



Trends & the Audience

Summer school 2023

TRENDS & THE AUDIENCE

Date

3rd to 7th July

Timetable

9 a.m. to 2.15 p.m.

Duration

25h

Language

English

Professor

Laura Pedrol

Required materials (students)

Computer

Level

Intermediate

Desirable skills: knowledge of design and/or art to interpret concepts and ideas.

Price

€ 880

Presentation

In this program, you will learn how to do deep research into culture/audience and pull trends to generate meaningful insights/ideas that will help a brand continue to be relevant.

Objectives

The trend analysis and research that is done in a brand's audience are essential to give trend direction and insights for the creation of ideas/visions, concepts, content, designs and strategies that are relevant to the brand and its audience. This class will allow you to work more cohesively and bring more innovative and engaging insights and ideas to the creative process.

Professor

LAURA PEDROL

My name is Laura, I am a creative strategist and I work with brands and creative agencies giving trend direction and insights for the creation of concepts, content, designs and strategies that are relevant to the brand and its audience.

Aimed at

- + Creatives
- + Content strategist
- + Designers
- + Marketing/communication specialist
- + Brand strategist
- + Anybody curious about culture and trends

Structure and contents

1. Trend Research: OBSERVE
 - + What is a trend? Micro/Macro trends
 - + Where to look for trends
 - + Research tools
2. Trend Analysis: SYNTHESISE
 - + Why do we analyse trends?
 - + What is relevant for our audience: Brand's aesthetic and philosophy
 - + Focus: Product design, content creation, lifestyle, consumer insights, etc.
3. Trend briefs: FOCUS
 - + Connecting with culture/audience and brand's DNA
 - + Structure of a trend report: Different needs, different insights
 - + Communicate information: Responsible for bringing ideas to life
4. Creative process: INSIGHTS/IDEAS
 - + How trend analysis & reports will help the creative process
 - + Data vs Intuition
 - + Find a way to be always relevant and informed, so changes can be applied quickly
 - + From creative briefs to final products/content/service etc.
5. Evaluate
 - + Final Submission
 - + References and tools used

MORE INFORMATION

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The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Due to COVID19, some dates could be modified and/or some courses could be canceled.