PRESENTATION
BOARDS

Vivid Images that Communicate
PRESENTATION BOARDS

• Presentation boards are used to identify the theme, mood, or spirit of an idea.

• The best presentation boards fuse visual and verbal elements into a vivid image.
A presentation board should combine an evocative theme, a visual development of the theme, and a verbal flourish in order to engage the viewer's imagination and awareness.

Courtesy of Texas Tech University
• Presentation boards most often focus on a fashion trend or theme that is likely to move into the mainstream.
  – Style, look, fabric, color, detail
• This trend or theme has already been tested in the market and is predicted to sell well to consumers.
• A board often is labeled in a way that describes the appeal of the trend or theme.
  – Retro, Minimalist, Youthful, Working Women, Career Casual
  – Lifestyle, pop culture influence, historical, ethnic, mood, spirit
Design teams can translate trend boards into concept boards that are used to guide designers in line development.

Having a visual concept of an idea assists the design team in keeping focused on a desired direction.

Concept boards also are used to sell products to a manufacturer’s sales force and to retail buyers.

Finally concept boards are used to educate a retail sales force.
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• Developing a theme or concept can be difficult.
  – A theme should capture the essence of a trend, but can be a creative challenge.

• Once identified, the theme becomes the unifying force for everything on the board.
  – Typeface for lettering
  – Fabric swatches
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- Graphics
  - Graphic balance is essential; shapes and elements must be in proportion to the board.

Courtesy of Texas Tech University
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- Images/Photos/Sketches
  - Images should interpret the mood of the theme.
- Color palette
  - Color interplay must make sense and augment the theme; give consideration to hue, value, and intensity.
The layout of the board determines how the viewer sees and comprehends the content and idea of the theme.

- The eye should continue to move within the borders of the board.
- The best boards have a focal point with all of the items contained on the board arranged to move the eye on a path around the board.
The first step is to decide on orientation, either portrait or landscape.
The second step is to divide the space into an uneven number of units.

- Dividing the space into thirds in both directions provides flexibility to choose one of any four focal points.
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- Focusing on one of four possible focal points makes the final layout of the board more dynamic and interesting.

- Arrangement of the images and the text on the board usually follows a classic pattern.
  - *Band*, for a linear row of images balanced by text or white space.


- *Axial*, for a branching composition.
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- Group
PRESENTATION BOARDS

- Grid, like the columns in a newspaper.
- *Path*, which emphasizes the visual movement between images.
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• Weak trend boards
  – Do not utilize a strong focal point.
  – Do not organize images so that the eye is enticed by the visuals.
  – Do not look clean and professional with neat lettering, straight cuts, and unseen adhesives.

• Weak trend boards
  – Direct the eye away from images.
  – Have too much white space that detracts from the interest in the images.
  – Have haphazard and/or random arrangements that are confusing and unintelligible.
  – Have too many elements and appear to be overloaded.
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- **Strong presentation boards**
  - Utilize small platforms to mount photos, images, or fabrics in order to give the layout dimension, depth, and interest.
  - Are made from a foam core board, usually 20" X 30".
  - Are durable to withstand movement and use.
  - Are portable for shipping and transport to numerous locations.
  - Have no elements permanently mounted until all elements are identified and placed on the board.
  - Are made with thought and care and not at the last minute.
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Courtesy of Texas Tech University
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Trending Forward
The Cotton Connection
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Full Cotton Skirts

Eye Catching Whimsical

100% Quilted Cotton Dark Latte
100% Quilted Cotton Gentle Green
100% Cotton Corduroy

Re-invented
PRESENTATION BOARDS

FALL FEVER 2006

Courtesy of Texas Tech University
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COTTON: it's pure jeanius

Continuing:
- Boot-cut / Flare legs
- Crop length

Denim Trends
Spring/Summer 2003

Major:
- Cuffed
- Wide legs
- Light fabrics
- Pocket Decor

Major:
- Rips/tears
- Holes
- Frayed edges

Minor:
- Skinny Jeans
- Pleating
- Zippers

Minor:
- High waists
- Overalls
- Balloon Cuffs
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CONCEALED WARMTH

FALL/WINTER 2005-2006
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Italian Romance

Mohair

Color Story

Sicily

Target Consumer

Consumer Market
- 25 – 35 Affluent Females
- Intellectual
- Career Driven
- Independent
- Successful
- Fashion Forward
- Unique
- Contemporary

Alessandro Dell'Acqua
100% Mohair

Inspiration

Mohair Fabrics

Romance

Venice
PRESENTATION BOARDS

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