

Sr. no.	Course Content
1	Unit-1 Introduction to Fashion Forecasting 1.1 Definition & Scope 1.2 Importance of Forecasting 1.3 Key Terminologies 1.4 Types of Forecasting
2	Unit-2 Fashion Cycle & Consumer Behavior 2.1 Fashion Cycle 2.2 Diffusion of Innovation Theory 2.3 Consumer Behavior & psychographics 2.4 Influences



3	Unit-3 Trend Research & Analysis 3.1 Source of Trend Information 3.2 Forecasting Agencies & Tool
4	Unit – 4 Fashion Forecasting Process & Visual Processing 4.1 Forecasting Process 4.2 Forecasting Report: Structure & Elements 4.3 Mood Board & Trend Board Creation 4.4 Presentation Technique & Storytelling
5	Unit-5 Practical Application & Case Studies 5.1 Case Study of Trend Forecasting 5.2 Brand Analysis 5.3 Apply Mini Analysis

Continuous Assessment:

Sr. No.	Active Learning Activities	Marks
1	Case Study: Make Case Study book on Any international brand as per faculty instruction and upload PDF file on the GMIU Web Portal	10
2	Trend Board: Make a Digital Mood Board of Latest Trend and Upload the digital sheet on the GMIU Web Portal.	10
3	Fashion Cycle: Make a Chart of fashion Cycle with example in detail and upload the digital photo on the GMIU Web Portal.	10
4	Brand Analysis: Apply brand analysis in your mini report, do as faculty instruction and upload PDF on the GMIU Web Portal.	10
5	Attendance	10
	Total	50



Suggested Specification table with Marks (Theory):60%

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance(R)	Understanding(U)	Application(A)	Analyze (N)	Evaluate (E)	Create (C)
Weight age	20%	40%	20%	20%	NA	NA

Note: This specification table shall be treated as a general guideline for students and teachers.
The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fashion forecasting process and its relevance.
CO2	Analyze and identify macro and micro fashion trends.
CO3	Apply primary and secondary research techniques to identify emerging trends.
CO4	Present forecasted fashion trends with strategic insight.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "Fashion Forecasting" by Evelyn L. Brannon
- [2] "The Trend Forecaster's Handbook" by Martin Raymond
- [3] "Fashion Trends: Analysis and Forecasting" by Eundeok Kim, Ann Marie Fiore & Hyejeong Kim

