

# MINOR TREND WATCHING



INTERNATIONAL  
LIFESTYLE  
STUDIES

## Minor Trend Watching

<b>Duration</b>	1 semester (appr. 21 weeks)
<b>Contact hours per week</b>	20
<b>Number of credits</b>	30 ECTS
<b>Academic calendar 2013-2014</b>	Fall semester 26 August 2014 – 31 January 2015 (Apply before 15 May) Spring semester 9 February 2015 – 18 July 2015 (Apply before 15 November)
<b>Target Audience &amp; Entry Level</b>	Undergraduate. No specific requirements
<b>Erasmus ID Code EUC registration</b>	NL EINDHOV03 28880-IC-1-2007-1-NL-ERASMUS-EUCX-1
<b>Location</b>	Netherlands, Tilburg Fontys University of Applied Sciences Academy for Creative Industries (1,5 hours from Amsterdam)
<b>Content of the program</b>	In short you will learn: <ul style="list-style-type: none"><li>- to signal trends: what a trend is, how to spot it and how to describe and visualize trends;</li><li>- to analyze trends: what kind of patterns there are;</li><li>- to apply trends: to write a trend report for organizations that will inspire them to respond to the rapidly changing world.</li></ul>
<b>Learning outcomes</b>	You learn how to systematically trace, analyze and interpret trends. With this knowledge you will be able to give advice to organizations how to adapt to this fast changing world, and in doing so generate long-term success.
<b>Teachers</b>	This minor is taught by a permanent team of motivated teachers (a.o.): Carl Rohde – Trend Watcher of the Year 2011-2012 Bas Delmee - Lecturer Scenarioplanning and Social Studies Tessa Cramer – Lecturer Trend Watching and research Carlijn Naber – Teacher Trend Watching Jony van der Woude – Coordinator and Lecturer Trend Watching Djenny Brugmans – Lecturer Visual thinking Ingeborg Bruinewoud - Lecturer Trend Watching and Research Tessa Petrusa- Lecturer Trendwatching and Antropology
<b>Excursions</b>	Trend Watching does not solely take place from behind your computer or in the classroom. This is why you will take a trend tour in a city, visit expositions and visit a trend forecasting institute.



Examination	<ul style="list-style-type: none"><li>- Written exams</li><li>- Presentations</li><li>- Group assignments</li><li>- Individual assignments</li></ul>
Courses	<ul style="list-style-type: none"><li>- Coolhunting</li><li>- Trend Watching</li><li>- Trendtheory Toolkit: Blogging, Deskresearch, Brailling, visual thinking, coolhunting</li><li>- Trendmethods: Intuitive Forecasting, Network Forecasting, Scenarioplanning</li><li>- Analyzing: Cross Cultural Analysis, Laddering, Visual Analysis</li><li>- Applying: Consumer Insights, Trends to brands, Insights, Strategy and Innovation</li><li>- Social Studies (Psychology and Sociology, Antropology)</li><li>- Visual thinking, Indesign</li></ul>
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*Did you know that companies such as Philips have entire departments staffed with Trend Watchers, who continuously monitor new developments? Would you like to learn how to spot trends and how to apply them to brands and organizations? If so, a minor in Trend Watching would be perfect for you. This minor is all about being open to change, indulging in your curiosity, and viewing the world through the eyes of a Trend Watcher.*

*Detecting, analyzing and adopting trends are the heart of the Minor Trend Watching. You learn how to systematically trace trends, to analyze them and to interpret them. You learn how to express the consequences of these developments. Ultimately, you will apply your newly discovered insights to the real world.*

### Content

This minor revolves around three core activities: detecting, analyzing and adopting trends.

Below, you will find a brief description of each phase.

### Signaling

In this phase, you will learn what trends are, how to detect trends, how to describe trends, and how to visualize current (international) trends. Various methods and techniques of trend research serve as a backbone to these skills. New developments unfold quickly. This is why we teach you how to continuously refresh your knowledge and stay up to date.

### Analysis

And there you are, wondering what to do with all the trends you have spotted. This minor

will teach you how to analyze trend signals and to find patterns in everything you detect. For this purpose, you will participate in work sessions in close cooperation with your fellow students, adding depth to your trend analysis. You also learn how to visualize trends.

The crux of this analytical phase is how to understand the size, intensity, impact and dimensions of a trend. Various methods of analysis will be presented and practiced. You will learn how to systematically select and cluster relevant trends in order to make your trend descriptions more profound.

One of the courses taught as part of the trend analysis package is Coolhunting. This minor comes with an international Coolhunt under the guidance of Carl Rohde, trend watcher of the year 2011. You will also be keeping a trend blog.

### Application

And what are companies supposed to do with these trends? In the last phase, 'application', you write a custom-made trend report for a brand or company of your choice. The trend report applies a Business-to-Consumer approach.

The final phase is reserved for transforming trends and trend research into tangible input for companies and organizations. Here, trends are employed for lending companies inspiring and innovative input to make them better prepared for changing consumer needs.





Lecturers Ingeborg Bruinewoud & Tessa Cramer & Peter Heshof  
Guest lecturer Peter Heshof



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