Applying Trend Forecasting Methodology for Raising the Visual Creativity of Interior Design Students (An Experiential Study)

Nada Ahmed Arisha

Lecturer in Interior Design Department, October University of Modern Sciences and Arts- MSA University, Cairo, Egypt, nadaarisha@gmail.com- narisha@msa.edu.eg

Abstract:

Trend Forecasting affects each discipline of Art including Interior Design, Graphics, Music, Fashion…etc. It appeared as a result of Intellectual shifting of mental and behavioral changes in societies through the years. Trend forecasting can be rearranged to form New Predicted Trends forecasted by forecasters. The Research signifies ways of applying Trend Forecasting Methodologies for raising the visual creativity of Interior Design Students, which can be obtained by Research, Experiments, Surveys to map out the future through blending of forecasting Techniques. By the end of the study the researcher constructed a methodology for learning "Trend forecasting Course" for Interior design students, also an experiential study done by the students of Art and design University to achieve Trend Books and Boards as an output of the Trend Forecasting course.

Introduction:

Trend Forecasting in Design is a term formed from "Trend" which means a direction results from shifting in mentality of customers and products "Forecasting" which means the way forecasters can predict this Trend to be formed in societies. Trend forecasting can be formed as a result of data gathering and analysis based on different sectors and segments, also can future proof different products for consumers demands such as Interior Designs, Furniture, Accessories, Music and Fashion. The research illustrates Trend Forecasting terms and definitions, also Trend Curve, Methodologies and Techniques. At the end of research, the researcher illustrates an Experiential Case Study on Interior Design Students Applying Trend Forecasting Methodology for Raising the Visual Creativity.

Research Issue:

Absence of Trend Forecasting Methodologies and Techniques in Interior Design Courses in some Universities in Egypt.

Research aims:

1- Describing Trend and Trend Forecasting and how it affects all Applied Arts Disciplines.
2- Applying Trend Forecasting Methodology on Interior Design students of MSA University.

Theoretical Framework:

1- **Descriptive and Analytical Approach:** A descriptive methodology in describing Trend Forecasting and Trend Life Cycle. Analytical methodology in trend forecasting techniques and the way of applying Trend Forecasting methodologies and syllabus for raising the visual creativity of Interior Design students.

2- **Tools of Research:** Online Survey applied by students of Arts and Design to predict new forecasted trends under the supervision of the researcher.

1. Trend Definition:

Trend is defined as a gradual Change or Development that produces a particular result, also it is a general development or change in a situation or in the way that people are behaving (Dictionary, 2022). Trend Formed as a result of shifting in Mentality or Behavior that influenced People and products. Trends appear and affect in Design, Colors, Materials, Music, Fashion, Markets and in all Interdisciplinary studies.

2. Forecasting Definition:

Forecasting defined as calculating or predicting events or conditions in future as a result of Studying and Analyzing Data. Forecasting can be achieved by combining both data gathered from past and present and is supported by Human Judgment and Intuition.

3. Trend Forecasting Importance:

Trend forecasting provides reliable information about past, present and future predictions of the market in order to handle the uncertainty and face the future challenges to provide a better services and products to the customer. In Interior Design, Trend forecasting optimize the designs, facilities and operation systems also it helps in utilizing resources efficiently to achieve a better design facing the future.

3.1 Trend Curve Methodology and Trend Life Cycle:

Trend Curve Methodologies combine data analysis, science and human factors and ingenuity to visualize and track how trend can grow through

various disciplines. Trends forecasted by forecasters are classified in duration and penetration which are visualized by a curve which is known as "Trend Curve" in which Time is on the horizontal axis and consumer adoption is on the vertical axis.

