

REVISION CARDS - WHAT IS A TREND?

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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WHAT IS A TREND?

In terms of Product Design, a trend could be described as the way a product or a type of 'technology', develops along a particular path, over a period of time.

The Raleigh Chopper bicycle, introduced in the 1970s, set a trend in cycling for teenagers. It was the 'must have' bicycle of it's day.

1970S TANK TOP SET A TREND IN FASHION



ORIGINAL 1970s RALEIGH CHOPPER



THE IPOD TOUCH

Apple's IPOD touch helped set a trend in touch screen devices. It led to the development of similar products, with even better responsive touch screens. Today most electronic devices / gadgets have a touch screen of some form.



ORIGINAL IPOD

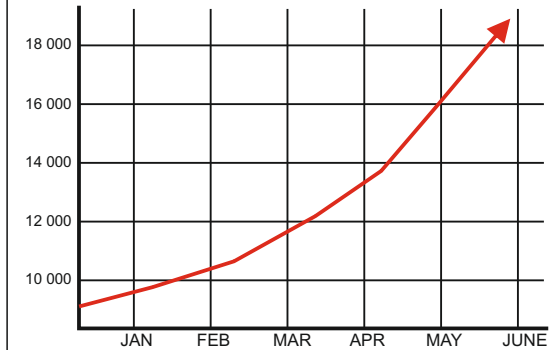


TOUCH SCREEN TABLET

SALES TREND

A trend can be a reference to the sales of a product rising consistently over a period of time. Of course the opposite can apply, when sales fall consistently over time.

The graph below shows a trend of increased sales.



What is a trend?

2 marks

2. Name / describe a product that started a trend.

3 marks

3. Can a graph be used to show a trend? Explain your answer.

3 marks
