

Trends for Commercial Design Creatives

Overview

IDa Design will deliver the Continuing Education Unit (CEU) program titled, *Trends for Commercial Design Creatives*. The program is geared primarily to an A&D audience, but practitioners of other design disciplines and non-designers who embrace principles of design thinking will also benefit. This document covers specifics of meeting CEU programming criteria.

Description

IDa Design is an independent product design firm for whom design research has become integral to their brand. Since 2010 they have been refining a process for capturing, utilizing, and sharing market trends. What started as a tool to support their internal process has grown into a process for engagement with global reach and now a published quarterly report – Inspiration & IDa's, which is read throughout the contract industry.

Learning Objectives

IDa Design will present excerpts from the Inspiration & IDa's trend report and discuss how trend tracking influences design. The presentation will deliver these objectives: through interactive learning:

1. **Trend Tracking Examples:** A discussion of the power of trend observations.
2. **Design Research.** Discuss how web and social media trolling facilitate the creative process.
3. **Point of View.** How one can develop a unique design point of view in the context of a global internet economy. Power of inspiration from a variety of contexts.
4. **Concept to Reality.** How trend tracking is a tool for bridging the communication gap in a complex value chain of manufacturers, specifiers and end-users.