# INHOUSE Creative

NON-PRINT floral skip

WORKBOOK and MOODBOARD

### non-print floral skin

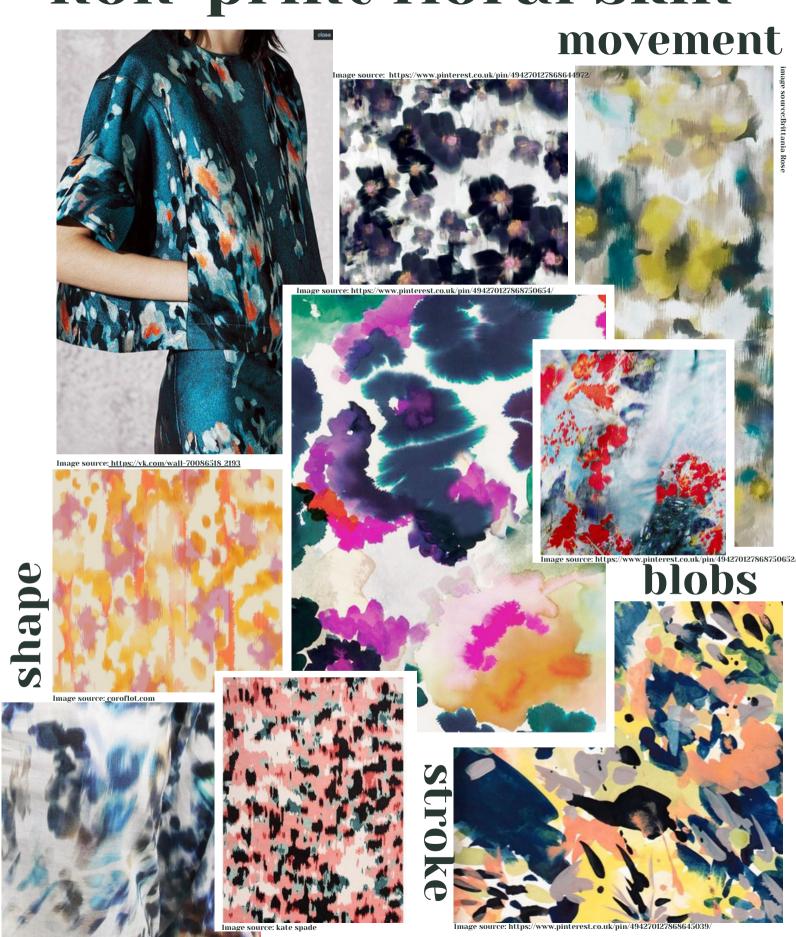


Image source: emily van den bergh

#### **KEYWORDING**

Dissect this mood board. What feeling springs to mind when you're looking at these images both as a whole... and as individual ideas.

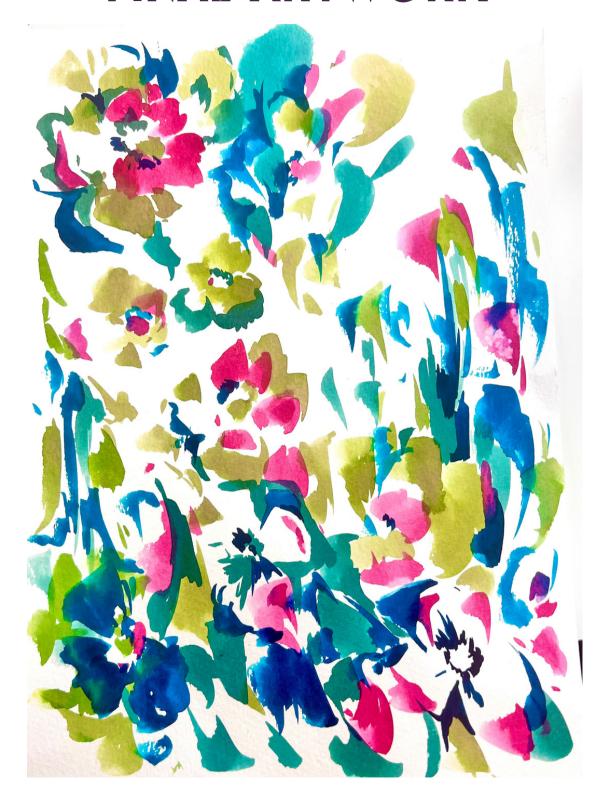
You should be able to get multiple ideas from one board.



YOUR TUTORIAL takeaways
THE Hand ARTIST



#### FINAL ARTWORK



## TOP typs

Pressure Point

Play with your pressure points to get different types of brush strokes in your artwork, these shapes are key.

Think movement

You are trying to create a suggestion of flowers and/or animal skin... but the key theme here is non-print.

Use movement to capture the ilk of these themes.



**NATASHA**gulliford

#### PROJECT BRIEF

Use the mood-board and the tutorial to answer a brief. Fill in the appropriate areas so you can create different outcomes from the same board and tutorial technique.

Change the target audience and client to create intentionally, or just have fun experimenting.

Brief litte:	Non-priint noral Skin
Client:	
Project Direction:	loose, free and not really anything, yet a distinct nod to florals and/or skin. Marks stravel in a spontaneous yet considered way capturing ilks of growing floral and skin patterns.
Key Points:	movement blobs and strokes are not perfect motifs colour is key
Target Audience:	
Media Format:	
Colour Pallete:	dependant on TM



NOTES
THE Lange LARTIST

NATASHA-guliford