



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

Course code:19FSD501B

Course Title: Integral Fashion Style and
Illustration

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FASHION BOARD



Fashion board is a visual collage used to communicate a particular style, theme, or mood. It can be used for a variety of purposes, such as:

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- To develop a brand identity
- To create a mood board for a fashion shoot

- To plan an outfit for a special occasion
- To brainstorm ideas for a new clothing line
- To simply get inspired by different styles

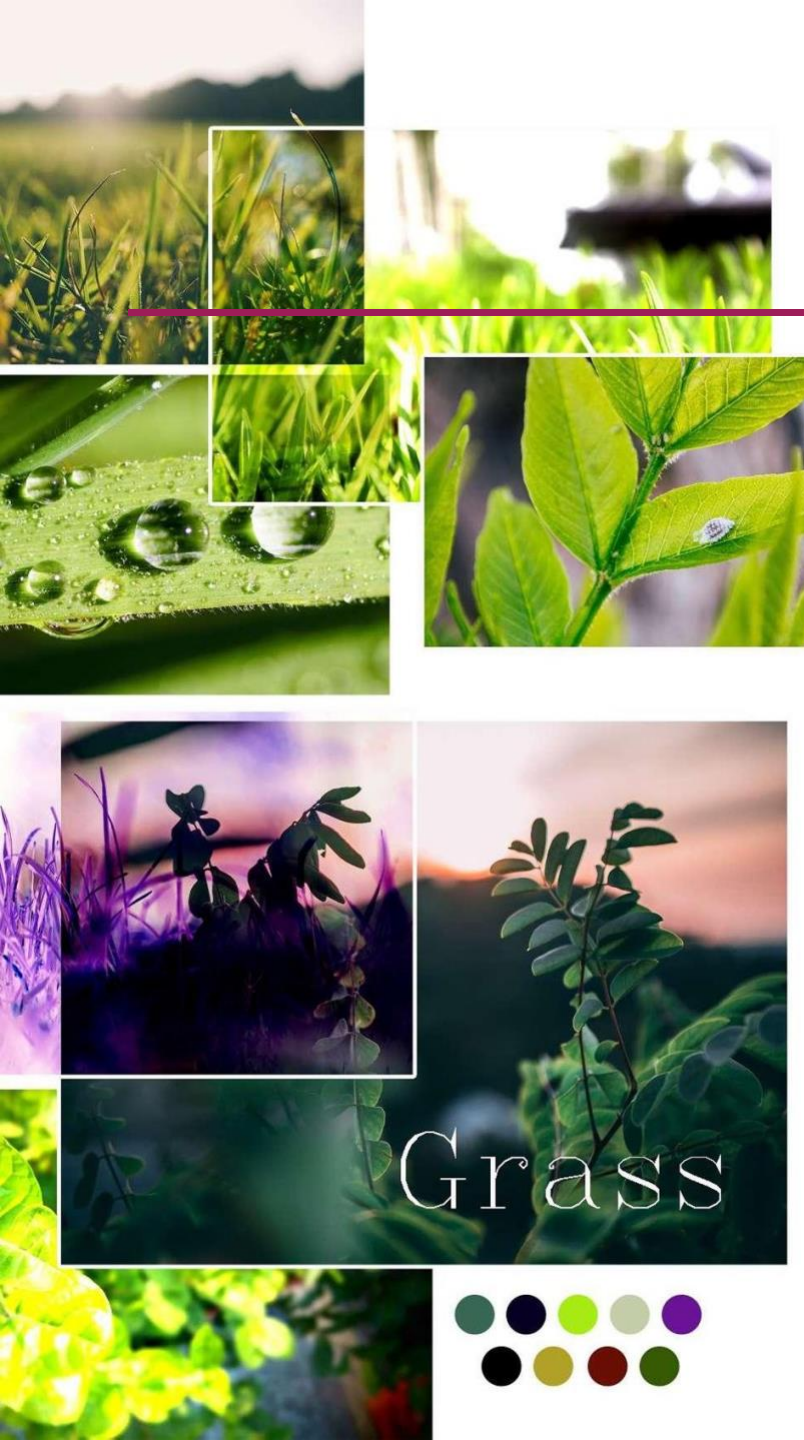
TYPES OF FASHION BOARD

- 1 Inspiration Board**
- 2 Mood Board**
- 3 Color board**
- 4 Texture/Fabric Board**
- 5 Design development Board**
- 6 Client Board**
- 7 Range Board**
- 8 Technical specification Board**

