



UNIVERSITI TEKNOLOGI MARA

EAD582: DESIGN TREND STUDIES

Course Name (English)	DESIGN TREND STUDIES APPROVED
Course Code	EAD582
MQF Credit	2
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	Adding more knowledge regarding design trend, the information, teach student how to design by following the up to date design trend.
Teaching Methodologies	Lectures, Blended Learning, Problem Based Learning (PBL), Presentation
CLO	CLO1 examine the development of trend in the context of local and international design industry. CLO2 identify materials and technology in relation to proposed product design studio projects. CLO3 organize creative design process to develop new design ideas by studying old ones.
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION	
2. ONLINE FORUM: FAD & TREND	
3. NEW TECHNOLOGY TRENDS	
4. NEW MATERIAL TRENDS	
5. ONLINE FORUM: Micro Trend	
6. TREND, MARKET & CHANGES	
7. CONTEMPORARY TRENDS ON DESIGN PRACTICES	
8. INTUITIVE TREND STUDIES	
9. ONLINE FORUM: INNOVATION	
10. NETWORK TREND STUDY	
11. ONLINE FORUM: NETWORK TREND STUDY	
12. CULTURAL TRIANGULATION	
13. ONLINE FORUM: KEYWORD SEARCH	
14. SCENARIO PLANNING	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1 - Technology Trend	20%	CLO1
	Assignment	Assignment 2 : Product Lifecycle	20%	CLO2
	Assignment	Assignment 3 (Group task) : Exploring Contexts / Intuitive Trend Study	20%	CLO2
	Final Project	Assignment 4 (reflective report) Scenario Planning	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Raymond Martin 2010, <i>Trend Forecaster's Handbook</i>, Laurence King Publishers London [ISBN: 9781856697026]
	Reference Book Resources	<ul style="list-style-type: none"> Louis Patler 2003, <i>Trendsmart</i>, Sourcebooks, Inc. Illinois [ISBN: 1402203160] James Canton 2007, <i>The Extreme Future</i>, Plume London [ISBN: 9780452288669] Bashkaran, L. 2005, <i>Design of The Times: Using key Movements and</i>, Ed., , Page Ove Publishing Private Limited [ISBN:] Penn, M.J. 2007, <i>Microtrend: The Small Forces Behind Tomorrow</i>, Ed., , Hachette Book Group [ISBN:] Anderson, C 2008, <i>The Long Tail, The, Revised and Updated Editi</i>, Ed., , Hyperion Books [ISBN:] Michio Kaku 2012, <i>Physics of the Future</i>, Anchor New York [ISBN: 9780307473332]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	