

DESIGN; - MOOD BOARDS

When you are designing - whether jewellery, or anything else, you need something to start from. Mood boards can be one option to start getting your creativity going, to inspire you, and as a general reference as you continue your project.



Mood boards are generally part of your design research - they are a way to gather ideas together and to help you refine and pinpoint what you are looking at / interested in at that point - but you can use them in a number of different ways.

You can draw directly from the mood board to find shapes, patterns, forms, or colours for your designs.

You can use the board to identify and visualise the type of person you imagine wearing your jewellery - by identifying their style and feel, and interests, this can feed into or inspire your designs and your branding.

You can use a mood board to visualise your overall style for your jewellery making - If you are making jewellery to sell, it is particularly useful to keep focussed on one general style / mood for all your jewellery.

A MOOD BOARD IS; -

- A board of images/items
- A page or spread in your sketchbook
- A collage/layout on a computer/app such as Canva or LucidPress

It can be a collage of different images, colours, textures, text, and 3D items such as fabric, buttons, textures, trims or any other appropriate test pieces and samples.

It can include; - Colours, Textures, Patterns, Scenery, People, Shapes, Fashions, Styles, Objects, Quotes, and much more...

- You don't have to like all of an image for it to be useful - if you spot a picture whether it has a colour you love, a particular shape or texture, if the image just has a particular mood or feel that appeals to you, or if it is jewellery, for example, an idea for a clasp, even if you don't like the rest of the piece, keep it.

- Although you're using your board as a jeweller - don't by any means limit your inspiration to jewellery. Looking at jewellery can sometimes be relevant, depending on how you plan to use your board, it is usually much more productive to look at other things - anything that appeals to you... You can take ideas for future designs from anything - flowers, animals, architecture, fashion, food and all sorts of other things.

A MOOD BOARD CAN BE USED; -

- As a resource to inspire ideas, a feel or a theme for an individual design or a collection
 - As a collection of things that inspire you in general (not specific to a particular project or collection)
 - To identify why you make your jewellery
 - To clarify what jewellery style/s you love - to help you to identify/clarify your jewellery style, or your place in the world of jewellery, or that sparks an idea for you.
 - Used to help you develop and refine particular designs, by collecting together technical ideas, samples or notes
 - As a collection of notes, questions and reminders
 - Used for brainstorming a specific idea
 - Used for doodling or drawing from to develop your ideas / designs
 - As a research summary
 - As a photo diary / record of how something has progressed
 - To help you define your own personal style as a jeweller - what makes you tick?
 - To help you identify who your ideal customer might be, in general, or for a particular collection - their age, interests, fashion style etc
 - To help you identify your branding or styling if you are making jewellery as a business
 - To research how other jewellers or different types of artists have approached a topic or theme you're interested in
- And in lots of other ways too!

A MOOD BOARD CAN INCLUDE; -

- Drawings
 - Doodles
 - Written notes, or cut out text
 - Diagrams
 - Fabrics
 - Wallpapers
 - Wrapping paper
 - Packaging / bags
 - Coloured paper
 - Graph paper
 - Tracing paper
 - Paint swatches
 - Colour Samples
 - Stickers
 - Newspaper cuttings - for text, or as a background
 - Magazine cuttings
 - Postcards
 - Photos
 - Buttons, feathers, trims, chains, cords
 - Relevant test pieces or samples such as wire models or card templates
- Anything that is relevant to your topic or how you plan to use the board!



USEFUL RESOURCES

Google - www.canva.com - www.instagram.com - www.pinterest.com
www.lucidpress.com - www.sketchbookproject.com - www.ebay.co.uk (search for e.g. 'used magazine bundles')