

Fiber Trend Project – due February 16th

You will create a trend presentation based on a fiber in groups of 2.

Objectives:

- To understand how to research trends in textiles and fashion
- To improve layout skills and presentation skills
- To improve knowledge of a fiber

Requirements:

- With a partner, research and document an upcoming trend (2012) utilizing any fiber we have studied (cotton, wool, mohair, polyester, silk, nylon, etc.) This can be anything from leather skirts to the “military” look utilizing a lot of wool. Remember to research the season, target market and price point. (Remember price point does not mean you write down a \$ amount, it means: budget, moderate, designer, etc.)
- Create a virtual “trend board” using Powerpoint
- Name your trend and communicate it through a catchy, meaningful title. Clearly state it on the title page. Use subtitles for the unobvious.
- The first page must include the title of the trend, season, target market and price point. Include one descriptive paragraph that explains the idea of this trend as though you are trying to sell the idea of the trend. Discuss color, silhouette, fabric, pattern and texture.
- Have two or more pages of photos that are the inspiration for the trend. This does not mean pictures of the clothing. This is more abstract. What sort of visual imagery comes to mind with this trend? Do you think of nature or skyscrapers or movie stars of Old Hollywood? Have as many photos as needed to convey the idea. Watch DPI! Pixilated images always look lousy!
- One page for color inspiration - what inspires your color palette for this trend? It should relate back to the main inspiration.
- Come up with a color scheme for that trend and show it – a color grid or layout in some way. These colors should match with your theme and trend. A rainbow color scheme rarely works. You should have somewhere between 6-10 colors.
- Colors must be given names that “sound” like the trend. Each color should be named.
- One page for silhouette inspiration and one or more pages that show fabric/pattern/texture inspiration. Remember that one fiber can be made into a huge array of types of fabrics! Each of these should relate back to the main idea. The whole presentation should hold together or flow without jumping from idea to idea.
- Cite all sources for where you found the trend in APA style
- Must be very neatly and creatively presented
- All inspiration photos should coincide with each other harmoniously. Have someone else look over your presentation without trying to spare your feelings. If they have to ask what something means or what a certain picture has to do with

the rest – replace it with something that fits in better. Trend boards/presentations have to get the point across immediately without explanation.

- Must be well mounted and integrated into the layout as a whole
- Must be legible
- Check spelling
- Avoid the overly crafty or scrapbook-look. Professionalism! Portray the trend without any guesswork.
- On the presentation date, you will present your work to the class as a pitch. Dress appropriately, introduce yourself, and speak clearly. Discuss the trend, your sources that support it, the season, market, colors, etc. The presentations will only be a couple of minutes each. But remember – the less time you have, the more important it is to make a good impression!
- **Each presentation will be emailed to the instructor by the due date, even if you are not presenting until the next class period.** Everyone's assignment must be finished at the beginning of class – no working during others' presentations!!
- In summary: 2 overall inspiration pages, one color inspiration page with a color scheme and named colors, one fabric/pattern/texture inspiration page, and one silhouette inspiration page. You should have a title to your trend with the season, target market and price point. This should also include a short descriptive paragraph explaining the trend. Sources should be cited.