Trend Curve Spotlight as stated by WGSN Know

precisely where a trend is in its lifecycle to capitalize on opportunities across selected key items, details, colors and prints:

1- Detailed trend-level analysis and forecasts
2- Tracking across market segments from leaders to mass-crossover (WGSN, 2022)
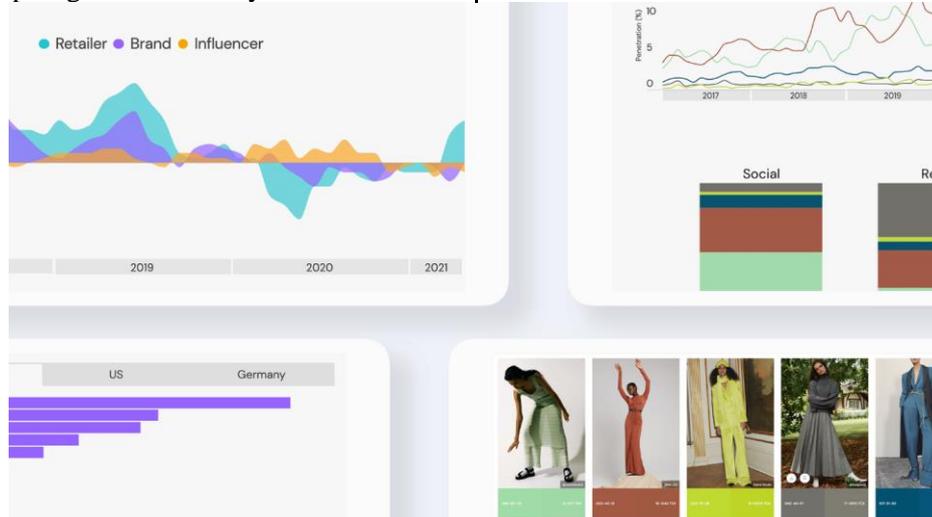
Fig (1) illustrates Trend Curve from WGSN
Retrieved from https://www.wgsn.com/en/trading/trendcurve (22nd October 2022).

4. Forecasting Trend Techniques in Design:

4.1 Quantitative technique:

It is the technique which uses past data to forecast future data (Sona, 2022). Quantitative technique is based on quantitative data which is generated from numbers, statistics and mathematical relations. It can be classified in to: Time series and Causal Models.

4.2 Qualitative technique:

It is the technique based on qualitative data such as expert opinions and market opinions which can be applied when a new designed product is firstly introduced to the market and shall be used by

customers. This product may be Interior Claddings, Furniture pieces, Accessories for example. This technique uses human judgment and rating schemes to turn qualitative information into quantitative estimates (C. Chambers, K. Mullick, & Dona, 2022). Qualitative Technique may be classified to many sectors such as: Delphi method (by doing Questionnaires), Panel consensus (Asking Experts in the field of all design sectors), Market Research (by comparing to different design market companies for example), Historical Analogy and Visionary Forecast.
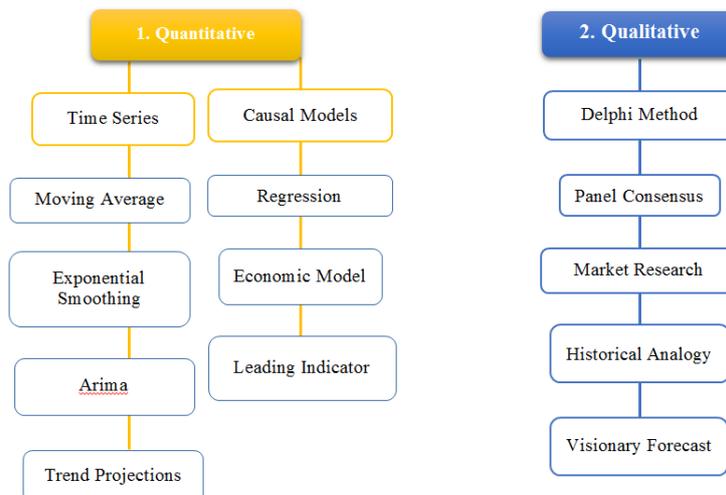

Fig (2) illustrates Diagram of Trend Techniques: The Quantitative and Qualitative Techniques in Trend Forecasting. (By Researcher)

4.3 Applying Forecasting Trend Techniques on Interior Design Education:

Interior Design students study the Trend Techniques and their methodologies during their

courses in applied arts Education, also study "The Know How" in order to apply these techniques to predict a forecasted trend in all applied arts disciplines, and thus raising the visual creativity in design. In Interior Design Education, the students study the relations between Interior Design and all other disciplines by applying methodologies and techniques in trend Forecasting.

