

Principles of Design

Session 8 - Mood boards

Today's aim....



- Designers Presentations
- Mood boards – how do we use them
- Lynne Porter

'The calmest person in the room is always the most powerful.'

Eben Pegan

Designers presentations

Over to you….

How do we collate our ideas …

Mood boards

Definition

- An arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept:

Purpose

- *'We put together a mood board with key images and words that best convey the essence of the idea/show/brand'*





Mood boards

Good

- Personality
- Organised
- Ascetically interesting
- Not too cluttered
- Annotations - thoughts
- Draws people in – makes them believe/what to know more!
- Period correct

Bad

- Bland
- Too busy/too sparse
- Inaccurate info
- Unorganized
- No vision



Who uses them?

Theatre designers, costume designers, interior designers, architects, fashion designers, LX & sound designers, puppet & props designers .... The list goes on ...


This was Paris!
Here are a few of my favorite shows
Rick Owens
Chanel
Louis Vuitton
At Dries & Dior...
Dior
Prêt-à-Porter P.E 2014
DRIES VAN NOTEN
WOMEN S/S 2014
PHOTOGRAPHER
Gold trend alert!
Rodarte
Apoc
LOVE
LIFE
The V.I.S (very important shoe) the new Céline sneaker.
Metro parisien forever.
I sort of wanted to cry at how beautiful was Valentino
My one and only croissant of all Paris FW. I stuck to my healthy intentions!
Each season, you can find these cool Mini Mini seating cards on your seats.
miu miu
I decided to collect them instead through. I have no idea what I'll do with them!
My accessory of choice! Those Dior earrings.
Couldn't stop instagraming the Eiffel Tower!




"MY HOPE
OF COMPU
BE EMOTIONALL
CONNECTED PEOF
OUT OF JU





- Colour's
- Textures
- Samples
- Images
- Words
- Sayings
- Architecture
- Painting
- Fabric
- Cut outs
- Sewing
- Materials – wood/leaves
- On card
- On a wall
- On wood


Extension of my ideas
My own rubbing
Gordon Matta-Clark
"Move further into geometric abstraction". Young-Ae Kim
Own work
strong movement line - relating to other marks with this layer
hint of corrugated look
Trying to combine textures and rough surfaces- the contrast between mediums and collaging different textures + surfaces
Using these + extended into my completely flattened, textured works
These works have taken my line further - further into abstraction
Own works
Subtle shifts in tone + painting of textures - collograph
Trying to create sense of abstraction + focus wholly on texture + mark - My own photograph -
Photograph of own work - Exploring different media - repetition of constant texture - contrasts with abstract, rough textures
small scale
& larger scale
Trying to recreate this feel of tin, corrugated look - making the above flattened spaces into 3D work
Young-Ae Kim - collograph works - solely focussed on texture + simplicity
Scratching + damaged texture
My own works
Abstracted texture - exploring different tone, contrasts between colour and form













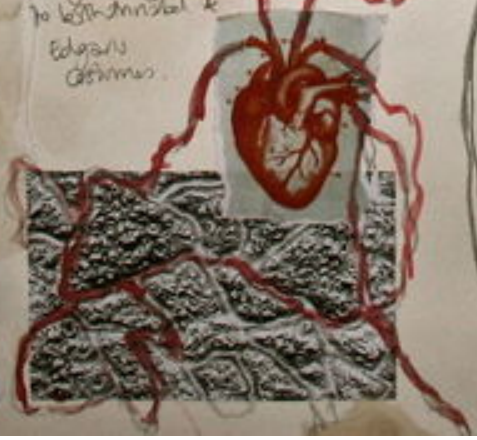
It's important that Edgar's shirt is ill fitting as this gives the audience the impression that Edgar is rather poor.





The exchanging of the heart is so key to the story & the showing of the relationship between Edgar & Annabel. I wanted this part of the scene to be dramatic & so created an organic heart-shaped piece that magnetically attaches to both Annabel & Edgar's chests.







Using multiple yarns, wools & string, a natural, organic & striking piece was developed.



Edgar

"...he only owned one coat and because of his poverty, never had a fr... shirt..











Karen is standing above the sculptural bodies of the Virgens. As we approach we're not sure if we can trust her. Whose side is she on? She's dressed like a mythological warrior from another planet. She's wearing a hat or helmet that hides her eyes and part of her face making her more sinister and untrustworthy.

