

UWE FASHION COMMUNICATION

Project 2

TREND

Starts:	Friday 16 th October
Teaching Session:	Monday 19 th October, see Blackboard for details
Teaching Session:	Friday 23 rd October, see Blackboard for details
Workshops:	Monday 26 th and Tuesday 27 th
Deadline:	Friday 30 th October, before 9am

an additional task will be given out following on from the deadline to be completed before 12noon, see Blackboard for details.

Brief Outline:

You will be given an introduction to trend for fashion for this project brief, and you are being asked to respond to existing trends, and identify a possible trend of the future. Your research skills will be used further to gain insight into the future of fashion.

The work and research you complete for this project should include preparatory imagery and drawings, as well as complete several possibilities and ideas which should be evidenced within your sketchbooks, in preparation for the teaching session on Friday 23rd October in preparation for the workshops and the final submission deadline on Friday 30th October when your work will be required to be completed before 9 am.

Your ideas are to be collated and collaged to create a GIF.

Definition: “Graphics Interchange Format (image type)”. The acronym GIF most commonly refers to a short, animated picture with sound. GIFs are typically used to portray an emotion or reaction.

You are not required to take any of your imagery for this project, the only creative input you are required to complete is in the development of the GIF, and to use collage/drawing as an effective way to communicate your idea.

Alongside your GIF creation, you are being asked to further research future trends using library and the resources below to further inform your ideas and thinking about fashion trends, alongside the completed outcomes, you are being asked to create a relevant caption for the trend to be included in your Instagram posts in preparation for the submission, and to include relevant hashtags to further promote this.

You will be required to create your GIF’s and post these onto your Instagram account and made public before 9 am on Friday 30th October. Email Anthony.wilkins@uwe.ac.uk your Instagram username before the deadline. Feedback will be given in the form of comments on your Instagram from tutors and your peers.

Project outcome:

3 x animated 1 second 5 frame GIFS which should be responses from the list below:

1 x Catwalk show from the Spring/Summer 2021 collections; choose 5 separate outfits from this collection and use found imagery to further convey your interpretation of that collection, see **Fashion Show Collage Below**

1 x Response to either a Macro or Micro trend that you have gathered research about

1 x Select a future fashion trend from WGSN and create a response from that.

Library Databases

Library website > databases > art and design > see specific databases below

NEXIS - Full-text database including UK national and regional newspapers and trade press plus many newspapers and magazines published worldwide.

Also includes full-text information covering companies, industries, market surveys, countries, and people.

The Vogue Archive - A complete searchable archive of American Vogue, from the first issue in 1892 to the current month, reproduced in high-resolution colour page images. Every page, advertisement, cover and fold-out has been included, with rich indexing enabling you to find images by garment type, designer and brand names

WARC - This database contains information on the worldwide advertising and marketing industries, including case studies, full-text journal articles, conference papers, news, statistics and information on best practice.

Business of Fashion X McKinsey – The State of Fashion 2020 – Coronavirus Update

Trend Forecasting agencies/website

WGSN	https://www.wgsn.com/fashion/
The Future Laboratory	https://www.thefuturelaboratory.com/
Trend Stop	https://www.trendstop.com/
F-trend	https://f-trend.com/fashion-forecasting
LSN Global	https://www.lsnglobal.com/
Cool Hunting	https://coolhunting.com/category/style/

Films

Influencers:

https://www.youtube.com/watch?v=w_1VcUvXQoU

Trend Beacons, via Kanopy:

<https://uwe.kanopy.com/signup/create/university?destination=node%2F3405248>

Fashion Show Collage

<https://giphy.com/gifs/fashgif-fashion-smoke-smoking-ff72CV0mY1xcs>

<https://giphy.com/gifs/fashgif-fashion-fashgif-xwU4pbIRVAKcg>

<https://giphy.com/gifs/mfw-menswear-calvin-klein-10i7Oedb0e4h7a>

<https://giphy.com/gifs/fashion-barbie-moschino-U94H9xbjiADLy>

<https://giphy.com/gifs/fashgif-fashgif-alberta-ferretti-siq82ggPCPoGc>

<https://giphy.com/gifs/xTiQyF8mud78DoOIYU>

<https://giphy.com/gifs/fashion-model-runway-11lvqnEfGN3UUo>

<https://giphy.com/gifs/fashgif-fashion-hair-fashgif-qOHZVOaWxNT5C>

Previous Students GIF Outcomes

<https://www.instagram.com/p/BbAa45aFaal/?hl=en&taken-by=uwefashioncommunication>

<https://www.instagram.com/p/BbAbJdQIM3E/?hl=en&taken-by=uwefashioncommunication>

<https://www.instagram.com/p/BbAcfpbLYUE/?hl=en&taken-by=uwefashioncommunication>

<https://www.instagram.com/p/Bgs8ordlTQx/>

https://www.instagram.com/p/BgrODUyFQ_R/

<https://www.instagram.com/p/BgrNzDiYIt/>