UNIVERSIDADE DA CORUÑA

Teaching Guide				
Identifying Data				2023/24
Subject (*)	Workshop 5: Coolhunting and Collections Management		Code	710G03036
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Fourth	Optional	6
Language	English			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Rey García, Marta	E-mail	marta.reyg@udc.es	
Lecturers	Rey García, Marta	E-mail	marta.reyg@udc.es	
Web	http://gradoindustrialmoda.udc.gal/			
General description	In the Coolhunting and Fashion Collections Management Workshop, the student will work on the initial stages of creating a fashion collection. From the search and interpretation of trends, through the creation of moodboards, colors, harmonies, conceptualization and design of specific garments, the student will work on the identification, search and transformation of trends, concepts and ideas to obtain as a final product a collection of defined and cohesive garments. The practical orientation of the workshop means a dynamic teaching methodology based, to a great extent, on teamwork, so that each group must prepare a capsule collection (in outline and technical sheets format) and make a final presentation where the process followed, from the origin of the collection (inspiration, trends) to the purpose, detail and characteristics of the garments. LECTURER: MERITXELL VILALTA REDÓ. Graduated in Textile Design from ESDI, she began her professional career in the Cooperativa Textil Teixidors, S.C.C.L, going on to work some time later in the Inditex Group (Zara), where she has developed most of her career. At Inditex, she has worked as a designer for Zara Man's Knitwear department, in the Shanghai Purchasing office (where she was in charge of sourcing, quality management and production monitoring for Zara Man) and, back at Arteixo, took over the Transversal Quality department of Zara Man, ending her stage at Inditex in the Corporate Sustainability department. She is currently a lecturer in several design schools.			

Study programme competences / results	
Code	Study programme competences / results
A2	To know the aspects of the environment that shape the evolution of the fashion industry and its firms, with particular focus on the impact of economic and legal trends
A4	To master the fundamentals of design in general and fashion design in particular, and to frame them in their historical context, both specific and general
A5	To develop the necessary skills to generate creative and innovative ideas
A6	To know and to know how to use the necessary tools to implement, conceptualize and launch collections
A7	To know the reality and social conditions that influence fashion, with a perspective of its historical development
A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
A19	To acquire the capacity to collect, select and analyse information flows; their integration in the information systems and processes of the firm; and their application to strategic and operational decision-making; always from an ethical perspective
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm

B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C1	Adequate oral and written expression in the official languages.
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences / results		
Know the process of conception, design, manufacture, communication and launch of fashion collections that anticipate and / or create trends in the sector / market.	A2 A4 A5 A6 A7 A8 A19	B1 B2 B3 B4 B6 B7 B8 B9	C1 C3 C4 C5 C7 C8 C9
Knowing the techniques and tools that will allow analyze and anticipate changes in the lifestyles and preferences of consumers, so students can identify current and emerging trends and even become trendsetters of their own.	A2 A4 A5 A6 A7 A8 A19	B2 B3 B4 B5 B6 B7 B8 B9	C1 C3 C4 C5 C7 C8 C9

Contents	
Topic	Sub-topic
1. Creativity, Innovation, Trends and Design&Visual Thinking.	- Concepts of creativity and innovation focused on the creation of fashion collections. - Introduction to the principles of Design Thinking as a guide and support during the different stages of the process of creating a collection. - Starting point: approach to starting the collection, situation analysis and context, definition of needs and objectives, project scheduling.

2. Introduction to Trend analysis and Coolhunting in the fashion industry.	- What is Coolhunting: where we come from and where we are. - Innovation, Target Groups, Traceability, Street Style and Trendy Urban Spots. - Trends and Context. Types of Trends. - Objective of the search for Trends: resources, sources and tools.
3. Design Thinking and Coolhunting.	- User-centered thinking. Empathy as a basic tool for innovation. - The moodboard: objectives, what it is for, who will work with it, when it will be used. - How to transfer Trends to the Moodboard. -Moodboard types; represent and explain ideas about different aspects (atmosphere, color, materials, textures, silhouettes, etc.)
4. Trend analysis methodologies.	- Detect, identify and analyze Trends. - Design, writing and presentation of a Coolhunting report. - Structure ideas and information for the presentation of initial proposals of collections according to the trend analysis carried out.
5. Coolhunting tools.	- Inspiration Resource Selection: Where to Look for Inspirational Sources and Tools for Creative Work. - Sources, environments and specialized experiences. - Online and offline resources. - Social tools: influencers and content management.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Introductory activities	B1 C5 C7 C9	7	0	7
Guest lecture / keynote speech	A2 A4 A5 A6 A7 A8 A19 B2 B3 B4 B5 B6 B7 B8 B9 C8	25	25	50
Objective test	B4 B7 B8 B9	3	25	28
Supervised projects	A2 A4 A5 A6 A7 A8 A19 B2 B3 B4 B5 B6 B7 B8 B9 C1 C3 C4 C5 C7 C8 C9	10	40	50
Personalized attention		15	0	15

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Introductory activities	Coordination sessions, presentation of professionals and establishment of the planning of the subject (schedules, contents, practices, etc.).