LET'S BEGIN AT THE END







the slits

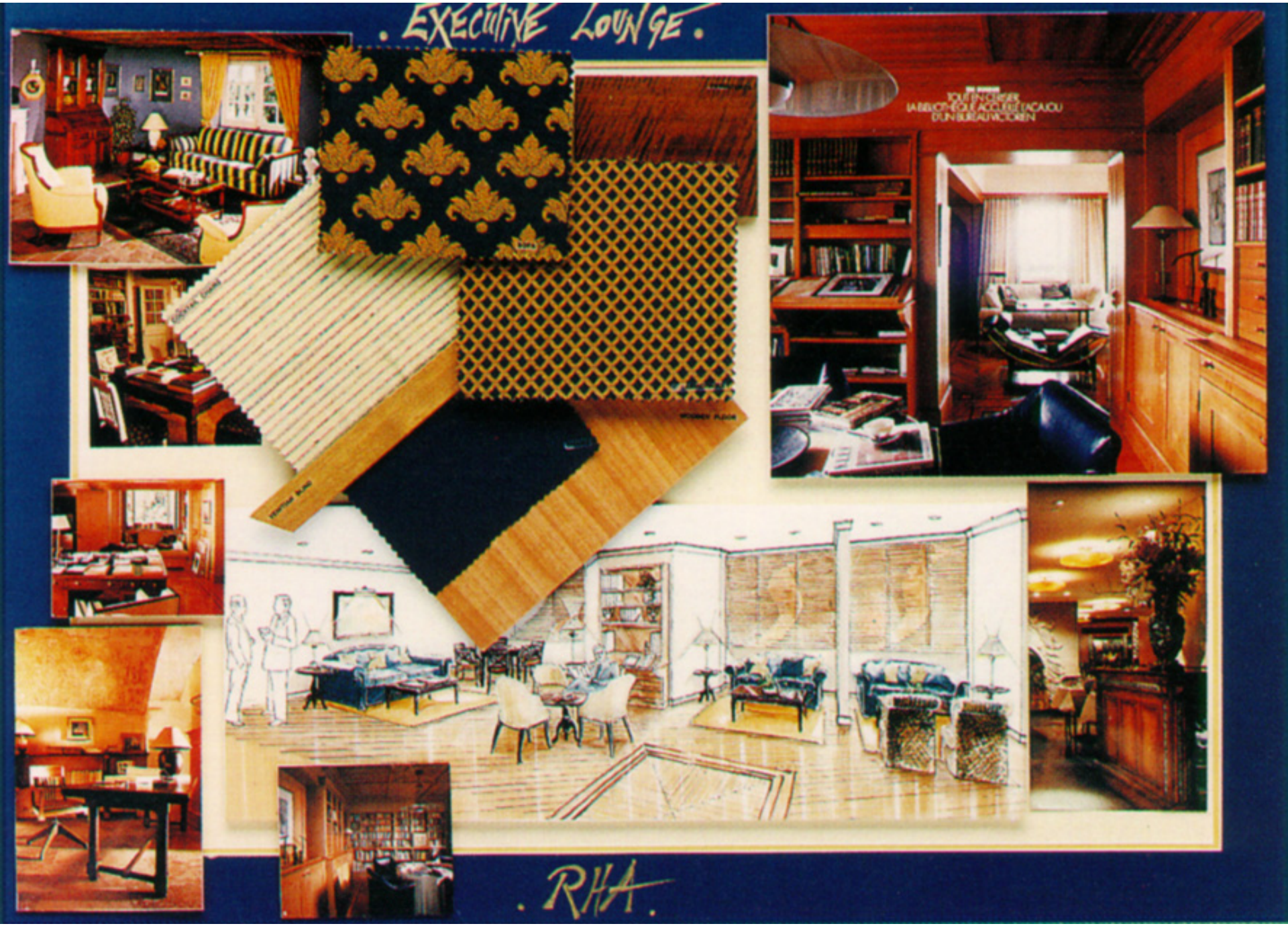






PhillippaLovesDesign

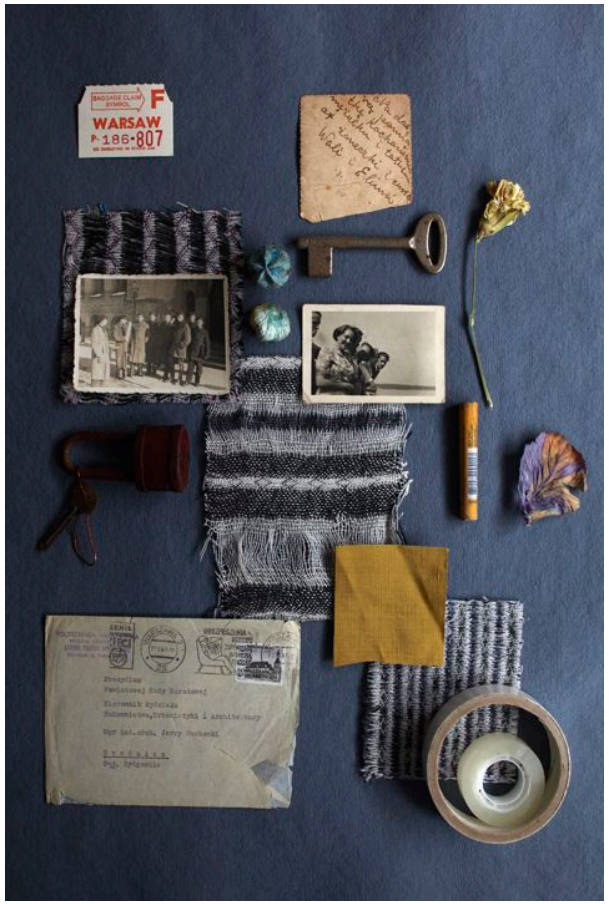

INT GERTRUDE STEIN


. EXECUTIVE LOUNGE .
. RHA .

