

Inspiration / Mood Board (150 points)

AD235 Image Design with Digital Technology II

Margarita Benitez - Instructor

Objective:

The objective of this assignment is to create an Inspiration / Mood Board for your company. **See page 183 – plus samples shown in class.**

Requirements:

Your Inspiration / Mood Board must include the following information and elements:

- Create your Inspiration / Mood Board in Photoshop (or InDesign) in an 11 x 17 RGB document, either portrait or landscape with a resolution of 300.
- Paste and manipulate photos and scanned images to represent your inspirational theme for the season.
- Set up a color palette and rename the colors. Name them with somewhat simple names that relate to the theme of the group for the season. They must be easy to pronounce for your salesman. Make sure to include the correlating Pantone color numbers.
- Add your name for the designer you are working for.
Ex: "Margarita Benitez for Vivienne Westwood."
- Add the season you are designing for but do not include the year.
- Name the group something related to the theme. Salesmen need to be able to call your group something when they are selling it.
- Name the Segment of the Market you are designing for.
Ex: Your Target Market might be "Designer Woman."
- Save both as a PSD (or INDD) file and a PDF in your folder on the network.
- Email yourself your files or save your folder on a flash drive. Always keep a back up of your work in case something happens to the network folder.
- Please include a short paragraph summarizing the board.

Due Date:
