

Moodboard

BA (Hons) Cordwainers Fashion Bags and Accessories

2023/2024

Learning Outcomes

- During this session you will be taught how to successfully create a moodboard for your unit submission.
- We will explain what is required of a Moodboard, and present student examples from past projects.
- And at the end of the presentation, you can use your Primary and Secondary research images to start creating your Moodboard.

Moodboard

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A Moodboard tells an overall story by showing a strong theme that presents a coherent concept. It enables a gathering of the main imagery collected, along with colours, patterns and textures that can then be edited to convey a sense of the collection.

The format chosen for the moodboard must be presented in an easily readable way. With computer technology, e-moodboards are easily created and shared. This method of presentation is useful for disseminating ideas but also can be great as a tool when working as a collaborative team to encourage others to collate and share information in a working document.

Select the method most suitable for you as a designer, for the project brief and the presentation format (e.g. digital/physical)

Moodboard

- Moodboards are sometimes referred to as storyboards or concept boards. They are a way of presenting focused design information to others, whether they are your tutors, clients, or team of designers.
- They can be described as an insight into your theme and should tell the story of your research by presenting a few selected pieces of information.
- Simply, the name suggests' it's purpose! – to create a mood, tell a story and explore a concept. A board to presenting edited, refined and considered distillation of your research.

MOODBOARD

In short, moodboards are used to clearly and directly convey the designer's concept.

What should you consider when creating a successful moodboard?

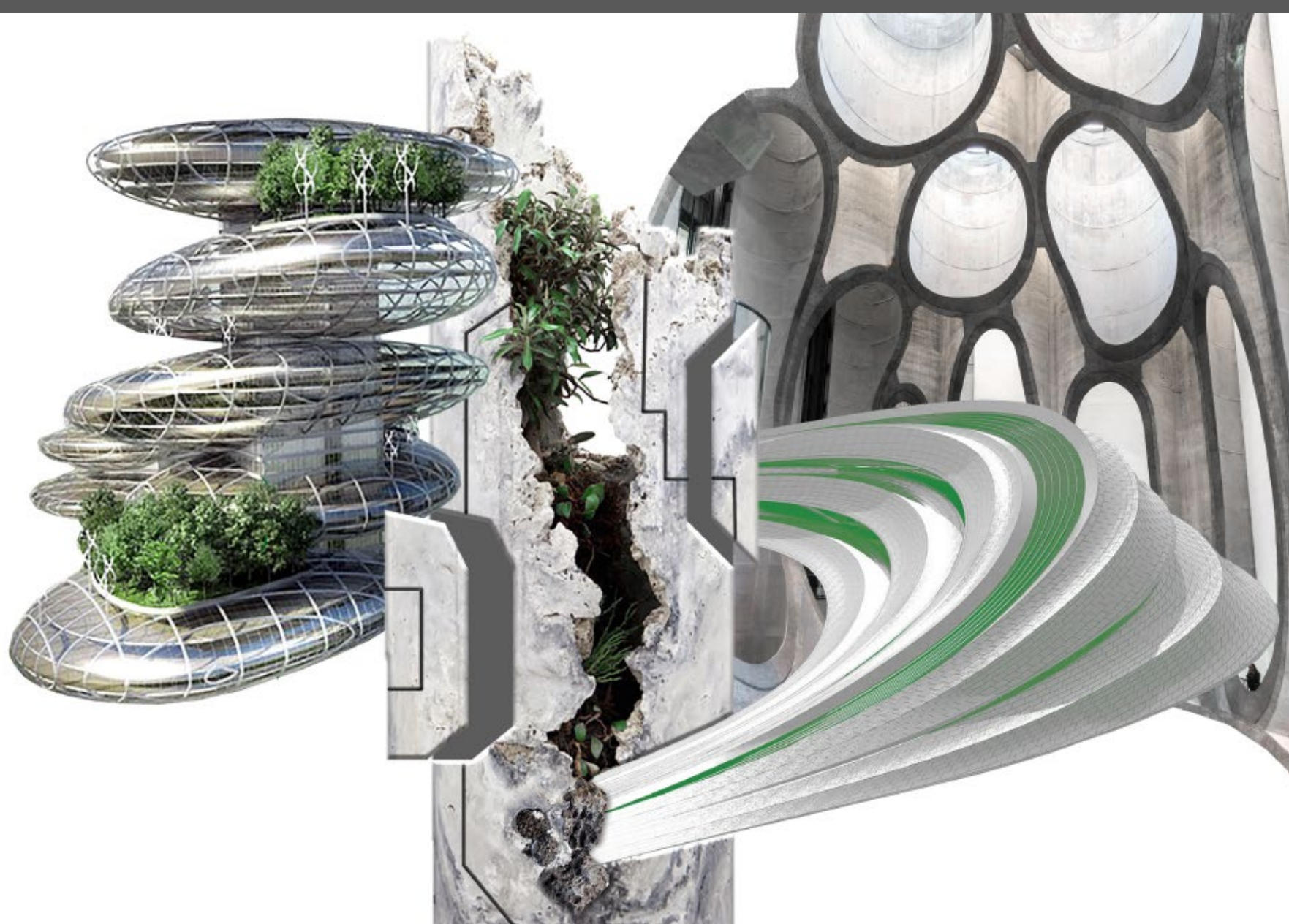
- Your concept – communicate your personal design direction.
- Images - Intelligently selected and curated visuals.
- The aesthetic and layout.