Useful videos …

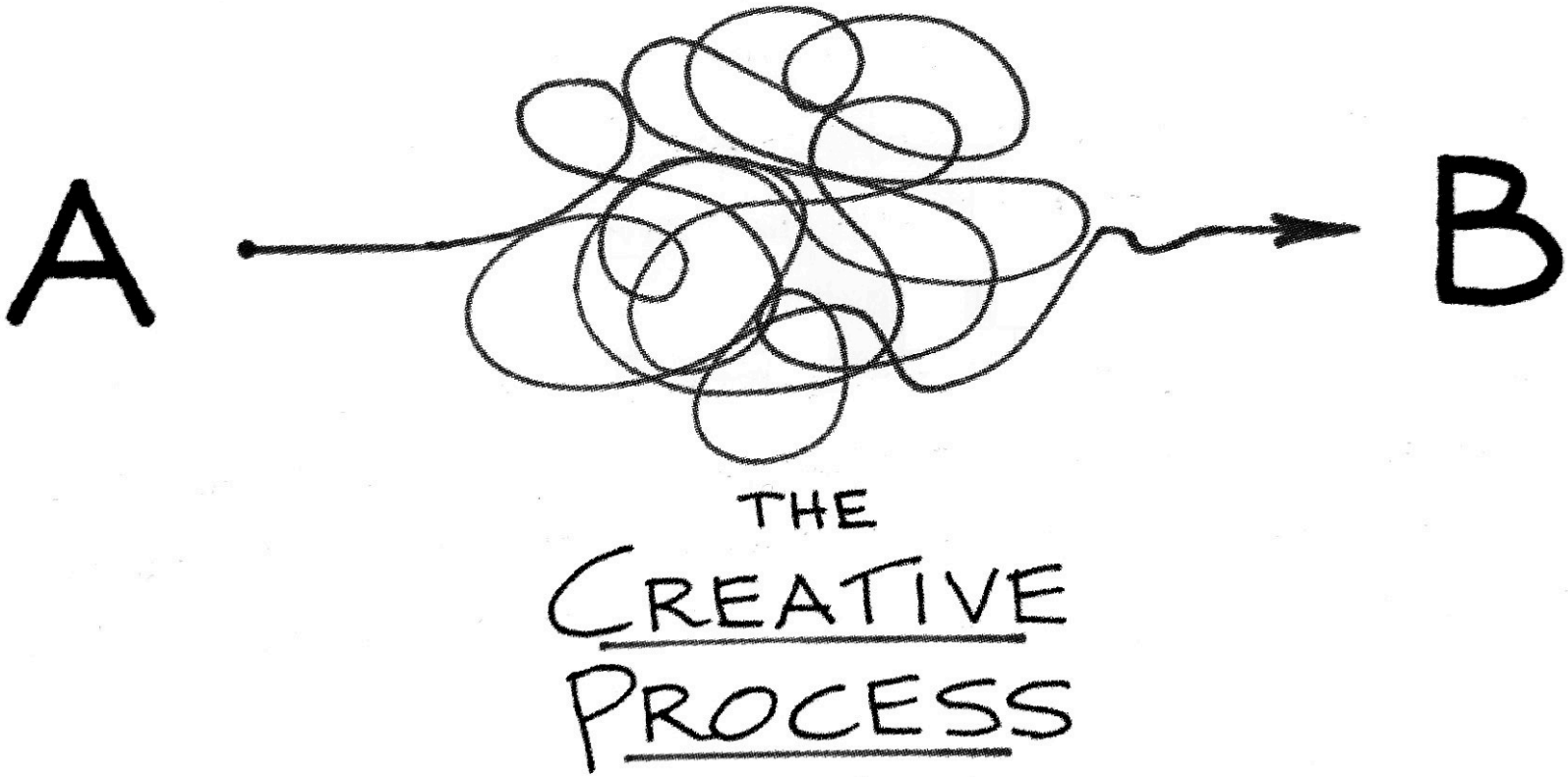
https://www.youtube.com/watch?v=OLw-QapkxnA

