



‘GET RID OF THE BOX’

CARLA BARTOS

## Trend Research & Concept Creation in Lifestyle

### Programme Summary

What will we be eating and drinking in the next decade? What will our homes be like? And how will our own looks have changed by the year 2030? What will we do in our spare time, now and in the future? Will new lifestyles influence our health? Just a few of the many trends that companies and organisations need to understand, if they want to respond to developments of their markets and to their target audiences. At TCL, you combine your knowledge on these issues with your skill to design creative and practical concepts. Your goal: to create new products and services that enhance quality of life. As graduate, you can enter the workforce as creative producer, junior market innovator, trend watcher or project leader.

### Content of the programme

At TCL, you learn how to thoroughly analyse trends. And then how to translate these insights into new, creative, and future-proof concepts. We teach you how to visually present your research results and how to shape, test and improve concept designs. In the first two years, you do this for seven lifestyle sectors: Food, Living, Appearance, Health, Human Movement, Leisure and Work.

Every three months, you work on an assignment for a client from the professional field. In the final year, you specialise yourself in at least two lifestyle sectors, while further developing your core skills: trend research and concepting. In the third year you gain practical experience as an intern and concept developer. The final year puts you back in the field with a Graduation Project for a real company.

### What to expect from us

The TCL programme teaches you how to recognise trends and use them as the basis for designing and creating new lifestyle concepts. Your personal development is the main goal, while you develop both creative and commercial skills. Being guided by teachers with practical experience, means that your education offers the right fit with your future professional practice. You also get to work on real assignments for (international) companies. You can also start your own company as a student.

### What do we expect from you

You are open-minded, curious and enterprising; an independent thinker. You are aware of current developments in society and motivated to make a positive impact on our ever-changing world. You have empathy and the ability to both understand people and inspire them with your ideas. A creative problem-solver who dares to take up responsibility.

Intake  
September

Degree  
Bachelor

Education form  
Full-time

Location  
Tilburg

Language of study  
English

This bachelors programme is officially registered as bachelor **Trend Research & Concept Creation in Lifestyle** and leads to the degree Bachelor of Arts.

### Contact

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## Study in the Netherlands / Tilburg

The Netherlands is a country in western Europe with a multicultural population of approximately 17 million people. It has a rich history in international trade, education, art, literature, design and sciences. This tiny country is famous for the great Dutch Masters, painters like Rembrandt and Van Gogh. They transformed the world around them just like today's Masters: designers, concept developers, futurists.

The Dutch creative industry of the 21st century is growing rapidly and plays a leading role in strengthening the innovative capacity of the country. The Netherlands strives to be the most creative economy in Europe by 2020.

More than 30,000 students study in the city of Tilburg in the south of The Netherlands. 13.5 percent of this city's 200,000 inhabitants are students. Tilburg has a lot of cafés where you can enjoy student life. Students quickly find their favorite bars/pubs, restaurants and other meeting places. Catching a movie, enjoying the night life, a pop concert, visiting museums or going to the theatre: Tilburg offers a great number of possibilities.

## Why study at Fontys?

"The Fontys way of studying" is likely different from studying in your home country. We expect students to not merely study from books, but we expect them to look for solutions to problems themselves. This also means that lectures expect you to actively participate during discussions. Moreover, you'll need to write reports, solve problems in groups, conduct research and learn how to present solutions.

This could mean that you have to adapt to the local culture, as this is likely different than what you are used to. Our approach does require some responsibility and initiative from your side.

Nevertheless, in the end you'll see that this approach prepares you very well for the job market after your studies.

## Finance your study

Please check the tuition fee indicator ([fontys.edu/tuitionfeeindicator](http://fontys.edu/tuitionfeeindicator)) to get recent information about the tuition fees.

- **EU/EEA** Tuition fees are € 2,083 per year for students from all EU/EEA countries (2018-2019). For students who enrol for a bachelor- or associate degree programme for the first time from academic year 2019-2020 onward the reduced statutory tuition fees will apply the first year.
- **NON-EU/EEA** The tuition fees for non-EU/EEA students are € 7,500 per year (2019-2020).
- **Additional costs** Costs for books and syllabi are not included. Students can expect general living expenses to amount to approximately € 800 to € 1,000 per month. This amount includes accommodation (i.e. approximately € 600 per month), food, transport and personal expenses.
- **Student loans** Every EU/EEA bachelor student can get a loan to pay their tuition fees. More information can be found at [www.duo.nl](http://www.duo.nl).
- **Scholarships** Each year Fontys ACI awards a limited number of scholarships to students from countries other than those of the European Economic Area (EEA). The scholarships for 2019-2020 are € 5,000 and € 3,000. More information about scholarships can be found at [fontys.edu/ils](http://fontys.edu/ils).

## Admission requirements

As a prospective Bachelor's student you must have a higher secondary education diploma equivalent to Dutch standards. Some equivalent international diplomas are the senior high school diploma GCE, British GCE A-levels, or the French Baccalaureat. Nevertheless, since every country has its own school system we will check your diploma once we have received it from you. In this way we can compare it to the required Dutch standards.

## Open days

We organise several open days throughout the year. On this day you can visit the campus and see the facilities, meet lecturers, and attend presentations about the different study programmes. The open day and open evenings are communicated on our website. Want to visit us? Please get in touch.

## How to apply

For instructions regarding the application procedure, visit [fontys.edu/ils](http://fontys.edu/ils) and click on How to apply.

## Accommodation

It is not always easy for international students to find accommodation in the Netherlands. Therefore, Fontys University of Applied Sciences (Fontys) offers a service to provide students with assistance in securing suitable accommodation (i.e. a student room) for the first period of their studies at Fontys. For information and application go to [fontys.edu/accommodation](http://fontys.edu/accommodation).