- Colour inspiration.
- Textures.
- Materials.
- Theme.
- Shape or detail suggestions, e.g. rope and knotting techniques.

Mood



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Moodboard



- Don't be afraid to keep the moodboard minimal if this works with your theme. Less can be more.

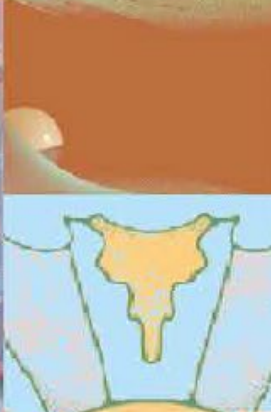
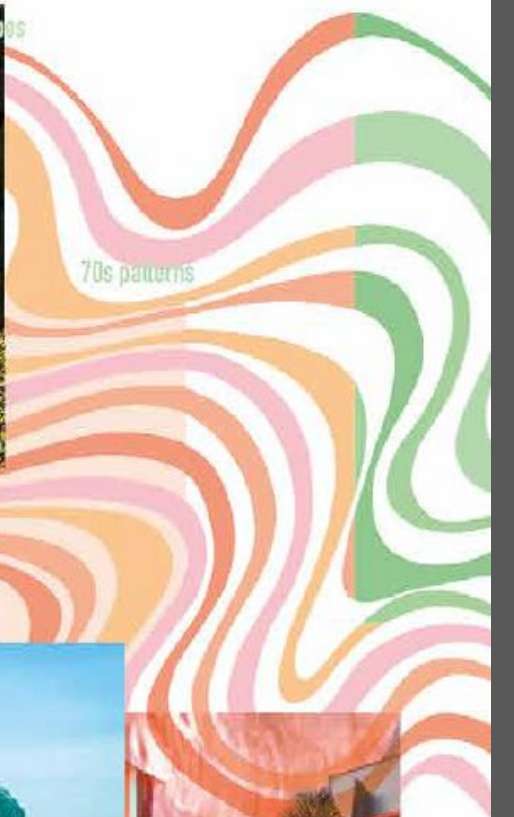


- You can play with overlapping imagery and using fade techniques.
- A4 Landscape format is suggested for a professional portfolio.





moodboard



Key components

What you'll need to create a successful moodboard –

- Images that convey your story well (be critical of the images).
- Primary research – (e.g. your photographs and hand drawings).
- Secondary research – (e.g., films, exhibitions, museum archives, internet research and images books, magazines).
- Limit your use of quotes or words unless essential to convey a message.



Tips

- Be critical of every image - you need to be able to explain why each element has been selected for the moodboard.
- There should be commonality in your image selection - they should work together to help tell your story.
- If you're struggling, a mind map/spider diagram can help organise your thoughts and help you focus on your theme.
- Keep it focused - don't put too many ideas into your mood board- it can cause confusion.
- Keep refreshing your moodboard as you progress through your design work. Edit as necessary, this will help you stay on track.

Components that aren't necessary

- Product images – this can limit creativity.
- Materials and fabrics aren't necessary, but can be effective if used correctly (remember it's a Moodboard, not a Materials Board).
- Don't label each individual image.

Thank you

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