

GRA3611 Vector Art Editing

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Mood Board: collage of inspiration, reference materials and research
Designers use mood boards to develop their design concepts and to communicate to other members of the design team.

Dimensions

8.5 x 8.5" – 300 dpi (High res)
Include: typography, phrases and words, images.

Imagery can be gathered from the web, magazines, catalogs, scanners, digital cameras. It might pay to visit a library especially for your historical research.

Content of boards should include:

List of words associated with subject matter
Images that capture/convey words
Images that provide a historical references
Images of competitors – images of competitive products
Images that capture/convey product's lifestyle

Symbols – shapes

Colors associated with product

Meaning of color in cultures and history

Type: explore typefaces

- Legibility/ readability
- Personality/ mood