1- Blending of Art Disciplines and Trend Forecasting in raising Visual Creativity:

Where does the idea of design in general come from? The idea is the product of an intellectual creative generalization within the designer's mind, which makes him feels and perceives. Then by these intellectual thinking he offers a solution to a problem which must be creative and meet the customer needs. In trend forecasting learning methodologies; a blending of Art Disciplines occurs by using Trend Techniques to predict A Forecasted Trend predicted by forecasters which shall meet the customer needs.
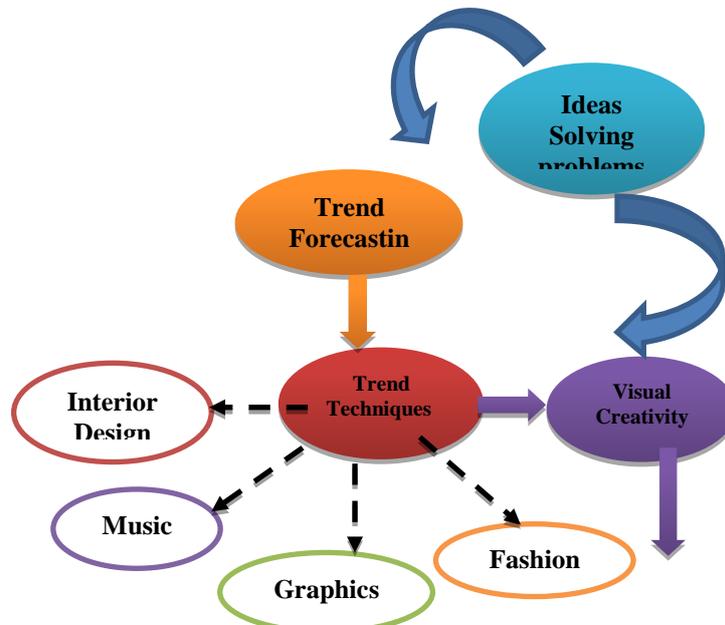

Fig. (3) illustrates Trend forecasting through Art Disciplines (Interior Design-Music-Graphics-Fashion).
(By Researcher)

6- Trends in Interior Design:

6.1 Kinship Trend (2018):

Kinship Trend is a mixture of Cultural References, Heritage and Traditions which expresses the idea of connection, Truth-fullness, Warmth, Compassion and Transparency. It is also a celebration of cultural heritage with contemporary colors to lift the human and cocoon him (Dulux, Kinship Trend Meaning, 2022). Kinship as a Trend can be expressed by different keywords defining the Trend such as: Warm, Hope, Compassion, Tradition, Folklore and Crafts.

Kinship as a trend forecasted by forecasters in "Dulux" (Dulux, 2022) was reflected in different applied arts such as Interior Design, Furniture, Fashion, Sculpture…etc. Interior Design in Kinship Trend reflects the Traditional Architectural Treatments which is inspired from the Eastern Influences, Folklore and Traditions. Furniture Forms in Kinship are inspired by Heritage and Traditional Crafts such as Wood Turning, Knitting,

