

This newly deigned Workshop consists of:

Each pupil (max 20 pupils in total) will learn about different methods of market research, before developing their own questionnaires & undertaking their own shop reports, pupils will then be able to fully utilise a commercial trends library to develop their own moodboard using a wide variety of materials.

This session can be geared towards actual GCSE coursework where required, and the emphasis of the session is to develop an understanding and an appreciation of the various methods of market research, including customer, competitor, market and trend analysis and how this impacts on the design process.

Agenda

You will arrive at 9.30am (or as soon as possible after that time) at the Designer Forum, Designer Forum Studio, 69-73 Lower Parliament Street, Nottingham. Please report to the main reception desk where you will be greeted by an EMTEX (Designer Forum) member of staff.

■ **Induction** - There will be a short health & safety induction where all pupils and members of staff will be given instructions on what to do in an emergency, basic rules & regulations and also an overview of the day's activities.

■ **Morning Session** - After the induction there will be a 45 minute interactive presentation & quiz on market research methods, where pupils will be given a basic overview of both primary & secondary research methods & how this is used in industry. They will then be shown how to develop their own market research materials – including a customer questionnaire and a 'shop report' (for competitor analysis) using the computers & will be given both a printed version and one that they can save to disk to take away with them.

Workshop Programme 2005/06

Fashion Trend Research

■ **Lunch Break** - Approximately 1 hour. Where appropriate pupils can then be encouraged to complete their reports in key stores in Nottingham City Centre (The Designer Forum is based 2 minutes walk from the Victoria Shopping Centre) during their lunch hour. It will however remain the responsibility of the school to supervise / get parental permission etc.

■ **Afternoon Session** - Pupils will reconvene back at the Designer Forum, where they will give mini-presentations of their findings (if they have visited the stores over lunch) followed by a 30 minute presentation on Trend Forecasting. Pupils will then have access to the UK's leading trend forecasting library with trend publications from leading international trend prediction agencies worth £50,000+, as well as access to an online resource www.wgsn.com (Worth Global Style Network) worth £25,000 per license agreement. Pupils will then be shown how to develop their own trend theme board / moodboard using either a theme set within GCSE coursework or from one of the trend publications (at the discretion of the teacher); pupils will be provided with all the necessary materials including magazine tears, fabric samples, A2 boards. Pupils will again be asked to present back their findings and are able to take their boards with them.

■ **Timings** - Depending upon start times we aim to complete by 3.30pm, and the average time spent at the centre should be 6 hours in order for each pupil to complete the activity successfully.

■ **Refreshments** - This site has not catering facilities available upon the day. We recommend that each pupil bring a pack lunch with them.

■ **Price - £425** - This price includes an Industrial Printing & Dyeing CD Rom / or a Manufacturing Poster Pack.

DESIGNER FORUM

Supporting the business of fashion & textiles