

2nd years - **Monday 23rd March 2020**

Inspirational Journal Online

<https://issuu.com/uppercasyyc/docs/uppercasyyc41issuu/44>

Hi there,

As usual I would be in the mac suite right now; showing some tips and tricks in Photoshop or Illustrator; but as some of you can't access it; I thought it would be best to add some inspiration here; and then I can feedback on your Major ideas so far; and support you digitally if you need that.

It is important to think of your Major Project in a realistic way now as we move forward to 'working from home' and teaching remotely.

TASKS for Major:

- Look at the triangle working method below:
We had this from H&M a few years ago (please don't share) but I think its relevant for us as Surface Pattern Designers.
You can see the levels of different designs.
Yes this is focusing on a 'fashion context' but can you learn from this for your Major Project Collections as Interior designers or Makers also.
More complex designs at the top and they become smaller scale and more ditsy towards the bottom.
- Create different designs for your collection either by hand or digital!
2 x HERO designs
3 x MID LEVEL designs
6 x BASIC designs
- This will then help you **BUILD** a collection with difference. More complex designs teamed with less busy or a geometric for example.
- **COLOUR** is key to UNITE your collection. Create a **COLOUR** palette and stick to it.
- Ensure you have a '**mood**' in mind and a '**CUSTOMER**' too; this can really help your ideas and overall look to your 'collection'.

HIGHLIGHT/ STATEMENT PRINT

Main Highlight prints of trend. Should communicate the feeling of the trend. This should be a 'Must Have' Print- eye catching, fashionable, mid to large scale but still commercial in an H&M way, suitable for the chosen customer. Could be placement printed, or mixed/patchworked prints and more interesting print techniques can be used for these (Devoure, Foil Printed, Flock, Puff Print, Embroidered, Embellished, Appliqued etc)



CURRENT FASHION PRINTS

Small to mid Scale, minimal/ multi colour palette, should compliment Highlight/ Statement prints like a 'sister' print and communicate feeling of the trend. More interesting print techniques can be used for these (Devoure, Foil Printed, Flock, Puff Print, Embroidered, Embellished, Appliqued etc)



BASIC COMMERCIAL PRINTS

Simple, small to mid scale, minimal colour palette, non trend specific. Easy to wear eg. basic conversationals, textural prints, classic animals, ditsy florals, small graphics, ikats. These prints are often used on the biggest orders so price can be an issue- keep to simple printing techniques (screen printed or heat pressed).

