Merchandise Design – Inspiration Board Doerrer

Assignment: Using a Photoshop Document or Google Doc, research and brainstorm for your project and create an inspiration board.

Items to include:

1. Decide on a theme or topic for your collection of products. Explain why this theme/topic interests you. How did you decide on this topic? What makes it unique?
2. Who is your target audience? Who will buy your products? Who will your designs appeal to? Explain why. Discuss your style, use of color, use of elements of art, etc.
3. Inspiration Images: Collect a minimum of 8 images of artworks, photographs, textures, brushes, fonts, stock photos, and product examples that will inspire and contribute to the theme of your own products.
4. What will be your color scheme? List the color scheme, the colors included and explain why you want to use these colors. Who will this color scheme appeal to? How does it relate to your collection?
5. Research at least 1 artist or brand in merchandise design. What does this artist/brand design? What is their style? What themes or topics do they explore in their work? What makes this artist or brand successful? Explain how their work appeals to you.
6. Include a minimum of 5 examples of the work from the artist or brand from #4.
7. Research 1 new technique that you could use in your project. Photoshop, Illustrator, Autodesk sketchbook, or any other program. Explain the technique and how you will apply it to at least 1 of your designs. Include an example image.