

Trend Board Project

This project has three main purposes: To make you more familiar with trends and how to research them, to begin to understand and experiment with layout, and to begin to experiment with materials used in portfolio work.

You will:

- Research UPCOMING trends (not past or current) in magazines, trade publications, and on the web.
- Pick ONE that appeals to you (Must be clearly stated on front of board)
- Trend must be supported by at least three (3) different sources (i.e. must be shown or discussed in 3 different sites or magazines)
 - This will be documented in a bibliography (see below)
- Find supporting materials that you can use to show this trend visually on a board clearly and without confusion (see second bullet under materials)
 - Must show at least 3 strong visual examples of the trend. But don't over-do the number of examples.
- Using the material guidelines below, create a trend board such as would be used by industry trend researchers to present to designers
- Neatness, layout, and creativity are key to the project

Materials:

- Mat board or Foam Core
 - Approximately 20" x 30"
 - But welcome to shape it, make it dimensional, hinged, or anything else interesting.
- Use Magazine, web, or similar sources to obtain photos
 - Resize these as needed for better layout with photocopy machines or computers
 - Must be very neatly and creatively cut and presented
 - 3-D Mounting is good
 - May work on the computer and print to size then mount on board
- Lettering must NOT be done by hand
 - Must be well mounted and integrated into the layout as a whole
 - Must be legible
 - Check spelling
 - Be sure of alignment
 - Make sure fonts/text goes well with layout and is an appropriate size – lettering is a graphic element.
- Support Materials
 - **Test glues before using – find the one that works best for the end purpose**
 - **No glue marks or fingerprints**
 - **No tape**

- Pins/staples/tacks not recommended
- Remember that tactile (tactfully tactile) objects usually stir a designer's interest
- Avoid a scrapbook look or an early science fair look. The goal is to have a professional, yet creative board that clearly portrays the trend to the viewer without any guesswork.

Other Requirements:

- Name your trend and communicate it through a catchy, yet meaningful title – clearly stated on the board
 - may use subtitles to clarify
 - Example: La Cave: Close-fitting cocktail dresses in the vintner's favorite colors.
- State season.
- If anything isn't clear, label or use text to clarify, but don't be overly wordy.
- Check spelling
- Layout should catch the viewer's attention and hold it, not confuse or bore them.
- Layout and Title must be your own. You may not use someone else's – that would be plagiarizing.
- Bibliography – typed
 - Paste securely (not tape) a plastic sheet protector on the back of the board to hold the bibliography
 - List all sources (remember there must be at least 3)
 - Magazines need title, date, volume number
 - Web sources need the address of the homepage for the site at the date the research was done on (called "date accessed")
 - Your name must be on this
 - IF you decide to enter your board in the competition, this will be REPLACED later by other paperwork. Just be aware of this.

Thoughts...

- Background should support the theme and layout
 - Consider colored boards, paper, or prints
 - But glue it really well and very neatly
- Use an extremely fresh X-acto blade to cut foam core and do so by cutting repeatedly in the same place until you slice all the way through
- Do not make your board too heavy or cumbersome
- Make sure it is sturdy enough to travel in a pile of other boards and won't be damaged if the others are laid on top of it.
- Consider bringing it in a plastic bag to protect it.