



NUA  
Summer  
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Series

# Something from nothing!

## Thinking up and visualising ideas

Workshop developed by  
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You can complete this workshop in 1 of 4 ways listed below.

### You will need:

1. **Digital moodboard:** Access to InDesign/ Photoshop/Powerpoint or other image programme or a Pinterest account.
2. **Physical 2D moodboard:** Card, magazine cut outs, pens, pins/glue or tape.
3. **Physical 3D moodboard:** A collection of found objects from around your home and a phone or camera to photograph them.
4. **A spider diagram:** Paper and pens.

### Objective

To think of and visualise a concept for a fashion publication.

### Background

Before you start any project, no matter how creative or research based, it's impossible to start unless you have at least the beginning of an idea.

This initial beginning of an idea, especially in creative industries is often referred to as a concept. A creative concept is basically an overarching "big idea" that captures the intended audiences' interest, influences their emotional response and inspires them to take action – makes them do what you want them to do (purchase / donate / take part etc).

### Activity

#### Task one: researching and thinking about your basic idea

- What issues/themes would your publication cover?
- Who would read it? How old are they? What are their interests? Are they male, female, both, gender neutral or all?
- What type of content would it have? Photoshoots? Interviews? Articles? Tips or How-tos? Playlists? Videos?
- Would it be printed, online or both?
- Can you think of a cool name for it?
- What would it look like, would it be simple? Busy? Colourful? Bold? Calm with a lot of muted colours and white space? All in black & white?
- If you are struggling for inspiration take a look at your own interests. What are your values, interests, questions? What aesthetics do you like? What type of fashion magazine would appeal to you?

### Top tip:

Your concept doesn't need to be complicated! Simple is often better. A concept is just the start of an idea, you don't need to have thought of everything.



## Task two: create your moodboard or spider diagram

### Digital moodboard

- You should have access to InDesign/Photoshop/Powerpoint or other image programme or a Pinterest account. Collect imagery related to your idea.
- Save imagery and set up your file. It is worth collecting all imagery in the same file so you can drag and drop, as well as see everything in one place.
- Piece together your moodboard.

### Top tip:

Moodboards work best with 8/15 images. It's about choosing the right ones to best show your idea! Spider diagrams and mind maps can have as many words or phrases as you like.

### Physical 2D moodboard

- You could gather card, magazines, newspapers, pens, pins/glue/tape, fabric, paint samples.
- Collect your imagery. You may want to tear pages out, or cut certain images from magazines.
- Piece together your moodboard.

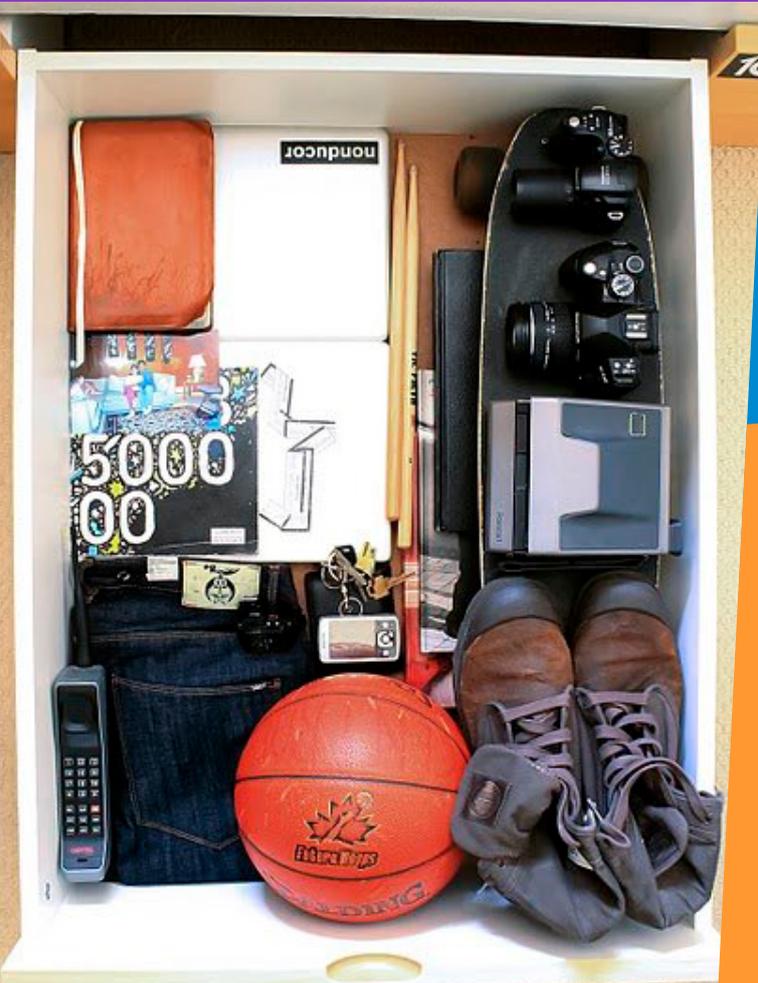


### Top tip:

Remember to make the most important messages, images and phrases the most visible. Otherwise it may be difficult to understand!

### Physical 3D moodboard

- Gather a collection of found objects from around your home and a phone or camera to photograph them.
- Ensure you have a clear space to arrange the objects.
- Piece together your moodboard.





### A spider diagram

- You could use paper and pens.
- Make some notes of words / phrases / categories you want to use.
- Piece together your moodboard / spider diagram.

### Let's go further

If you've really enjoyed thinking up your concept and don't just want to leave it there, you can take this project further in a number of different ways:

- Create some moodboards for photoshoots that might go into your magazine, or have a go at creating the imagery itself.
- Think of a name and design a logo for your publication.
- Have a go at designing what the cover might look like - that's always a really fun thing to try!
- Think about how the pages or website might look and try designing some page layout ideas, this really helps bring your concept to life!

### Find out more about Kathryn Easthope

[www.katciara.com](http://www.katciara.com)

### [NUA Staff](#)

### Further resources

[How to design a fashion magazine like Vogue](#)

[10 tips for designing high impact magazines](#)

[Magazine cover design tips](#)

[How to get into fashion magazines with Alexa Chung](#)

### Related careers

- Brand Strategist
- Brand Account Manager
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- Brand Marketer
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- Social Media Strategist
- Content Marketer
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- Visual Merchandiser
- Trend Forecaster
- Fashion Stylist
- Style Scout
- Fashion Marketer
- Creative Director
- Fashion Editor
- Fashion Blogger or Fashion Vlogger
- Fashion Illustrator

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