

HALLMARK TREND WORKSHOP: TREND SCOUTING

WHAT & WHY:

WHAT IS IT?

Hallmark Senior Designer Andra Khoder and Creative Trend Strategist Melissa Donoho will introduce participants to the world of trend forecasting. They will talk about their roles in the Trends Studio at Hallmark and what inspires them. In the second part of the workshop they will share the process of scouting for trends, how to stay curious and where to look for inspiration. Melissa will share some examples of her trend pocket sketchbooks and show participants how they can make their own pocket sketchbook to record their observations and discoveries.

WHO'S IT FOR?

All levels welcome!

HOW:

TIMELINE:

- + 5 min. (each): Introduction and Hallmark roles, we are here to make our company future- focused.
- + 15 min.- Share the process of how we look for and identify trends.
- + 15 min.- Dive into Trend Scouting: Being curious, asking questions, listening and constantly observing the world around us.
- + Share examples of trend pocket sketchbooks and how to make them at home.
- + Question and Answers

DETAILS:

- + 60 min

SUPPLIES:

- + Paper
- + Cutting tool
- + Rubber band
- + **ADDITIONAL:**
- + Free downloadable instructions.

SNAPSHOT:

