UNIVERSITI TEKNOLOGI MARA

ADE442: DESIGN TREND STUDIES

Course Name (English)	DESIGN TREND STUDIES APPROVED
Course Code	ADE442

MQF Credit	3

Course Description	This course is an introductory study on basic process of identifying patterns and emerging trends in design. The course will also touch on the understanding on social attitudes and previous design trends which can affect the development of future product design. Coverage includes introduction to terms and basic principles related to trend forecasting and step-by- step approaches to identifying trends. The focus is on practical approaches for application in studio classes as well as information on the latest technology and material trend.

Transferable Skills	Design Trend Analysis, Theory Projection, Trend Projection, Market Analysis, Adaptation of latest trend to multi-design disciplines.

Teaching Methodologies	Lectures, Blended Learning, Field Trip, Case Study, Practical Classes, Simulation Activity, Discussion, Presentation, Small Group Sessions , Collaborative Learning, Project-based Learning

CLO		
	CLO1	Construct a user-centered trend study in the context of local and international design industry.
	CLO2	Determine appropriate latest design, materials and technology trend in relation to proposed product for design studio (or student's related) projects.
	CLO3	Report on creative design trend exercise of projecting design solution/ideas through trend forecasting for better sustainable future.

Pre-Requisite Courses	No course recommendations

Topics

1. INTRODUCTION
1.1) Introduction to Course Info, Learning Outcome, Assessment Procedure & Overview of a current (related) topic in Design Trend

2. FAD AND TREND
2.1) Fad and Trend examples with an overview of multi-disciplinary samples of trend

3. MICRO AND MACRO TREND
3.1) Introduction and overview of Micro Trend and Macro Trend

4. NEW TECHNOLOGY TRENDS
4.1) Cross-Plaform Tech, User-Experience Tech

5. NEW AND ADVANCE MATERIAL TRENDS
5.1) Introduction and Overview to New Material Trend.
5.2) Introduction and Overview to Advance Material Trend.

6. CONTEMPORARY TRENDS ON DESIGN PRACTICES
6.1) Study on Contemporary Trends and Design Practices

7. TREND FORECASTING: INTUITIVE TREND STUDIES
7.1) Introduction to Trend Forecast & approaches.
7.2) Intuitive Trend Studies Overview

8. TREND FORECASTING: NETWORK TREND STUDY
8.1) Introduction and Overview of Network Trend Study
8.2) Trend Forecast with Network Trend Study

9. TREND FORECASTING: CULTURAL TRIANGULATION
9.1) Introduction and Overview of Cultural Triangulation
9.2) Trend Forecast of Cultural Triangulation Method

10. TREND FORECASTING: SCENARIO PLANNING
10.1) Introduction and Overview of Scenario Planning
10.2) Trend Forecast with Scenario Planning

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation: User-Centered Trend Study	10%	CLO1
	Assignment	Assignment: Material & Technology Trend	20%	CLO2
	Group Project	Group Presentation: Trend Forecasting	20%	CLO2
	Presentation	Final Project_Creative Design Portfolio: Projecting design ideas through trend forecasting and context of trend studies.	50%	CLO3

Reading List	Recommended Text	• Paul A. Rodgers 2015, *The Routledge Companion to Design Research* [ISBN: 978-113831024]
		• Robert Reiser, John V. Dempsey 2010, *Trends and Issues in Instructional Design and Technology* [ISBN: 978-01302229]
		• Julie Dirksen 2015, *Design for How People Learn (2nd Edition)* [ISBN: 978-013421128]
		• Gary Marx 2014, *Twenty-one Trends for the 21st Century: Out of the Trenches and into the Future* [ISBN: 978-193986404]
		• James Canton 2015, *Future Smart: Managing the Game-Changing Trends that Will Transform Your World* [ISBN: ASIN: B06XCS1]
Article/Paper List	Recommended Article/Paper Resources	• Culley, S.J.; Hicks, B.J.; McAloone, T.C.; Howard, T.J. & Chen, W. 2011, PREDICTING EMERGING PRODUCT DESIGN TREND BY MINING PUBLICLY AVAILABLE CUSTOMER REVIEW DATA, *PREDICTING EMERGING PRODUCT DESIGN TREND BY MINING PUBLICLY AVAILABLE CUSTOMER REVIEW DATA*
		• W. Green, Patrick W. Jordan 1999, Human Factors in Product Design : Current Practice and Future Trends, *Human Factors in Product Design : Current Practice and Future Trends* [ISSN: 978149870]
		• Garrette Clark, Justin Kosoris, Long Nguyen Hong and Marcel Crul 2009, Design for Sustainability: Current Trends in Sustainable Product Design and Development, *Design for Sustainability: Current Trends in Sustainable Product Design and Development*
Other References	This Course does not have any other resources	