

GRA3611 Vector Art Editing

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Inspiration Board: collage of reference materials

Dimensions

Boards should be around 11x17" or you can also create a series of separate 8.5x11" boards, one for color, one for type, one for imagery... You can make them digitally or use paper/scissors. To gather images use the web, magazines, catalogs, scanners, digital cameras. It might pay to visit a library especially for your historical research.

Content of boards should include:

1. Images that provide a historical references
2. Images of competitors – images of competitive products
3. Images that capture/convey product's personality:
-> i.e. Durable? Sustainable? Intelligent? Playful?
4. Images that capture/ inspire product's lifestyle:
-> i.e. Elegant? Modern? Classic? Functional? Luxurious?

5. List of words associated with or describing personality of your product
6. List of words for possible product name

7. Color: 60% of decision to buy a product is based on color
 - Experiment with color pallet and possibilities
 - Explore meaning of color in cultures and history

8. Type: explore typefaces
 - legibility
 - personality/ mood setting...

9. Taglines: brainstorm a list of possibilities (should relate to the personality/ lifestyle images).