



GROUNDING GUIDE

Bachelor Trend Research &
Concept Creation in Lifestyle

2023 - 2024

INTRODUCTION

WELCOME AT FONTYS

Congratulations on choosing Trend Research & Concept Creation in Lifestyle at Fontys Academy for the Creative Economy in Tilburg

And with your decision to become a Trend Researcher and/or Concept Developer in Lifestyle. Analysing trends and developing lifestyle concepts will become your future profession. TCL is a study programme that will most certainly inspire you and in which you in turn will start inspiring others to develop new concepts that contribute to people's quality of life. You probably chose this study programme because you have a good sense of trends. Or because you enjoy being creative. Or because you like working with and for others. Or are you more of an entrepreneurial type? That is no coincidence. You will soon need a combination of all these aspects to enter the profession of a Trend Researcher and Concept Developer.

In this Grounding Guide you will find the programme for the TCL Grounding Week and general information about the programme. Please read this guide carefully. Do you have any questions? Then let us know right away. We wish you an inspiring study period with lots of new knowledge, insights, skills, inspiration and ideas.

**HUMAN
MOVEMENT**



TCL GROUNDING WEEK



On Monday 4 September, you will start a new adventure together with more than 100 new TCL students. We start the academic year after the Fontys-wide Purple Week with a TCL Grounding Week. This week is all about getting to know each other and the study programme, discovering and experimenting. This Grounding Week is the official start of the study programme (and therefore compulsory).

GROUNDING WEEK PROGRAMME

Below is the programme for the Grounding Week. During the first day, you will receive more specific information about the rest of the programme.

Monday 4 September 09.00 - 15.30 hrs.

Your journey starts on Monday 4 September in our

class building P8 on the Fontys campus Stappegloor (Prof. Goossenslaan 1, 5022 DM Tilburg). You will be expected at the front door of building P8 at 08:45u. There, colleagues will be there to direct you to the right room. We would like to start at 9:00 am in classroom 2.12, please be on time.

This day is all about getting to know your fellow students, community and coach. Besides the introduction session, we will give you more practical information about the rest of the Grounding Week programme.

Tuesday 5 September 13.00 - 17.00 hrs.

Tuesday 5 September is all about concept creation and creative thinking. During a workshop, you will discover how to adopt a creative attitude.

Wednesday 6 September 10.00 - 17.00 hrs.

This morning, you will work with fellow students on trend research. You will conduct trend research in the Spoorzone (Tilburg). At 14.30 you will be expected back in P8 for part 2 of the assignment and a Show & Grow.

Thursday 7 September 13.00 - 16.30 hrs.

On Thursday 7 September, you will work together with your community. You will get a further introduction to our education systems.

Friday 8 September

This day you will not be at school. However, on this day you will register for a project and for two skills modules, so you can get started in your first quarter of study.

THE STUDY

WHAT WILL YOU BE EDUCATED FOR?

The programme Trend Research & Concept Creation in Lifestyle will educate you to become a Trend Researcher and Concept Developer in Lifestyle. Based on trends and developments in society, a Trend Researcher and Concept Developer in Lifestyle can strengthen, develop and innovate lifestyle concepts that improve the quality of life of specific mentality groups.

According to the World Health Organization, “quality of life” can be defined as “a person’s perception of his/her position in life in the context of culture and value systems in which he/she lives, in relation to his/her goals, expectations, norms and values, and concerns. Quality of life includes several domains, such as physical health, material conditions, social well-being, personal development and emotional well-being (Felce & Perry). Moreover, it consists of objective and subjective aspects. The way a person arranges and shapes their life (lifestyle) is partly determined by their subjective perception of everything that takes place within their life. As a Trend Researcher and Concept Developer in Lifestyle, you develop lifestyle concepts that improve the quality of life of a specific mentality group, for instance in the field of health, vitality, relaxation, meaning, inspiration, safety, security, togetherness, well-being, sustainability, self-awareness or a positive self-image.

