

TIPS SHEET TO ACCOMPANY:

TIPS FOR CREATING BOARDS

Terms for boards

There are several terms for the 'boards' used in trend development, such as mood board, evidence board, storyboard, inspiration board, concept board and presentation board. They are all used at the different stages – from the early development of ideas to the presentation of a trend direction. Whatever the term used, boards are a useful tool to explore ideas and also a vehicle to present the concept to a tutor or client.

- 1 **Information board** – the starting point for assembling all of your trend related information on one board.
- 2 **Evidence board** – useful for collating evidence that supports your inspirational ideas.
- 3 **Inspiration board** – contains the imagery, text, colour snips, fabrics and items that seem new, interesting and relevant.
- 4 **Concept board** – a visual exploration of the design or trend idea.
- 5 **Mood board** – communicates the ambience or mood of a trend direction.
- 6 **Trend board** – a visual layout that gives an overview of future trend directions.
- 7 **Storyboard** – generally a phrase from the film-making industry that outlines a film sequence, but can be used to describe the trend story in visual terms for the client.
- 8 **Presentation board** – the refined conclusions based on the research made to a professional standard.

Information development

- Collect and collate your first thoughts and inspirations for the specific project or season. This can include your own notes, details from trade fairs, snips of colour and fabric, newspaper or magazine tear sheets, and photographs – in fact anything that stimulates your thought processes either visually or on a more cerebral level. See *Chapter 5, page 119 and pages 122-123 Introductory first year student project: early information gathering*.
- The initial information and ideas board should be large enough to accommodate all of your collected inspirational notes and visuals. To begin the trend identification process,

use a large sheet of card or a pin board to attach the information into a collage. This will give you enough space to move and edit the selection as you begin to define the areas of interest.

- You may find in the course of your work that some of your early inspirational data looks out of place. This is all part of the process and it is useful to keep the redundant pieces as a reference.
- You will find that you have several working boards that have been developed from your initial trend overview. These can be a little rough, but are an interim stage as you develop and refine your ideas, tailoring them towards a specific market and timeframe. Images and colour snips can be lightly attached, taking care not to damage your material.

Practical issues to consider (in addition to the trend development) when creating boards

- You will need to establish the target market, the season, client and the end product.
- The size of the board depends on the type of information that needs to be communicated and how it will be presented. You may need several boards to illustrate the different areas of interest and keep the message clear.
- The boards should all be the same size and orientation – either portrait or landscape but not mixed – otherwise this looks untidy and distracts from the contents.
- The base material of your board may be dependent on the project brief. Foam board (also referred to as 'foam core' and 'poly board') is made from recyclable polystyrene and is often used as the base as it is lightweight, rigid and relatively strong. Heavy weight papers and card are also used, but more often for smaller scale presentation packs.
- Backing papers can be pasted onto the base to create a textural or colour interest if necessary, although white always looks sharp and clean.
- Select the adhesives carefully to avoid glue smudges, bubbles and overall messy effects. You may prefer to use double-sided tape or solid stick adhesive for a clean finish, but this is difficult to remove if the positioning of an image is not accurate. Spray adhesives can also be used, but you will need a spray booth and face-mask.

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- Before pasting permanently, layout all of the selected images to assess the overall composition. It can be useful to create a template for your boards as a general compositional guideline.
- Images can be trimmed to size using a guillotine or, if you are trimming images by hand, use a clean sharp scalpel, set square and metal ruler so that the images are cut cleanly.

The presentation boards

- Presentation boards do need to be well planned and well crafted.
- Depending on the end use or target industry and client, boards can be created digitally as well as by hand. Handmade boards are often scanned or photographed and stored digitally so that the information can be shared. However, this does mean that colour and texture on the boards cannot be fully appreciated.
- If you are planning a series of digital boards make sure that the images are the correct size for print or screen reproduction.
- The style and number of the final presentation boards will depend on the product and project or client brief requirements. There are individual styles and preferences as to how to create a visually interesting and informative board. As well as photographic images, there are several ways to illustrate colour – such as yarns in the form of tassels, pompoms, or windings. Interesting trims, buttons and fabrics can also give a sense of the end use of the colour palette.
- Your research and conclusions should be very clearly defined, bearing in mind the 'less is more' maxim in order to communicate the concepts quickly and effectively. A few good quality and relevant visuals can convey the essence of the trend research as in the saying, '*a picture is worth a thousand words*'.
- Consider the graphic information that will be on the board, such as the fonts for titles and details. Does the selection need to work with the client branding?
- Bear in mind that some clients prefer to work closely with the designer/consultant and the presentation boards may be subject to change.