
TREND FORECASTING AND BRAND IDENTITY in Fall 2019 (CM5020D)

Course Code	CM5020D	Professor(s)	Cécile Poignant
Prerequisites	None	Office Number	
Class Schedule		Office Hours	
Credits	2	Email	cpoignant@aup.edu
Semester	Fall 2019	Office Tel. Ext.	

Course Description

This course explores the role of trends and innovations in society from a multidisciplinary perspective.

What makes something trendy? How do you spot trends to create new things, services or experiences? How do you determine whether a specific trend is a long-term one? What is the history of trend forecasting and how innovative ideas have change our daily lives? What are the differences between trend offices, opinions leaders and influencers. What is the role of trends and innovation in the creation of our possible future(s).How to use trends in branding mechanism.

In this interactive and dynamic course, you will learn how you can discover a trend, study the historical roots of a trend category and timeline it through history, and discover a methodology for anticipating future trends. You will create mood boards and learn how to build an effective story telling through workshops and group exercises.

Course Learning Outcomes

General Education

Course Outline

WEDNESDAY October 9th

TOPICS

Morning

Keynote

“Back to the past”

Trends offices from their beginnings in the 20th century until today. Evolution, territory, limits (emergence of other sources of information and opinion leaders)

“Share the present”

Important highlights of today:

Social Media, importance of a community, shareable economy (illustrated with video examples)
“Imagine the future”

Brand extension. Co-branding. Brand DNA.

Open discussion

Based on the preliminary readings :

Anatomy of a Trend Paperback – by Henrik Vejlgard

X: The Experience When Business Meets Design - by Brian Solis

Is trend forecasting useful and why?

Be prepared to expose clearly your arguments with examples

Afternoon

Keynote

“Black Celebration”

A 360° view on Black

Team workshop

«A New Territory for Black»

Open discussion

The importance of colors in trend forecasting, how colors are impacting not only fashion but also food, beauty and branding in general ...

FRIDAY October 11th

TOPICS

Morning

Keynote

"Methodology for anticipating future trends"

From weak signals to macro trend - Identifying key trends - Recognize the big picture - The future is not set in stone

Team Workshop:

« Create a Trend Atlas »

Open discussion

How to recognize contradictions and transitions in trends?

Afternoon

Key Note

«Lifestyles & attitudes for the future»

An overview of four long-term trends with illustrations of existing products, services... to better understand the evolution of consumption.

Final team project briefing

«The rise of the meaningful consumption»

Open discussion

Final group project and preliminary ideas

SATURDAY October 14th

TOPICS

Morning

Keynote

Innovations and Trends?

Workshop

« Trend Canvas »

Build a trend canvas to imagine a new product/service

Afternoon

Final team project presentation

«The rise of the meaningful consumption»

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

20% Class participation & team collaboration

20% Short assignments, exercises and work in class 20% Demonstration of research

40% Final project

Other