Sewing and Patchworks.
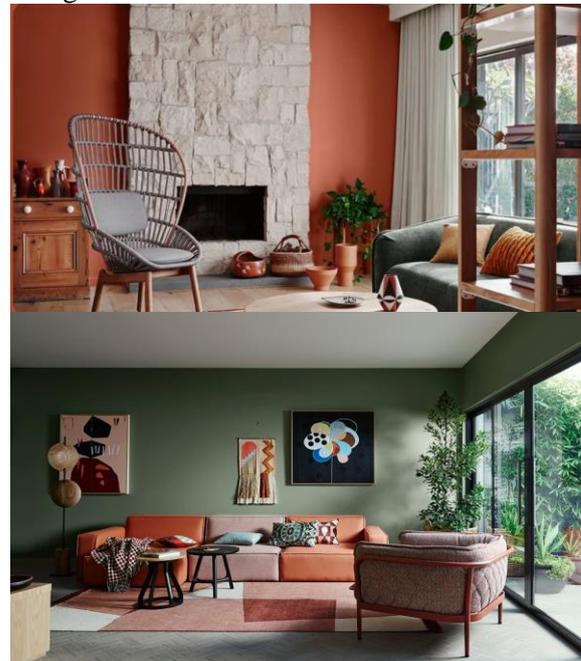
Fig. (4-5) illustrates applying Kinship Trend in Interior design using Patch works, Wood Turning, Knitting, Sewing also colors reflecting heritage and traditions.
Retrieved from: Dulux Colour Forecast 2018-

Kinship Palette Dulux (20th October 2022)

Color Pallets:

Color Pallets in Kinship Trend characterized by the presence of warm colors, rich, earthy hues intermingled with cozy, neutral shades.

Beige Artefacts	Maiko	Time Capsule
View Colour →	View Colour →	View Colour →
Red Ochre	Sassy	Very Terracotta
View Colour →	View Colour →	View Colour →
Reddy Brown	Herbalist	Hildegard
View Colour →	View Colour →	View Colour →
Raccoon Tail	Ruski	Outrageous Red
View Colour →	View Colour →	View Colour →
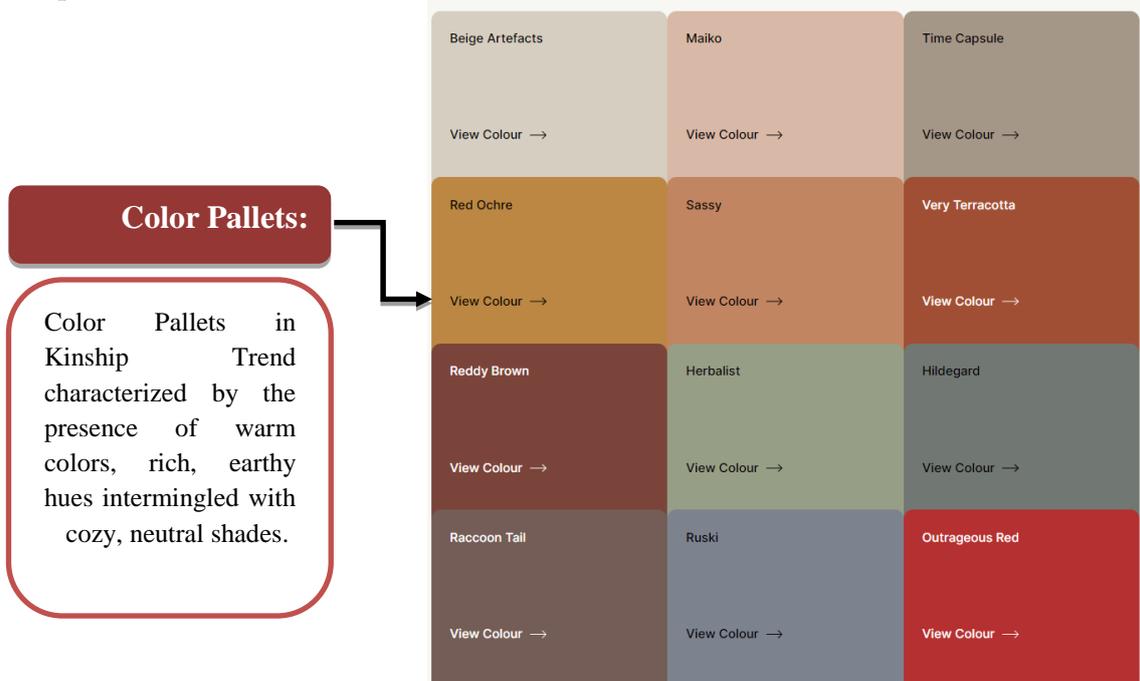
Fig. (6) illustrates Kinship Color Pallets

Retrieved from: Dulux Colour Forecast 2018 – Kinship Palette | Dulux (21th Octoober 2022)

Fig (7-8-9) illustrates samples from Interior Design of Kinship Trend. The pictures express the presence of herbal and earthy colors which gives the effect of warmth in interiors, also Furniture pieces, Accessories and Fabrics illustrating the Trend.

