

TIP SHEET

Creating a theme, concept or mood board

A theme board *presents a selection of inspirational images (and possibly text) usually based around one or two themes that aid designers to generate design ideas during the development and sampling stage.*

- From your creative research select the material which inspires you and best illustrates your chosen theme or themes.
- Consider which elements of the material make it special and highlight these on your board, whether it is shape, colour, structure or texture.
- A balanced board should include allusion to an atmosphere, direction for aesthetics and elements of design.
- Include as few fashion references as possible, as the influence of the garments depicted may become overwhelming.

A concept board *presents the concept of the collection (i.e. the idea that supports and explains what makes it a unique proposition) through the use of images and text.*

Evaluate and select your design ideas, choosing material which clearly articulates the idea behind your collection.

A mood board *usually consists of a combination of tactile and 3D elements and of images and pictures that express the feeling and the mood of a collection.*

Select notes or drawings, fabrics, colours and samples that illustrate the physical form your concept is likely to take in your collection.

For each board:

- Select a board. This can be a foam board (also referred to as 'poly board') which is made from recyclable polystyrene and used because it is lightweight, rigid and relatively strong. Heavy weight papers and card can also be used.
- The size of board required will depend on the type of material selected, but A4 and A3 are considered appropriate sizes for college use.
- Plan the layout of your board carefully, experimenting with the placement of images, text, fabrics, colours and samples to achieve the best result.
- Consider the graphic information that will be on the board, such as the fonts for titles and details.
- Images can be trimmed to size using a guillotine or by hand using a clean sharp scalpel, set square and metal ruler so that they are cut cleanly.
- Pin all the material loosely to the board and then analyze the whole board to make sure the information and visuals convey the theme, concept or mood of your collection as clearly as possible.
- Select the adhesives carefully to avoid glue smudges, bubbles and overall messy effects. Double-sided tape or solid stick adhesive can be used for a cleaner finish.