

FROM TREND TO CONCEPT TO DESIGN

# Fashion Trend Analysis & Design

---

SHORT COURSE  
CONTACT LEARNING

**DESIGN  
ACADEMY OF  
FASHION**

---

Design Academy of Fashion (Pty) Ltd 2004/011388/07

Registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997.  
Registration certificate No.2010/HE07/002.



FROM TREND TO CONCEPT TO DESIGN

# Fashion Trend Analysis & Design

---

SIX WEEKS

SATURDAYS

9:00 - 13:00

24 HOURS

CAMPUS | THE OLD BISCUIT MILL, 375 ALBERT ROAD, WOODSTOCK, CAPE TOWN

## Course Description

Explore the dynamic world of fashion through the lens of trend analysis and creative design in our engaging "Fashion Trend Analysis and Design" course. Over six comprehensive lessons, you will embark on a journey into the ever-evolving landscape of fashion trends, delving into their origins, influences, and manifestations.

## Course Outcomes

**By the end of this course, you will:**

- Understand the art of trend analysis, from macro to micro trends.
- Develop a keen eye for identifying trends in color, silhouette, world events, culture, and more.
- Interpret and filter trend information to create your unique perspective.
- Craft captivating moodboards that effectively communicate trend narratives.
- Acquire fashion illustration techniques, from sketching to rendering.
- Create a set of fashion looks that reflect the chosen trend with your unique creative touch.
- Gain confidence in presenting your final trend-driven fashion concept with clarity and eloquence.
- Become a trend-savvy fashion designer, equipped to navigate the dynamic fashion industry with creativity and precision.



## On Completion

This course empowers you to become a trend-savvy, forward-thinking fashion designer who can navigate the dynamic fashion landscape with creativity and precision. Explore the depths of trends, unearth your creative potential, and present your unique fashion concepts with confidence.

On successful completion, you will receive your certification that recognizes your growth in preparing you successful career in fashion design.

## Admission Requirements

This course is open to individuals, 16 and above, with a passion for fashion and no prior experience is required.

Enthusiasm and a commitment to learning are the only prerequisites. This is a non-credit bearing course.

## Course Kits & Requirements

### **Required stationery and supplies to complete the course:**

HB pencil, eraser, sharpener, fine liner (0.1 and 0.3) and some form of colour (watercolour, gouache, pencil crayons, watercolour pencils, different colour pens etc) with appropriate paper for the medium, access to a printer, journal A4, A4 paper.



# Course Content



WEEK ONE  
1

**Concept Development and Trend Exploration**  
Introduction to Trend Analysis: Understanding macro and micro trends.  
Finding Inspiration: Exploring non-fashion-related sources of inspiration.  
Developing a Unique Concept: Combining trend analysis and creative concept development.

WEEK TWO  
2

**Principles of Fashion Design and Moodboard Creation**  
Elements of Design: Study of color, line, shape, silhouette, and texture.  
Principles of Design: Understanding balance, proportion, emphasis, and rhythm in fashion design.  
Moodboard Creation: Introduction to the art of crafting moodboards that visually communicate trend narratives and concept ideas.

WEEK THREE  
3

**Fashion Illustration - Part One**  
The 9 Heads Method: Introduction to fashion illustration using this renowned technique.  
Refining Your Capsule Collection: Redesign or fine-tune your collection based on trend insights.

WEEK FOUR  
4

**Fashion Illustration - Part Two & Three**  
Advanced 9 Heads Method: Applying the 9 Heads method to unique poses.  
Illustrating Fabrics: Techniques for rendering different fabrics in fashion illustrations.  
Scaling Up: Enlarging illustrations from A4 to A3 format for impactful presentation.

WEEK FIVE  
5

**Fashion Illustration - Part Four**  
Fabric Illustrations: Detailed exploration of rendering fabric textures and patterns.  
Advanced Rendering Techniques: Dive into advanced fashion illustration techniques.  
Creating a Cohesive Collection: Ensuring that all illustrations align with your chosen trend.


WEEK SIX  
6

**Presentation and Final Submission**  
Finalizing Your Trend-Driven Collection: Review and refine your collection.  
Professional Presentation: Master the art of showcasing your trend-inspired collection.  
Final Submission: Present your fashion concept with confidence, integrating trend insights, concept development, and illustration expertise.






## Contact Us

 The Old Biscuit Mill,  
375 Albert Road,  
Woodstock, Cape Town,  
7925

 [info@daf-academy.co.za](mailto:info@daf-academy.co.za)

 +27 21 448 9379

 +27 66 132 2385



## Terms of Acceptance

Any student who registers for a Short Course is liable for the entire course fee, irrespective of whether the student completes the course or not.

The payment of the registration fee secures your spot in the class.

The registration fee is non-refundable.

The short courses are not credit bearing and are not registered with the South African Qualifications Authority but it does create a solid base for anyone wanting to pursue studies in fashion.

On completion, students will receive a certificate of completion.

Short course students will receive their certificate of completion on condition that they attend all classes and submit all relevant class work and pass all assessments.

The person responsible for payment of fees shall be held liable to DAF for the cost of repairing any damage to its property caused by the student.

## Please Note

Design Academy of Fashion (Pty) Ltd reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates might be adjusted.

## Follow us Here!