Retrieved from: https://www.dulux.co.nz/colour/colour-forecast/2018/kinship (23rd October 2022)

Trend Boards of Kinship Trend:
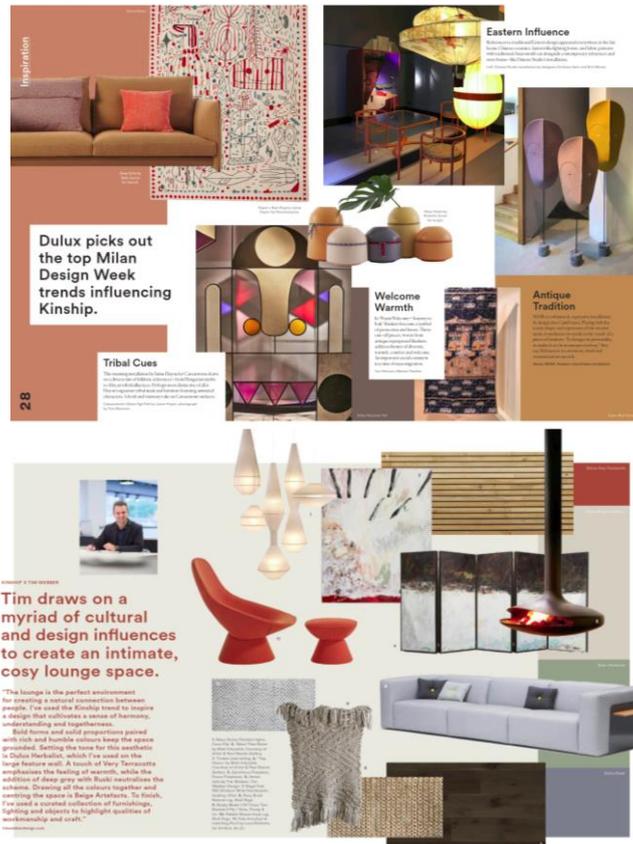
Fig (10-11) illustrates Trend Board of Kinship Trend. The board illustrates: About the Trend, Interior Designs of Wall Claddings, Furniture pieces, Lighting Units and Accessories.

7- Experiential Case Study on Interior Design Students of Egyptian University:

7.1 Trend Forecasting Methodology for Raising the Visual Creativity of Interior Design Students	
Lec. 1	Introduction about Trend Forecasting • Research about Trend Forecasting. The Researcher "Dr. Nada Arisha" gave the students different Keywords for Trends (Ongoing and Expected to rise) for research.
Lec. 2	Trend Techniques (Applying different Techniques in Interior Design and Furniture Industry)
Lec. 3	Zeitgiest (Between Time and spirit of Age)
Lec. 4	Trend Categories (Mega-Macro-Micro)
Lec. 5	Factors affecting trend Forecasting
Lec. 6	**Trend Book**
	• Cover Page (Trend Name – Trend Year) • Forecaster Team (Interior Design Students) • Table of Content • Trend Philosophy – Quotes about the Trend • Time Line Graph • Key words Illustrating the Trend • Trend Pictures Illustrating different disciplines of Art (Interior Design-Architecture- Music- Fashion- Graphics- Texture- Patterns- Materials- Color Schemes) • Conclusion • References • Back Cover
Lec. 7	**Trend Board**
	• Trend Name and Year • Short Text about the Trend direction • Innovative composition of Pictures illustrating the forecasted Trend • Forecaster Team (Interior Design Students)
Lec. 8	**Submission and Presentations of Trend Books and Boards**

The previous syllabus was applied by the Researcher (Dr. Nada Arisha) on Interior Design Students of The Faculty of Arts and Design. All the students in Trend Forecasting course uses both The Quantitative and Qualitative Techniques and most the students apply The Qualitative Techniques including: Delphi method, Panel consensus, Market Research mostly. Students also presented Trend Books and Trend Boards in Creative way which illustrates ways of Raising the Visual Creativity of Interior Design Students.