http://www.warhorseonstage.com/gallery/design-video/



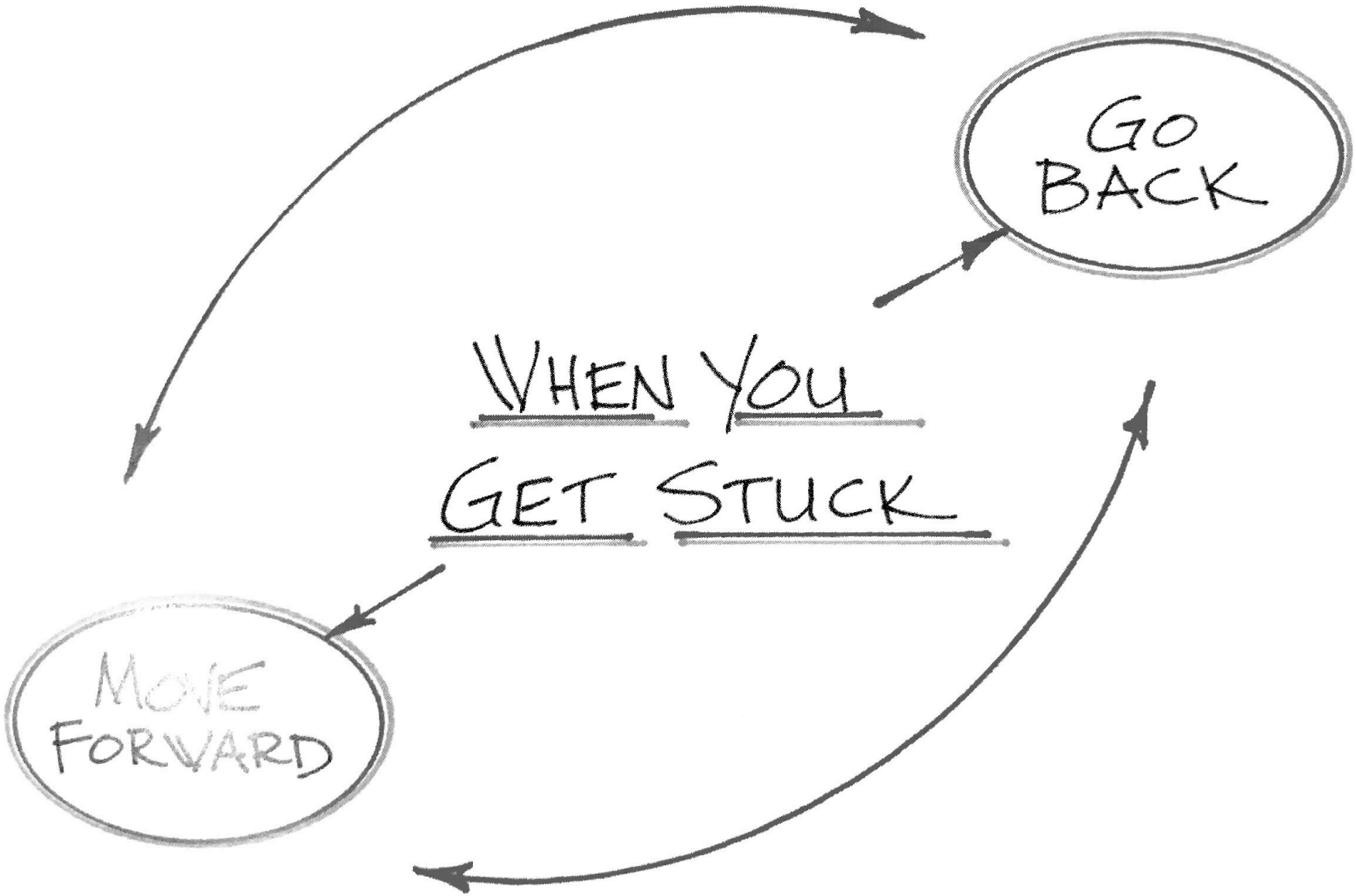


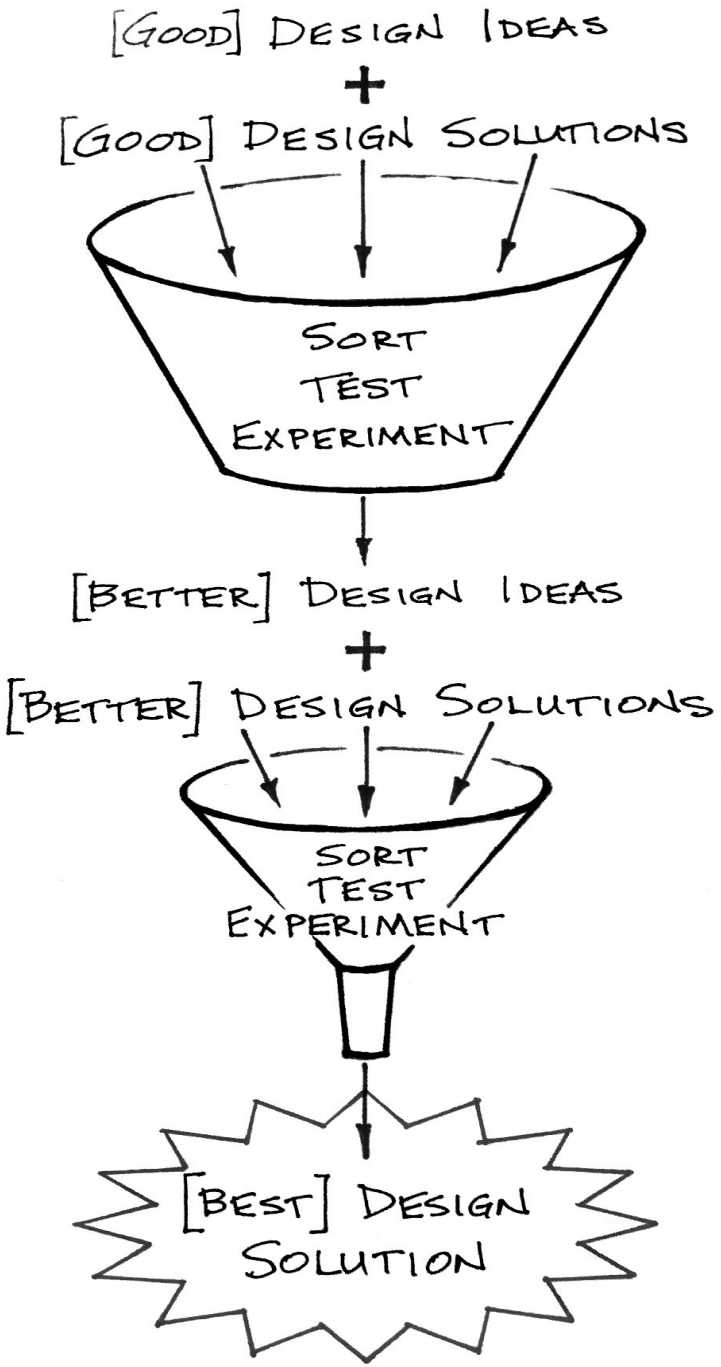
The Process …



