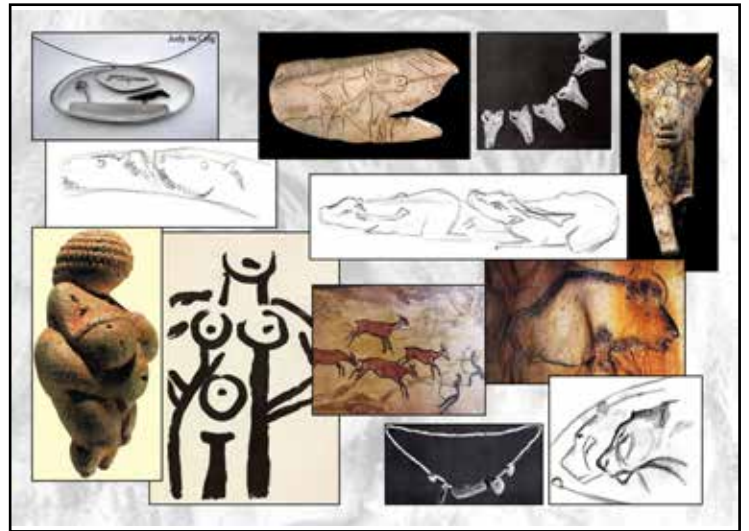


# HOW TO; - CREATE A MOOD BOARD

## YOU WILL NEED: -

- A collection of images / items
- Glue - Pritt Stick, or double sided tape, or glue dots etc
- Scissors, or a paper guillotine, or a craft knife and cutting mat
- Ruler (if you want to keep your edges straight)
- Pens / Pencils (optional)
- Board to mount your images on - heavy paper, cardboard, mount board or foam board in a size that suits you



To source your images, search through; - magazines, postcards, catalogues, junk mail/ flyers, paper or plastic bags / packaging, coloured papers, newspaper, tracing paper, wrapping paper and old greetings cards, fabric samples, paint samples - anything you can think of that might have interesting colours, textures, shapes, & visuals that appeal to you.

You can create your board digitally, or of course, create your board offline as a real board - it could be a page or spread in your sketchbook, or ideally as a separate board using a piece of card as a base. I like to use larger sizes - A3 and larger, but any size is fine!

Personally, although I use both digital and 'real', I prefer making 'real life' boards, over digital ones. There is something about physically working with the images that just helps things click better - especially as jewellery making itself is such a hands on activity. I also find it more useful if once I've made the board if I can have it somewhere I can see it while I work - pinned on the wall, or propped up somewhere near my workspace, as then I can continue to refer to it while I work. If I make a digital layout, I often print it out.

## PUTTING YOUR BOARD TOGETHER

- **Decide on what you want to use your board for**
- Collect the images or materials relevant to this topic or idea - collect plenty of bits together - you won't use them all, but you'll need plenty to select from
- Think about colours, shapes, patterns, textures, people, places, fashion, styling, different objects, fashion, nature, art, and anything else that could be relevant!
- Keep your theme / board topic in mind and sift through your images and materials - you want to pick out the ones that speak most strongly to you / your topic
- Experiment with folding images down to focus in on the area of the image that is important to you, sometimes this helps to focus, sometimes the image loses its impact
- Check you don't have several images that repeat the exact same message or visual - choose the best from the set, the others will be wasting space on your board!
- Larger images will have more power than smaller ones and will change the feel of the board, so experiment with size if you have the chance
- Boards will subconsciously (for English speakers) be read from top left to bottom right, so it is worth considering this as you start to experiment with layouts
- When creating your layout - do you want to have spaces between and around your images? Packing the images in tightly and filling the whole board, will give a different

feel to spacing them out on a white or black board, and different again could be using coloured or patterned paper/s as a background for some or all of your board...

- Add any text, diagrams, drawings or other items too - you can draw or write directly on the board, or do this separately (or collage text from papers etc) and add it in
- Experiment with borders or frames around some or all of your images - use paper, wire, string, ribbon, whatever you have that works for your theme
- Think about colour themes - is the colour important for this board - do the images need to work together on a colour theme? Will adding different coloured images, frames or objects change the effect?
- Try several different layouts and think carefully about how many images you use and what layout appeals to you - the board is for you to use, so needs to work for you!
- Make sure you're not repeating any images, ideas or messages un-necessarily
- Make sure everything on the board is there for a reason, and is relevant to the specific purpose you want to use the board for
- Once you have the layout that works best for you - make sure each item is trimmed to suit you (you could tear rough edges, cut neatly, fold, or whatever appeals!)
- Start to glue items down and your board is ready to use
- Keep any spare images in a folder or box to use another time - they aren't wasted!

## PUTTING A DIGITAL BOARD TOGETHER

**PINTEREST** - You can create boards using Pinterest - these can be either public or private - once you're set up, you can add images to your boards from websites while you're browsing around, or from a google image search, you can also search on pinterest for pins to add, or upload your own images. Pinterest boards are great as collections of ideas, but you can't play with the arrangement or format of your boards at all.

**CANVA** - This is a site dedicated to creating visual content / desktop publishing for items such as social media posts, posters, and many other types of documents, including mood boards - there are free (and paid for) templates you can use to create your page, or you can start from a blank page. They also have an image library you can use as well as bringing your own content from your own files / photos, or from social media etc.

**SNAPPISH** - This is a photo printing company that offers collage posters (I'm sure other companies offer this too), and I have used this to create a quick collage that I wanted to print from a selection of photos - it's quite easy to play with layouts and to re-size and organise images on the page...

**WORD** - You can absolutely use a word document to create your collage and most computers have Word or a similar program pre-installed to create or edit documents.

**INDESIGN** - This is a professional desktop publishing software, that I use a lot for both things like mood boards, as well as for writing documents like this one - I find it really useful, but you'll need to buy the program (or find a free trial).



**TIP** - Save, or photograph your layout, then mix things around and repeat a few times - then you can compare the different versions and see which you prefer...