



INHOUSE *creative*

NON-PRINT floral *skin*



WORKBOOK *and* MOODBOARD

NATASHA *gulliford*

non-print floral skin

movement



Image source: <https://www.pinterest.co.uk/pin/494270127868644972/>



image source: Britania Rose

Image source: <https://www.pinterest.co.uk/pin/494270127868750654/>



Image source: <https://www.pinterest.co.uk/pin/494270127868750652/>

blobs



Image source: <https://www.pinterest.co.uk/pin/494270127868645039/>

stroke



Image source: kate spade

shape



Image source: coroflot.com



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.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of blank, white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There is a vertical margin line on the left side, creating a narrow left margin. The paper appears to be from a notebook or a standard ruled document.

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FINAL ARTWORK



TOP *tips*

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.

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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 Title:

Non-print floral skin

Client:

Project Direction:

loose, free and not really anything, yet a distinct nod to florals and/or skin.

Marks travel 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 Palette:

dependant on TM

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This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

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