No 2 are the same but do have a set of standards to abide by …

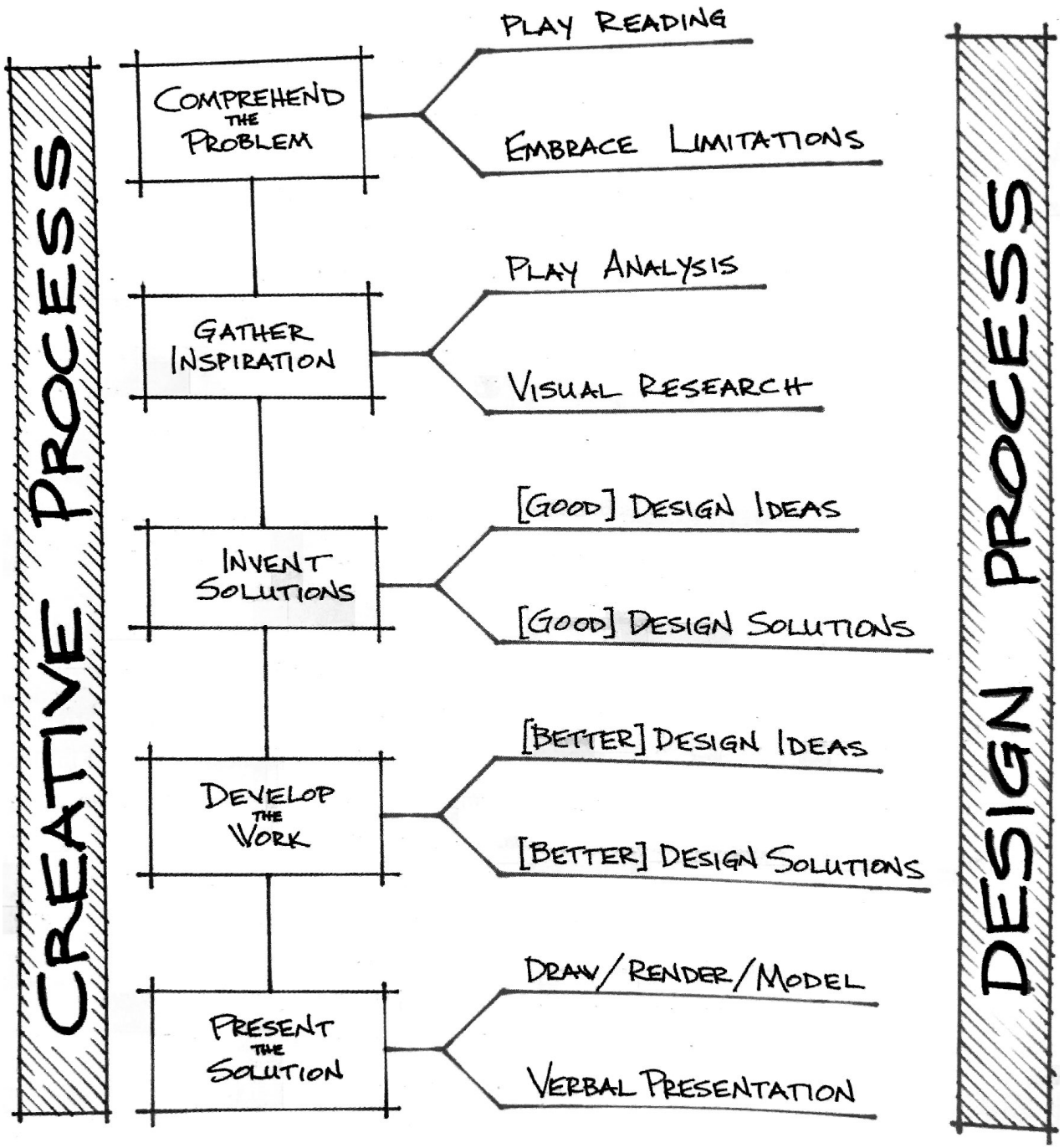
And there are only two things to do when you get stuck ....