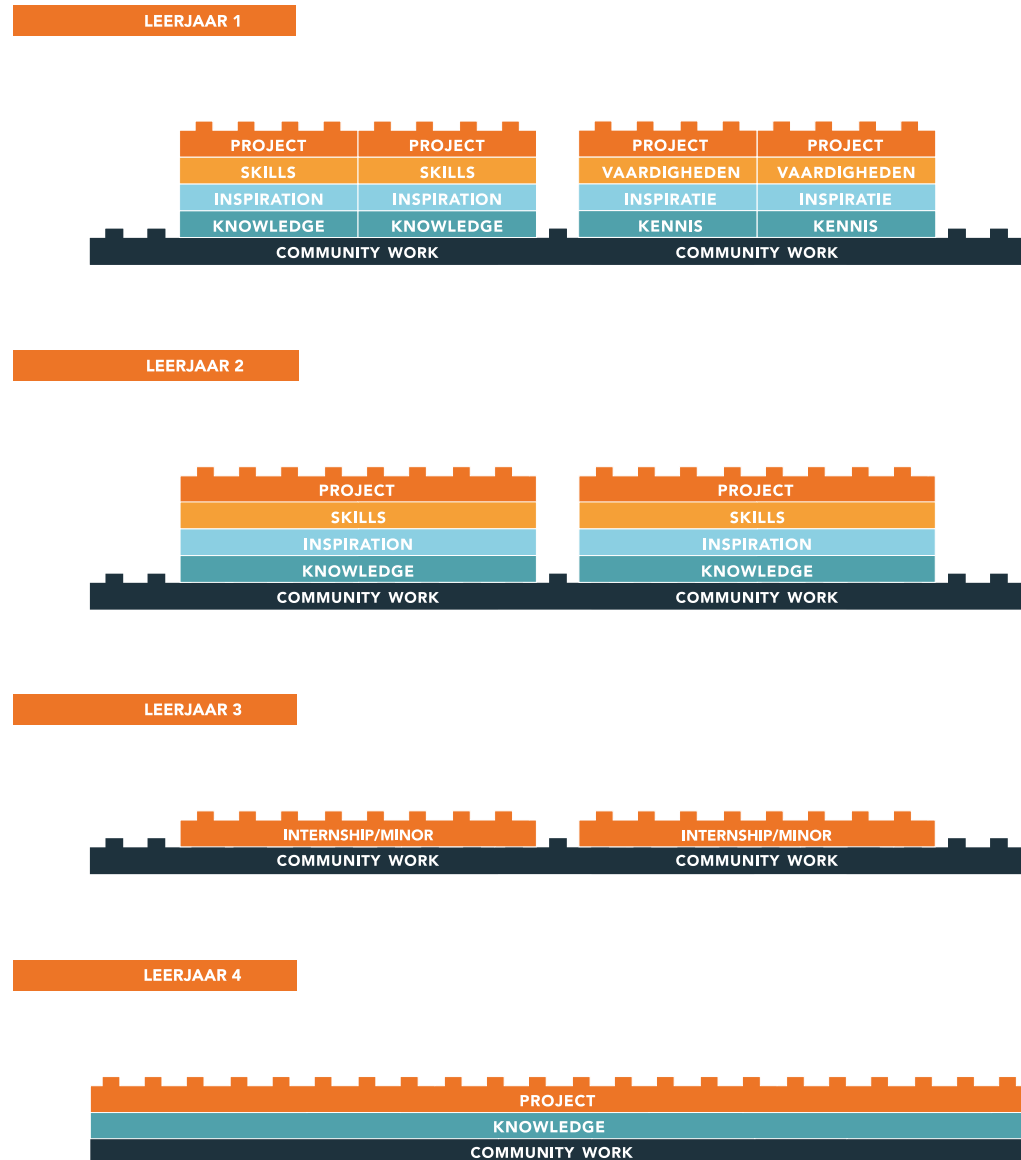
As a Trend Researcher and Concept Developer in Lifestyle, you work within the shared field of sectors that are important for the way people organise their lives in their own way: mobility, health, food, leisure, appearance, living and work/education. Within these lifestyle sectors, as a TCL professional you will develop lifestyle concepts that improve quality of life. To achieve this, during your study programme you will expand your knowledge and develop skills in trend research, concept development, target group research, the lifestyle sectors, communication, advising, realising, presenting and creative thinking.



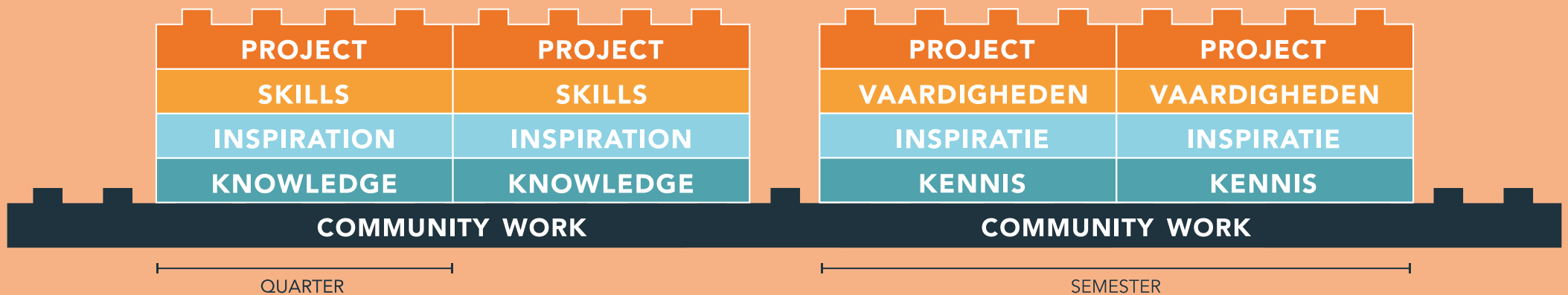
THE STUDY

HOW IS THE STUDY PROGRAMME STRUCTURED?

