



DIRECTION &
MOOD BOARD

Lesson 5: Direction & Creating a Mood Board Transcript © Syndee Rogers

Hello! Welcome to lesson five where we're going to be talking at choosing a direction and how to use a mood board. In this class we're going to stick with papers that have a style and not delve into strong theme. But I do want to touch a bit on ways to help you choose a direction, style, or theme on your own.

I'm filming this video in Photoshop Elements but the instructions are just the same for Adobe Photoshop unless where noted.

OK. So, what would you call the style of this kit. I think it's pretty apparent that this kit doesn't really have a strong theme. It's more of a style, and the style I was going for was clean with a touch of grunge. Yes, a bit contradictory in a sense, but that's what I love about art and creativity. There are few hard-and-fast rules. I wanted the papers to be scuffed up with traces of paint, and I wanted the elements to be clean but also have a few artsy elements thrown in.

The real message here is that you don't have to have a strong theme or confine yourself to one style when creating papers.

When starting a new design project it is very helpful to create a mood or inspiration board finding things and colors that inspire you and then adding those to your mood board the following steps can help you get started and help you from feeling overwhelmed at the beginning of a new project.

The first thing I recommend is to start a Pinterest account if you don't already have one. It's a great place to gather inspiration without clogging up your computer. And then of course, once you do that start pinning things that inspire you. And the great thing is you can have as many boards as you want Pinterest boards. And as you can see here, I have a color board. You could have one for textures, you could have one for patterns.

The third thing that I recommend, and it's something that I do a lot, is I take photos with my camera phone when I'm out and about. To take photos of things that catch my eye and it could be just

colors, or be the texture of something, flowers, anything. And then save those into an inspiration folder.

Once you've accumulated a fair amount of inspiring images, download the mood board template from the class downloads. Now from your inspiration folder, gather photos, images, and colors that jump out at you and where the colors seem to work well together. And then put those into a new folder and give it a name. And these are what we're going to use on our mood board.

We're going to go ahead and open up our mood board template, but first let's make sure that in the Tool Options, Auto Select layer and Show Bounding Box are still checked. We set those up in our last lesson. In Photoshop, it would be Auto Select layer and Show Transform Controls. Now let's go ahead and open up the mood board by going to File > Open, navigate to your class downloads folder and choose paper colors mood board PSD and open that. And here you can see, here's our color palette. Looks just like the one that we used in the last lesson. And we're going to use it just exactly the same. Only this time we're going to be using the photos that we've gathered. We can go ahead and turn off this swatch tip here, by turning off the Visibility icon in the Layers panel. Since we don't really need to see that right now. OK. Let's go ahead and start adding some of those images that we gathered into a new folder in the last step, just go up to File > Open, navigate to your folder and choose up to five images I'd say. Click open and then just start adding those to your inspiration board. Go ahead and activate the first image, click on it. and drag it over to your inspiration template. Activate the next one, drag it on over and you can arrange them all nicely if you want but it's not really necessary. Just so that you can see your inspiration and grab some of the colors. OK. Now, I'm going to do that with the final image that I have open. I'm just going to activate it, and then click on it, and drag it over to my mood board. And then go ahead and arrange the images on your mood board however you want. So, now we can go ahead and use these images to create our color palette. And we'll just start adding colors just like we did in our color swatches lesson.

So we want to go ahead and activate the first swatch. You can either do that by activating the swatch directly on the mood board template since we have Auto Select layer checked, or of course, you can go ahead and do that in the Layers panel. And to add color, to grab some color from one of the images we're just going to go ahead and double-click on that thumbnail of swatch number one and up pops our little eyedropper tool. And we can just start selecting colors. And again, I like to start with light colors and work my way to the darker colors, And then I just continue adding colors until I have a pleasing color palette.

These images came from an actual mood board of mine, from my Everyday Stories Collection. And here's what it looked like, I think I showed this to you before. These colors look a bit different than the ones I just did, but that's the thing that you want to remember, is that you start out pulling colors from the images that you've selected. You don't have to stick with the color that you've chosen, this is just a starting off point. You know it's just inspiration. In this of course, this photo here with the quote, the quote is what I'm inspired by. I also did like the wood grain and I did do some wood grain textures in that kit.

Once your mood board is complete, this is the point where it most likely will be clear to you if there's a theme or style emerging. Don't fret though if there isn't anything obvious, it's not a requirement for creating papers. It can also be helpful once your mood board is complete, to step away from it for a few hours or even the next day and then come back to it and really study what you've come up with.

So, once you're done and you're happy with your mood board, save the PSD file and then also a JPEG, and please share that in our private Facebook class group. We'd love to see it.

I'll see you in the next lesson this is been Syndee Rogers with passion for paper.