Guest lecture / keynote speech	The contents of the subject?s theoretical programme will be introduced in a formal lecture, through audiovisual media. The slides will not be delivered to the students. The lecturer will monitor lecture attendance; regular attendance is a requirement in assessment procedure.
Objective test	Written test used for the evaluation of learning that can combine different types of questions: multiple choice with error penalty (ask a question in the form of a direct question or incomplete statement with several options or answer alternatives of which only one is valid), essay (questions of a certain length in writing in which it is valued that the expected answer is given, combined with the ability to reason (argue, relate, etc.). It can also be constructed with a single type of any of these questions.
Supervised projects	Individual and group work, where the acquired theoretical knowledge is put into practice and applied.

Personalized attention	
Methodologies	**Description**
Guest lecture / keynote speech Supervised projects Introductory activities Objective test	Students will be able to ask any questions as they work on the case studies or the readings to be submitted. They can also ask questions about topics explained in class. Teachers and the coordinating teacher or coordinator are assigned availability to carry out tutorials.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Guest lecture / keynote speech	A2 A4 A5 A6 A7 A8 A19 B2 B3 B4 B5 B6 B7 B8 B9 C8	INDIVIDUAL ATTENDANCE and PARTICIPATION: 10% of the final grade. Participation and Attendance of lectures, as well as of the practical classes, will make up 10% of the final grade.	10
Supervised projects	A2 A4 A5 A6 A7 A8 A19 B2 B3 B4 B5 B6 B7 B8 B9 C1 C3 C4 C5 C7 C8 C9	Realization, delivery and presentation of works and projects where contents and acquired learnings are applied. The evaluation criteria include the verification of the inclusion and application of the theoretical part, the quality and clarity of the works and their presentation. In case of requirement of oral presentation, the clarity, the quality, the creativity and subjection to the time of the presentation will be valued, as well as the defense before the questions that can be realized. 60% of the final grade.	60
Objective test	B4 B7 B8 B9	30% of the final grade. Individual objective test. In the case of multiple choice multiple choice test, each incorrect answer could reduce the final score.	30

Assessment comments

1st Opportunity Evaluation.

In the development of the practical part (teamworks / projects) (60% of final grade), the following will be evaluated: application of the theoretical bases, quality of presentation, precision and clarity of presentation and quality of the answers, primary and secondary sources used and bibliographic review.

For the evaluation of the theoretical part, a exam (30% of final grade) will be used, combining test model (multiple option; errors could reduce th efinal mark) with questions to develop.

Part-time dedication and academic exemption (attendance exemption): this possibility is not contemplated. The workshop is face-to-face, so attendance is mandatory.

The evaluation process for the 2nd opportunity requires the delivery of an individual final project (60% of final garde) and an exam (40% of final grade) with combination of test model (multiple option; errors could reduce th efinal mark) with questions to develop.

In the event of an extraordinary call, the evaluation of an individual final project (60% of final grade) will be combined with an exam (40% of final grade)with several kinds of questions: test model (multiple option; errors could reduce the final mark) and questions to develop.

The student who, being enrolled, has not participated in the different evaluation activities (continuous/practical and/or exam/test) established for the academic year will be considered as ?Not presented? (NP).

PLAGIARISM/COPY. The fraudulent performance of the tests or evaluation activities will directly imply the qualification of failure (0) in the matter in the corresponding call, thus invalidating any qualification obtained in all the evaluation activities for the extraordinary call.

Attendance

to all workshop sessions is compulsory. Attendance to a minimum of 90% of

teaching hours is required. This requisite is a necessary condition to pass the

course.

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Sources of information	
Basic	
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Sustainable Management of the Fashion Value Chain/710G03018
Fashion Marketing and Market Research/710G03012
Fundamentals of Fashion Design/710G03002
Subjects that are recommended to be taken simultaneously
Managing Industrial Innovation in Fashion/710G03029
Strategic Management of Fashion Companies/710G03030
Subjects that continue the syllabus
Other comments

-Segundo se recolle nas distintas normativas de aplicación

para a docencia universitaria deberase incorporar a perspectiva de xénero nesta

materia (usarase linguaxe non sexista, utilizarase bibliografía de autores/as

de ambos sexos, propiciarase a intervención en clase de alumnos e alumnas...)-Traballarase para identificar e modificar prexuízos e

actitudes sexistas e influirase na contorna para modificalos e fomentar valores

de respecto e igualdade.-Deberanse detectar situacións de discriminación por razón

de xénero e proporanse acción e medidas para corrixilas.@font-face

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