INSPIRATION BOARD

An **inspiration board** is the foundational step in fashion collections. It's a visual exploration where designers gather images, textures, and colors to articulate the creative vision. This board serves as a touchstone, guiding subsequent design decisions. It sparks ideas, establishes the mood, and ensures a cohesive direction for the entire collection, laying the groundwork for a compelling and well-defined fashion narrative.

A designer can get inspired from anything and anywhere around. There is not any specific compulsions on things that can be used as an inspiration. It can be as common or as vague and vast as it can be.



MOOD BOARD



A **Mood board** is a vital aspect of a fashion collection, capturing the essence and emotional tone. Comprising images, colors, silhouettes, elements, drapes and textures, etc., it showcases the designer's vision. By encapsulating the desired mood, a mood board establishes a unifying thread throughout the collection, allowing designers to communicate their inspiration effectively. It serves as a starting point for the creative journey, fostering coherence and providing a tangible reference that guides the development of garments and accessories within the broader context of a thematic vision.

COLOR BOARD

A color board is a compilation of hues, shades, and tones that form the palette guiding the design process. This conveys the intended color scheme, emphasizing the desired emotions. By featuring color swatches, samples, and visuals, it ensures consistency and coherence across garments. The color board serves as a roadmap for designers, facilitating informed decisions on fabric selection and garment construction. In essence, the color board brings the designer's envisioned color story to life.



TEXTURE / FABRIC BOARD



The **Texture/Fabric Board** in a fashion collection is a tactile guide, presenting chosen fabrics and textures for garments. It incorporates swatches and detailed textures, providing a tangible reference for design decisions. This visual tool communicates the tactile experience, ensuring a harmonious fusion of materials. The Texture/Fabric Board is crucial for construction, emphasizing touch and visual aesthetics, enriching the overall narrative in the fashion portfolio.

DESIGN DEVELOPMENT BOARD

A **Design Development Board** in fashion is a visual compilation that showcases the evolution and refinement of design concepts. It typically includes sketches, fabric swatches, color palettes, and inspirational elements that illustrate the progression from initial ideas to final designs. This board serves as a documentation of the creative journey, helping designers track the development process and make informed decisions while maintaining the cohesiveness of the collection.





CLIENT BOARD

Creating a customer profile in fashion marketing is fundamental for targeted and effective strategies. Demographics like age, gender, and location, psychographics reflecting lifestyle and values, and understanding purchasing behavior help tailor marketing efforts. This personalized approach enhances brand resonance and cultivates lasting connections with the target audience, fostering brand loyalty and driving sales.

Target market:- Southern states, India
Market segmentation:- Bridge
Apparel category:- Unisex
Conventional clothing category:- Casual wear
Age:- 2 - 10
Season:- S/S 23
Budget:- Rs. 45 - 55 / P.A

RANGE BOARD



A **Range Board** in fashion is a visual representation that provides a comprehensive overview of an entire collection. It features images, sketches, or representations of each design within the collection, presenting the variety of garments, styles, and details. The Range Board emphasizes cohesiveness, showcasing how diverse elements work together. It is often used for client presentations, buyer interactions, or within the design team, offering a quick and comprehensive snapshot of the entire collection's aesthetic and range.

TECHNICAL SPECIFICATION BOARD

A Technical Specification Board in fashion is a detailed visual representation of the technical aspects of garment construction. It includes information such as fabric swatches, measurements, construction details, and sewing techniques. This board serves as a reference for pattern makers, manufacturers, and production teams, ensuring precise execution of design elements and maintaining consistency throughout the manufacturing process.



Thank you