

The Analysis of the Influential Factors on Megatrends and Design Trend (Focused on Fashion Design and Design Colors in the Late 20th Century)

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The purpose of the study is to find out megatrends and design trend through the analysis of the influential factors on trend and various fields of design trend in the late 20th century. Further, it is to establish database to prospect the design trends of the 21th century by analyzing and estimating the design color trend.

In the bibliographic study, trend analysis method such as trend concept, definition and semiotic approach was studied. Through the depth interviews about trend forecasting process, the prospect of trend and the influence of trend on design was found out. And the factors of trend and correlation with design was also found by reviewing the former studies.

In the positive study, after the various reviews from the documents, the change of megatrends in the late 20th century was analyzed by politics, economics, cultural sociology, science · technology, fashion, space, products and visual points. With these materials the design color trend in the late 20th century was analyzed, and color trend for the near future was estimated. The colors were collected from the special books about 20th century design, and analyzed by the Munsell Color System and PCCS tone system. The results of the study are as follows :

First, the main trend concepts from the late 20th century were 'female thinking', 'back to the nature', and 'heaven of peace'.

These concepts are based on the mega-

trends by the rapid changes of politics, economics, cultural sociology and science · technology. Second, the 1970s main design trend were turned out to be modernism, post-modernism and high-tech style. In the 1980s with the trends of 1970s, and in the late 1980s ecology was additionally appeared. In the 1990s modernism again prevailed, ecology influenced on design. In the early 2000s 'female thinking' and 'back to the nature' overwhelmingly influenced on design trend. Third, the design colors in the late 20th century were changed from Red to Purple Blue. The tones were changed from 'grayish' to 'dull'. Lastly, it is predicted that Purple Blue, Yellow Red and Green colors with 'grayish', 'dull' and 'deep' tones are going to be used mainly in the near future. Also achromatic colors with warm nuance will be used in the design parts.

Stated above, the main factors of megatrends and design trend by the various fields were analyzed from the research. Also the database of the design trend for the future was made and the analysis process on the design trend estimation was suggested in this study. These results are very meaningful because the specific materials which could be used for the trend analysis did not exist before. Moreover, the results of this study could be used as basic materials to estimate the new design trend.