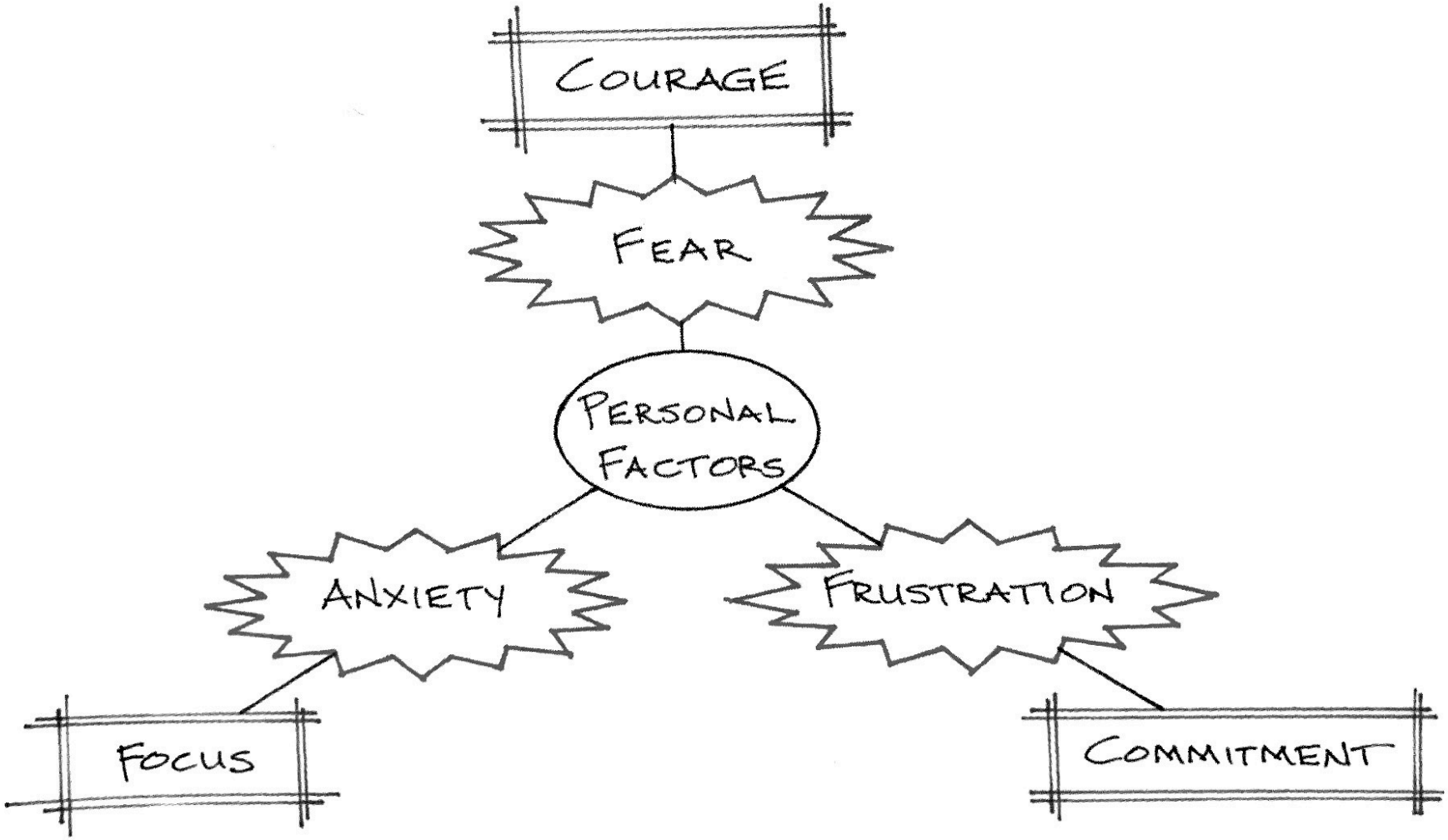


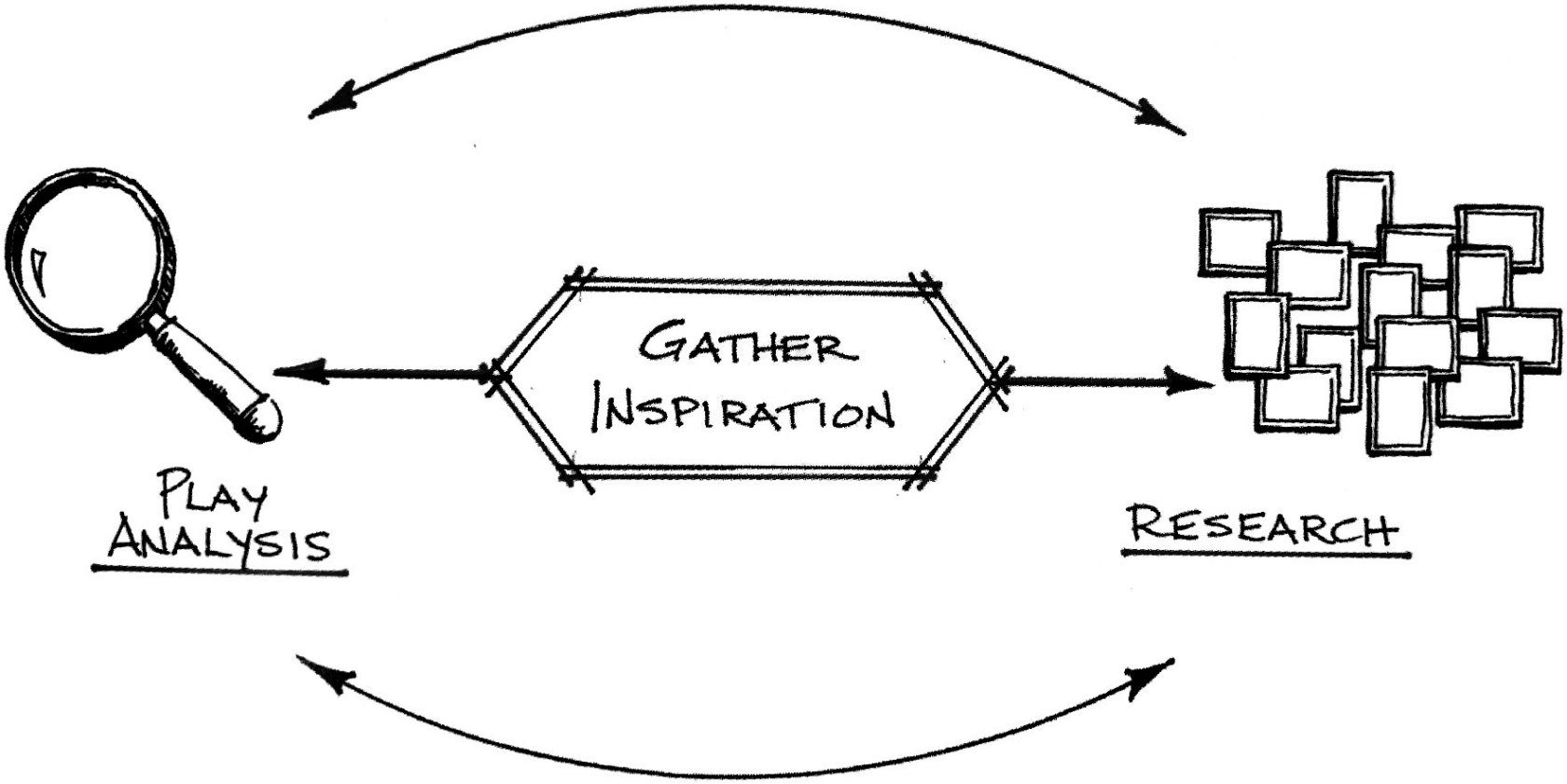
You will never be able to design it alone or first time round – it needs to develop & grow!

Remember to not cling to your first ideas!!!


CREATIVE PROCESS
COMPREHEND THE PROBLEM
PLAY READING
EMBRACE LIMITATIONS
GATHER INSPIRATION
PLAY ANALYSIS
VISUAL RESEARCH
INVENT SOLUTIONS
[GOOD] DESIGN IDEAS
[GOOD] DESIGN SOLUTIONS
DEVELOP THE WORK
[BETTER] DESIGN IDEAS
[BETTER] DESIGN SOLUTIONS
PRESENT THE SOLUTION
DRAW/RENDER/MODEL
VERBAL PRESENTATION
DESIGN PROCESS

Don’t underestimate yourself!!!




