FASHION AND DESIGN SOCIETY

Moodboard and Portfolio Event 1/26

Welcome!

- Sign in
- Committee Application is due February 5th

Agenda

- Portfolio
- Mood Board
- Break into groups

Zoe Hong

- Critiquing portfolios (1st&4th)

Stefanie Schoen

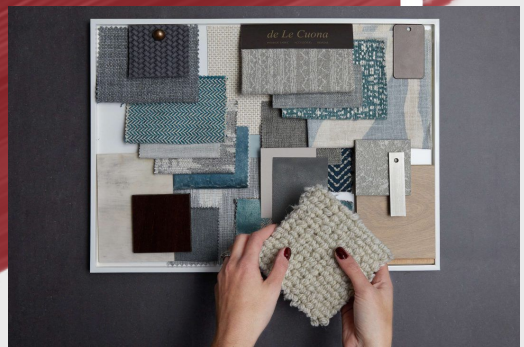
- How to make fashion design portfolios for College, University, and jobs

How much work should be included in a portfolio?

- It’s about quality, not quantity!
  - Include designs that best speak the brand, job, or even grad school
- How many projects/pages?
  - Depending on what you’re apply for and how experienced you are
  - Give a good overview and showing the quality of your work
  - Good range is 2-4 pages per project (depending on the size of your project and the book itself)

What is a Moodboard?

- Visual representation
  - Conveys a general idea/ feeling about a topic/theme
  - Communicates our concepts and visual ideas
- Collage
  - Well thought out and planned arranged images, text, sample objects,/ color



Fashion Moodboards

- Visual representation of the designer's inspiration
  - Images, objects, materials swatches, trims/ product examples
    - Inspo: theme, place, color, scheme, material story
  - Explains the concept/feeling (mood) of the brand, collection, customer

*A fashion mood board should consist not only of fashion related pieces

MERCANTILE

CAMEL CLAY
AW
19/20
1.UNKNOWN 2.REBECCA TAYLOR ZZARA 4.&7CAROLINA HERRERA 5.MARKUS LUPFER 6.PINTEREST 8.VALENTINO 9.MARGARET HOWELL 10.@LUSTAMBITIONS 11.STELLA MARIA BAER 12.LOTTA LORIER
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textile design
WWW.LOTTALORIER.COM

feminine demure

Why are Mood Boards Important?

- Helps you
  - find your inspiration
  - Refine your ideas
  - Stay consistent and focused on your design/brand values
- Gives you the clarity before you start designing and getting all the materials
- You will have the inspiration in front of you!
  - You will be reminded of where you are going
- Helps you communicate your ideas to others

How to Create a mood board

- Digital
  - Adobe photoshop
- By hand
  - hardboard/foamboard

How to Create a mood board

- standard process that's useful to follow
  - -but as we are designing, being creative and not following rules will give you the best results!
- Helps you explore and find your own style
  - Best way to design is to physically collect ideas and inspirations
  - Think about your clothes, office, holidays, favorite colors, things you dream of → What do they look like? → What are the common threads?

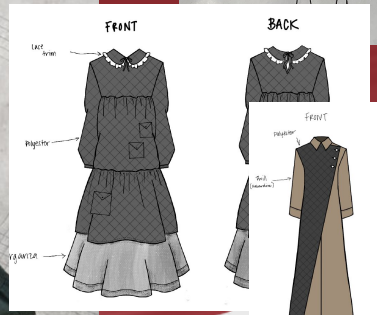
How to Create a mood board

- Take your time!
  - Move the images around until you are satisfied with it
- No exact number of images to include
  - It could be 1 or up to 30
  - What's important is that you tell the story

Christina’s Mood Board

Ingrid's Mood Board

Olivia's Mood Board



Next Event

- Tuesday, 2/2/21 @ 8pm
- Guest Speaker: Paulina Olveda
  - past FADS officer
  - entrepreneur in the industry, founder of Shopxsugehi which where she resells vintage, handmade or reworked clothes on depop

Let’s Create a Mood Board!

- Theme: Season
- Include images not only fashion related
- Be creative!
- We’ll share this at the end

- Jamboard
- share your email
  - All have access/ control over the mood board