The Trend Research & Concept Creation in Lifestyle program is a four-year, full-time bachelor's program. In size, the programme represents a total of 240 European Credits (EC). One EC equals 28 study load hours. This means that a total of $240 \times 28 = 6,720$ hours stand for the programme. The average study load is about 40 hours per week. The programme has chosen to combine a broad base of 2.5 years in which you gain knowledge about and experience in all seven lifestyle sectors. In addition, you will develop skills in all four core tasks, which the programme distinguishes: trend research, concept creation, advising and realising. In the last 1.5 years, you can specialise in the core tasks and sectors that best suit you and your future career. The diagram below shows how the programme is structured.



THE STUDY



HET EERSTE STUDIEJAAR

The first year of study (the propaedeutic phase) consists of two semesters and four study quarters. One semester contains two study quarters. A study quarter is a defined period of 10 weeks in which you undertake learning activities in which you are coached to demonstrate learning outcomes of that period. Learning outcomes are statements that describe what a student is expected to know, understand and be able to apply upon completion of a learning period. The learning outcomes are based on what skills, attitudes and knowledge are important for your future profession as a TCL professional.

LEARNING WEEK

Each learning week consists of an average of 20 contact hours in the form of project work, skills modules, knowledge components, inspiration and community work. With the learning activities you undertake during a study quarter, you collect evidence that you can link to the different learning outcomes you need to

demonstrate for that study quarter. After each study quarter, you prove with an assessment that you have achieved the learning outcomes for that study quarter. During your studies, the learning outcomes will increase in difficulty, and you will be expected to work increasingly independently on these learning outcomes. There are several coaches within the study programme who will support you in your development. At TCL, we work with coaches with different roles: project coaches, expert coaches and community coaches. They will guide you during your learning process.

FACILITIES N FONTYS CAMPUS?

Trend Research & Concept Creation in Lifestyle falls under the Fontys Academy for the Creative Economy institute. We have our own building (P8) on the Fontys Campus Stappegoor in Tilburg. Here, students and teachers can meet and inspire each other. Here, we use a variety of larger project spaces to smaller consulting rooms. In

this way, we want to create an inspiring environment for up-and-coming creative talent. Inside the building, you can use your laptop everywhere to surf the Internet and study. You do this by logging on to the wifi (eduroam) with your Personal Communication Number (PCN) and password. Via Fontys Connect, you have access to various tools which make information sources and study material available, both at home and at school. In the Moller Building (P1) on campus is the central canteen where you can get something to eat or drink. Food trucks are also regularly scattered around the campus. In addition, we have our own coffee corner in P8.

AFTER YOUR STUDY

A GLIMPSE INTO THE FUTURE

You are at the beginning of your education, but it is good to already take a glimpse into the future. After all, that suits our professional field. The Bachelor TCL trains you to become a trend researcher and/or concept developer. This means that during the programme, you will study trend research, develop lifestyle concepts, realise lifestyle concepts and give advice on their implementation. You will also learn more about different mentality groups, lifestyle sectors and research methods. During your programme, you can increasingly specialise in the direction that suits you best.

After completing the study programme, you will find work at companies and/or organisations operating in (a combination of) the lifestyle sectors distinguished by the programme: work, living, appearance, health, food, leisure, work/education and mobility. You will soon graduate as a specialist in concept development and trend research. This means that in your later profession, you will engage in analysing social trends in relation to lifestyle and/or develop lifestyle concepts. And perhaps, by extension, you will be involved in realising concepts and/or advising on their implementation.

Several companies and organisations already employ professionals who are involved in doing trend research and/or developing lifestyle concepts. These professionals work in positions such as trend researcher, concept developer, product developer, innovator and brand developer, among others. Some work in companies or organisations in a marketing or innovation department, as well as in a Research & Development or New Business team. Moreover, there are also more and more agencies that use knowledge of trends and consumer needs to develop concepts for their clients. Finally, you can also work independently as a creative entrepreneur as a trend researcher or concept developer and/or related functions for which you have been educated.



QUESTIONS

Where can I go if I have more questions?

- If you have questions about the program, you can ask your community coach. You can also seek advice from your fellow students.
- For administrative questions such as registration, payments, system access, etc., you can email the student administration at ace-student@fontys.nl.
- If you're unsure about where to direct your question, you can email tcl-propedeuse@fontys.nl.

For all correspondence, please clearly mention your name, student number, community, and community coach in your email. You can set up a standard signature in your Fontys (Outlook) email for this purpose. We communicate exclusively through your Fontys email address.

Since a study programme like Trend Research & Concept Creation in Lifestyle is continuously evolving, we value your feedback and suggestions. Regular evaluations are conducted where you can share your opinions on the program, curriculum, and coaches. Please make use of these opportunities. Additionally, feel free to reach out personally if you have anything to share about the program. Only together can we make our study programme a success.