GATHER
INSPIRATION
PLAY
ANALYSIS
RESEARCH

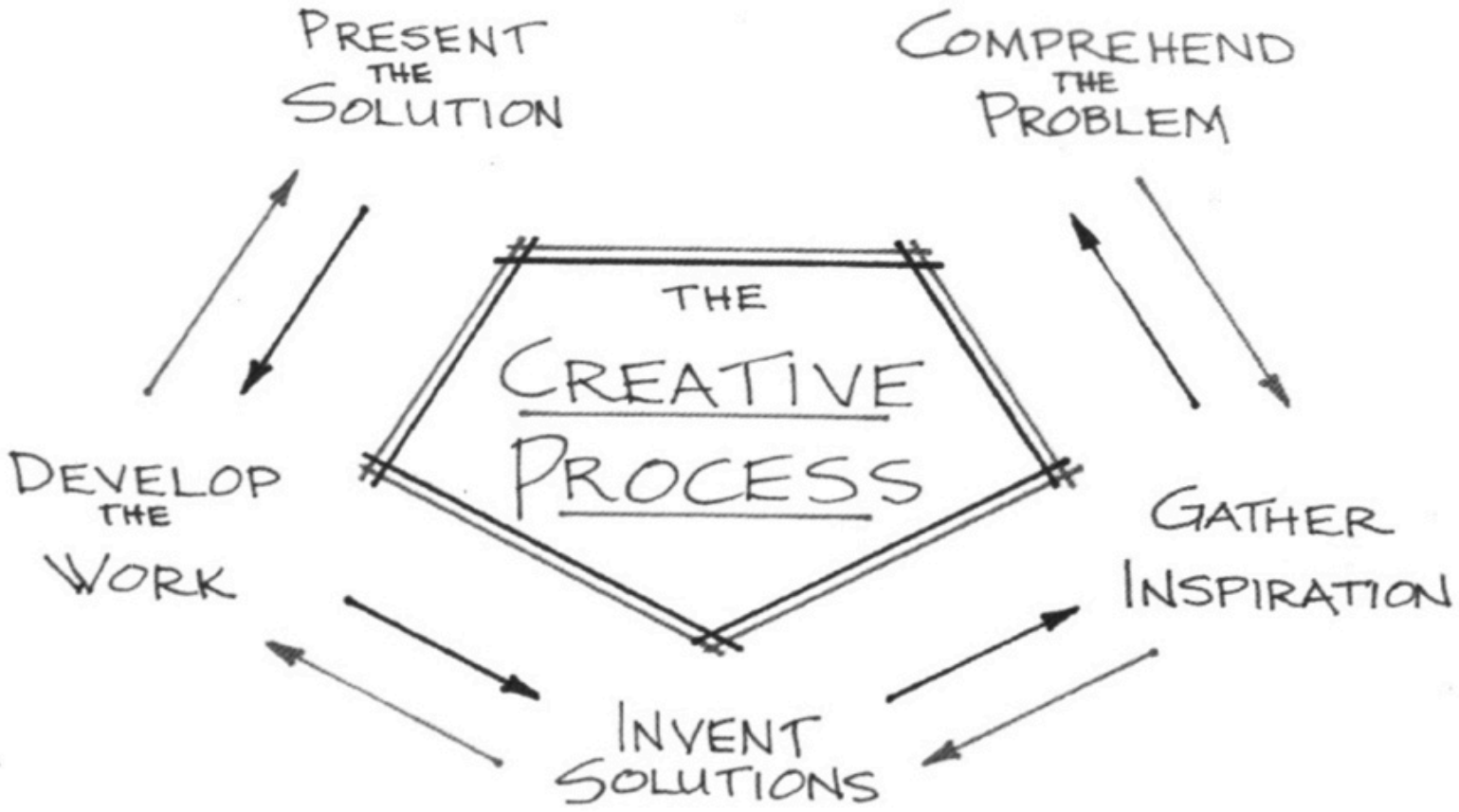


Figure 7.4 The Creative Process—detailed view. When we break the creative process down into its elements, we can see that it requires looping backward in order to move ahead.



Figure 10.1 Activities that designers practice.

