

A PEEK INTO MY DESIGN PROCESS

Vienna Boutique - Fashion Catalog



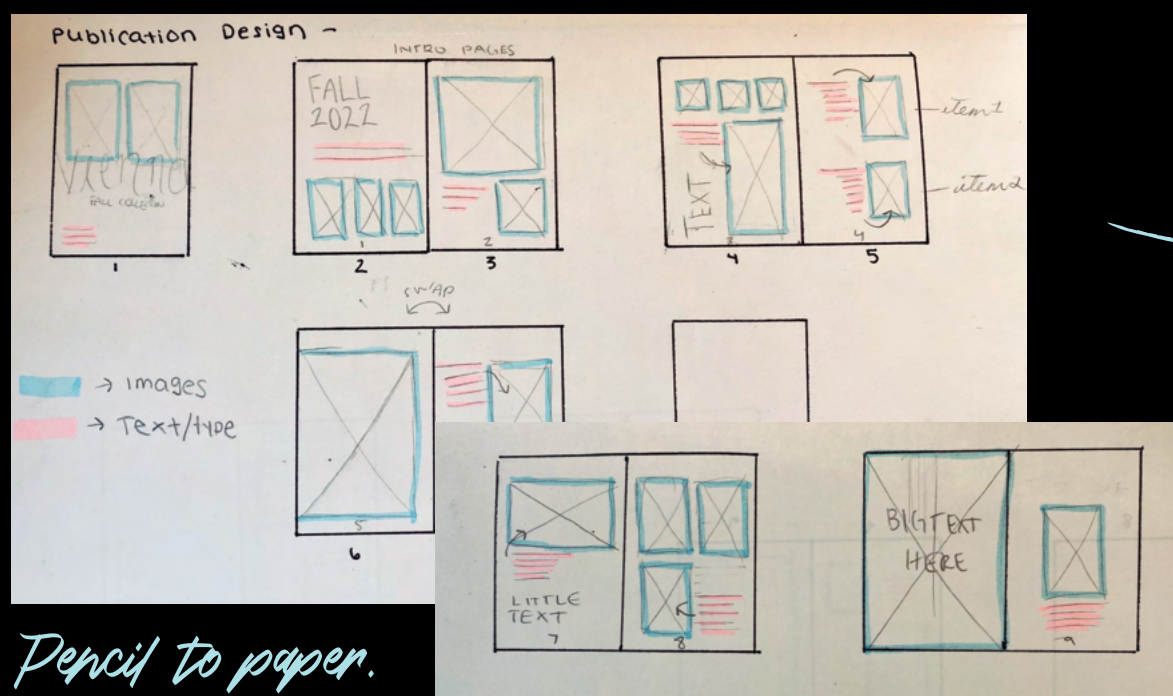
1. PINTEREST MOOD BOARD

Before beginning any project, I like to gather inspiration. More precisely, I often use Pinterest to quickly assemble a mood board that provides me with a visual direction for the task at hand. This makes the sketching and content gathering process much more efficient, as I have a place to quickly draw differing but unified ideas from. For Vienna Boutique, I wanted a clean, minimal, but fresh look.

Gathering Inspiration!

2. SKETCHES

The next step is sketching visual references for my general ideas. This allows me to ensure a sense of balance in the final design. It also speeds up the creation of the project when on the computer. For the catalog, I colour coded blocks for images and areas for text.



Once I have a mood board and sketches to guide my vision, I choose my fonts and gather content. After this, I open up Indesign and begin creating the structure or 'skeleton' of my work. As shown in the linked video (scan the QR code to view), I first create grey blocks for images and fill text boxes with placeholder text.

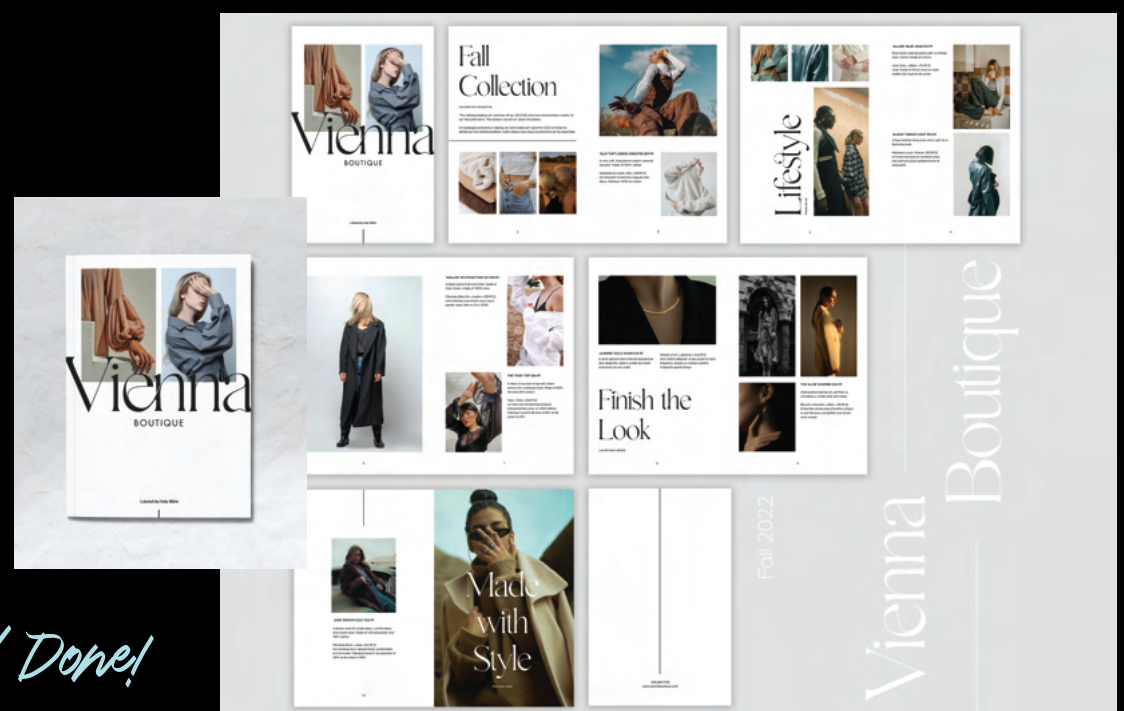
3. OVER TO INDESIGN



Scan Me!

4. FINAL MOCKUPS

Finally, I send the final product over to print. For this catalog, it was printed as a saddle-stitched booklet printed in full-colour. On the other hand, to display my work on the web, I created mockups with Photoshop, creating a unified visual presenting each spread. I created a separate mockup to show the cover on its own.



All Done!