8. Trends Forecasted by students under supervision of the researcher:

The researcher presented the output of Trend Forecasting syllabus made by students (Trend Forecasters) which were based as a result of applying trend forecasting techniques and methodologies such as: History Analogy, Trend Projections, Interviews and Online Surveys. This Course was supervised by the researcher and presented by the university students as a project submitted in the 4th year of Graduation.

8.1 List of Trends Presented by Students of MSA University (2022):		Samples of Interior Designs which applied the Trend in Web Globally
Forecasted Trend Name	MSA University Student's Work of Trend Forecasting Book Cover (Class of Spring 2022)	
• **Abstract Surrealism**		
	Fig. (12) illustrates Abstract Surrealism Book Cover.	Fig. (13) illustrates Abstract Surrealism in Interior Design. Retrieved from: https://trendland.com/surrealist-interiors-tommaso-sartori/ (11th November 2022)
• **Afrocentrism**		
	Fig. (14) illustrates Afrocentrism Book Cover.	Fig. (15) illustrates Afrocentrism in Interior Design. Retrieved from: https://www.homelane.com/blog/african-inspired-home-decor/ (14th November 2022)
• **Anti-Design**		
	Fig. (16) illustrates Anti Design Book Cover.	Fig. (17) illustrates Anti Design Interior Design. Retrieved from: https://www.widewalls.ch/magazine/anti-design-italian-movement (15th November 2022)
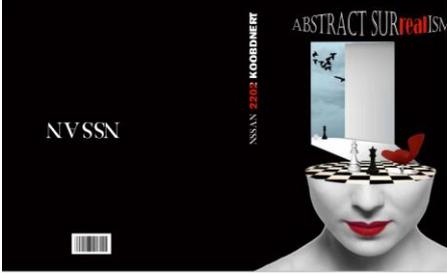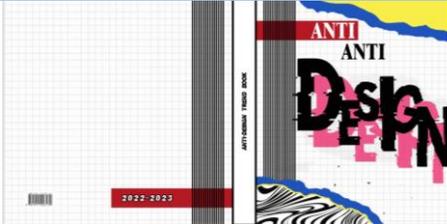
• **Cyperbunk**		
	Fig. (18) illustrates Cyberpunk Book Cover.	Fig. (19) illustrates Cyberpunk in Interior Design. Retrieved from: https://www.archdaily.com/940713/how-neon-lighting-shapes-architecture (11th November 2022)
• **Escapism**		
	Fig. (20) Escapism Book Cover done by students.	Fig. (21) Escapism in Restaurant Interior Design. Retrieved from: https://www.dezeen.com/2021/04/01/masquespacio-uses-blocks-of-colour-to-break-up-interior-of-milan-burger-joint/ (11th November 2022)
• **MaximumGlam**		
	Fig. (22) illustrates Maximum Glam Book Cover done by students.	Fig. (23) illustrates Maximum Glam in Fabrics. Retrieved from: http://www.stijlinstituut.nl/ (11th November 2022)
• **Metamporphic**		
	Fig. (24) illustrates Metamorphic Trend Book done by students.	Fig. (25) illustrates furniture derived from metamorphism in nature. Retrieved from: https://www.6sqft.com/freyja-sewells-felt-cocoon-helps-people-reconnect-with-their-senses/(11th November 2022)

• **Neotique**		
	Fig. (26) illustrates Neotique Trend Book done by students.	Fig. (27) illustrates Neotique or Retro Futurism Museum. Retrieved from: https://www.artstation.com/artwork/Wmkmd3 (12th November 2022)

Research Findings:

1- Signifying the role of Trend forecasting in raising the visual creativity of Interior design students by blending of various art disciplines.

2- Achieving Trend Books and Trend Boards as an output of studying Trend forecasting methodologies of Interior Design Students.