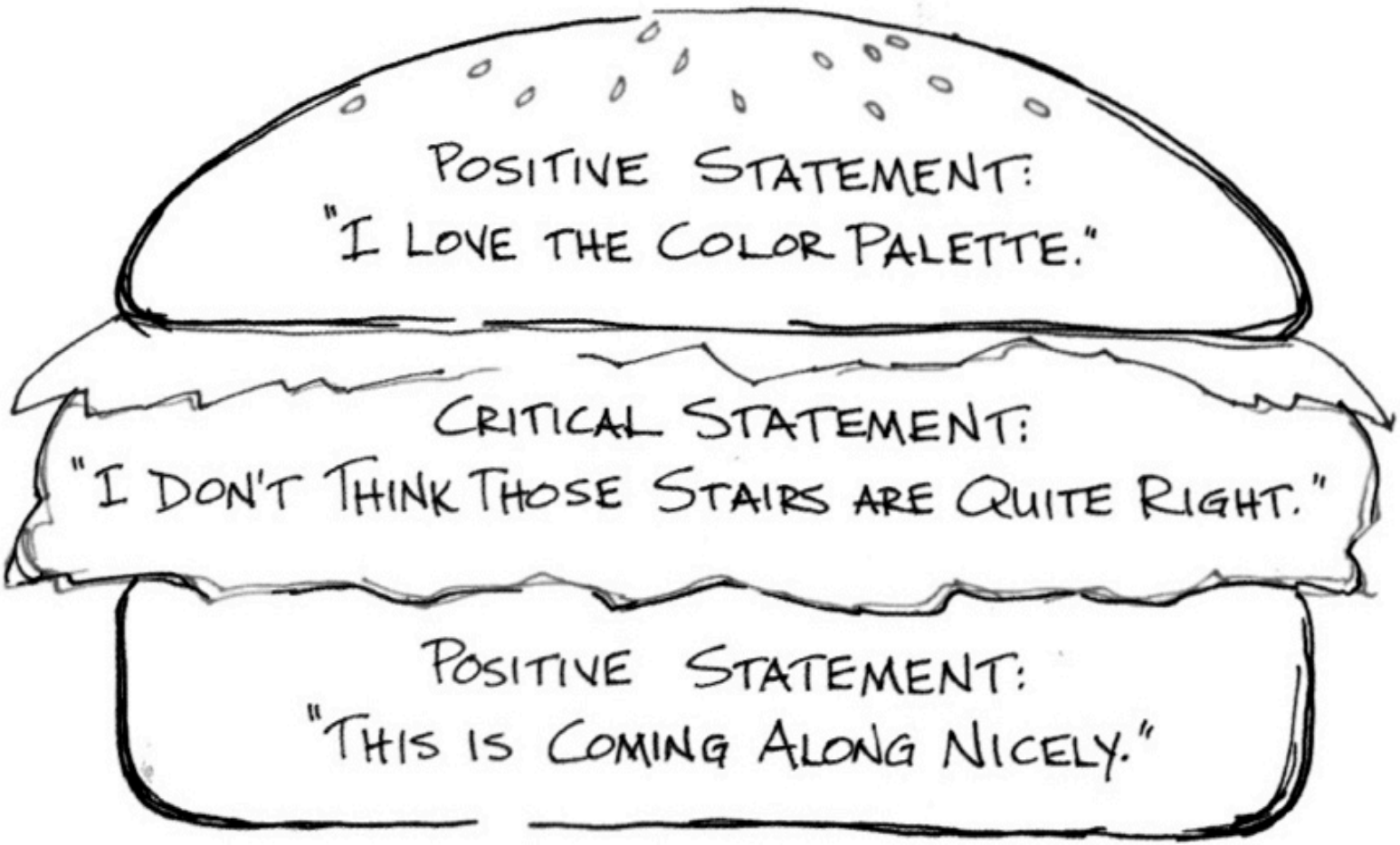


Figure 18.2 The compliment sandwich.

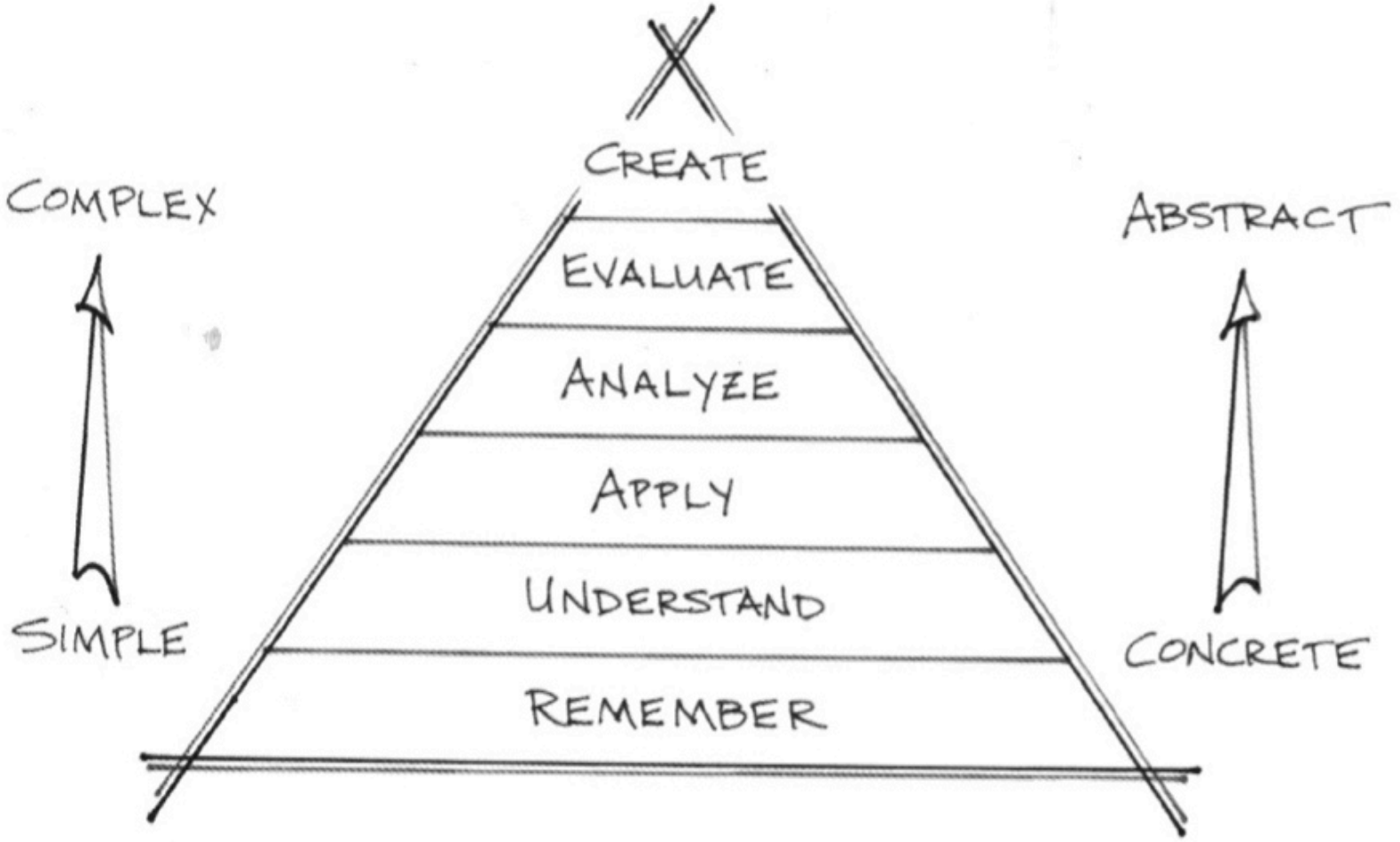


Figure 7.2 Bloom's Revised Taxonomy of Learning Domains, detailing the hierarchy of thought processes.[3] Creating requires all the other thinking skills.

Study Task



I would like you now to create 2 mood boards (1 location/set and 1 character costume) for either –

‘The Mountaintop’
Or
‘A Dolls House’

Think about colour palettes, influences, styles etc.