

## Translating Trends to Product + Affinity Photo

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**Translating Trends to Product + Affinity Photo:** Hi! I'm Jen Lezan, a Designer Illustrator, Designer, and Educator living in the Midwest. I've had a long career in the fashion industry and provided higher-education teaching. I am a specialist in the creation of patterns on surfaces as well as other illustrations in digital media. I am very excited to share this last part of the 3 Part series that focuses specifically on Trend forecasting and Product Development. Be sure to read the two other installments in this series ( Trend Forecasting 1 and Trend Forecasting 2)

### What does the class is about?

This class will build upon the knowledge and skills acquired in my prior forecasting classes. Students will learn from lessons learned and how to use them in the creation process, specifically in patterns that repeat for an assortment of patterns in Surface Pattern Design inspired by their studies on trends.

### A handful of abilities students will master

Learn how to conduct your research, identify the various groups of the most important trends presented in the presentation of trends, and apply these to the development of products and design. Utilizing their research findings as ingenuity, students will develop colored motif concepts illustrated with illustrations and stories and then create an entire collection of surface designs. Students will also understand the basics of developing products and designing for surface patterns, how trend forecasting is beneficial when creating collections that will sell, and how to incorporate their designs into mockups of products to display them in a portfolio.

### A Brief Overview of the Class Project

For your class project, we'll take your trend analysis up a notch by creating the six-print pattern collection based on your prior class trends report. There will be a theme and then create an encapsulated collection that includes a hero print and supporting prints. The objective is to take your fashion understanding to the next step and use it to develop a product. The first step is to draw inspiration from the topic you studied in the previous class and apply it to a final product.

### Who is the class directed towards, or if previous knowledge or experience is necessary

This class is designed for students who are new to the field. It is not necessary to have any previous knowledge of the fashion industry; however cu, curiosity about fashion and trends could be beneficial! I suggest taking my initial two Fashion Trends courses, but this one is based on the knowledge you gained from these courses and built upon the idea created by Trend Forecasting Two. The information provided in the course is designed to be educational, provide an entirely new view of fashion, and provide the opportunity to design an idea that will allow you to practice the techniques you've learned to work with affinity programs and produce.

A basic understanding of the technical aspects will be required as I'll demonstrate how you can utilize the Procreate app and the Affinity Photo application to create the raster-based repeat pattern.

### Project Description

The task you have to complete is to design your pattern collection. The theme you choose will be based on your research into trends, then create it with repeat patterns, then connect it with an image of the spot and a name. To get ideas and inspiration, follow the video lessons or download the class handout, and take a look at my example project.

Surface design skills can be applied to many illustrations and design projects. You'll be able to design patterns that you can apply in any size and on any project. When you create a collection, you can take your skills further by forming an engaging and cohesive set of elements that mix and match. Imagine the decor of your bedroom. It would be best to have bedding that is in



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harmony with the curtains, the rug, and the artwork. A great collection will bring everything together.

What should your collection of patterns focus on? Choose patterns that appeal to you or work perfectly with the fashion prediction you made during the class. Look for popular themes related to things you're familiar with (flowers, your favorite hobby, or a particular season). Start from scratch or expand on the trends you have created in my previous post. But most importantly, have fun!

#### The lessons you'll be learning:

- Learn how to research trends and understand the various groups of trend-related ideas presented in the presentation of trends.
- Learn how to apply the latest ideas gleaned from your research for the design and development of products.
- Learn how to create illustration patterns for the design of surfaces based on research into trends.
- Learn the fundamentals of design and development of products as well as surface design.



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