3- Presenting a proposal of a methodology to study Trend Forecasting Course that can be studied in faculties of art and design to raise the visual creativity of interior design students.

Research Conclusion:

The Research discusses applying Trend Forecasting Methodology for Raising the Visual Creativity of Interior Design Students as an Experiential Study done by the researcher in the academic filed. The research signifies the role of forecasting in predicting new Trends results from blending different art disciplines such as Interior Design, Graphics, Fashion, Music…. etc. Trend Forecasting can be formed from data gathering, analysis and experiments, also can be obtained by studying both Quantitative and Qualitative techniques and methodologies to obtain a new trend forecasted by forecasters. At the end of research; The researcher made a methodology for learning "Trend forecasting Course" on Interior design students, also an experiential study done by the students of Art and design University to achieve Trend Books and Boards as an output of the Trend Forecasting course.

References- APA Style:

1- C. Chambers, J., K. Mullick, S., & Dona. (2022, October 23). Retrieved from How to Choose the Right Forecasting Technique: https://hbr.org/1971/07/how-to-choose-the-right-forecasting-technique

2- Dictionary, C. (2022, May 4). Trend - English Meaning. Retrieved from https://dictionary.cambridge.org/dictionary/english/trend

3- Dulux. (2022, October 21). Retrieved from (https://www.dulux.com.au/about-us)

4- Dulux. (2022, October 20). Kinship Trend Meaning. Retrieved from Dulux Colour Forecast 2018- Kinship: https://www.dulux.com.au/colour-trends/2018/kinship

5- Sona, S. (2022, November 5). Quantitative Methods of Forecasting. Retrieved from https://hmhub.in/quantitative-methods-of-forecasting/

6- WGSN. (2022, October 22). Trend Curve. Retrieved from https://www.wgsn.com/en/trading/trendcurve

7- Trend Curve from WGSN. Retrieved from https://www.wgsn.com/en/trading/trendcurve (22nd October 2022).

8- Applying Kinship Trend in Interior design using Patch works, Wood Turning, Knitting, Sewing also colors reflecting heritage and traditions. Retrieved from: Dulux Colour Forecast 2018 – Kinship Palette | Dulux (20th October 2022).

9- Kinship Color Pallets. Retrieved from: Dulux Colour Forecast 2018 – Kinship Palette | Dulux (21th Octoober 2022).

10- Samples from Interior Design of Kinship Trend. The pictures express the presence of herbal and earthy colors which gives the effect of warmth in interiors, also Furniture pieces, Accessories and Fabrics illustrating the Trend. Retrieved from: https://www.dulux.co.nz/colour-forecast/2018/kinship (23rd October 2022)

11- Abstract Surrealism in Interior Design. Retrieved from:https://trendland.com/surrealist-interiors-tommaso-sartori/ (11th November 2022)

12- Afrocentrism in Interior Design. Retrieved from: https://www.homelane.com/blog/african-inspired-home-decor/ (14th November 2022)

13- Anti-Design Interior Design. Retrieved from: https://www.widewalls.ch/magazine/anti-design-italian-movement (15th November 2022)

14- Cyberpunk in Interior Design. Retrieved from:

https://www.archdaily.com/940713/how-neon-lighting-shapes-architecture (11th November 2022)

15- Escapism in Restaurant Interior Design. Retrieved from:

16- https://www.dezeen.com/2021/04/01/masques pacio-uses-blocks-of-colour-to-break-up-interior-of-milan-burger-joint/ (11th November 2022)

17- Maximum Glam in Fabrics. Retrieved from: http://www.stijlinstituut.nl/ (11th November 2022)

18- Furniture derived from metamorphism in nature. Retrieved from:

19- https://www.6sqft.com/freyja-sewells-felt-cocoon-helps-people-reconnect-with-their-senses/(11th November 2022)

20- Furniture derived from metamorphism in nature. Retrieved from:

21- https://www.6sqft.com/freyja-sewells-felt-cocoon-helps-people-reconnect-with-their-senses/(11th November 2022)