

## Fashion Mood Board Design of Sportswear Using Photomontage Technique

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### Research Article

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#### Abstract

In the art of clothing design, finding ideas and producing creativity is an integral part of this science. The design of clothing, which is the product of the designer's mind, is examined and noticed or criticized in the course of the contemporary society. The main purpose of this article is to use mood board design with the help of photomontage technique, which is a new method of mood board design to create a collection of girls' sportswear. In this regard, the designs made use of the digital mood board method, which has led to the design of many creative collections using the photomontage technique and along with visual creativity in the field of girls' sportswear in an artistic and modern way, which is a kind of upward course of diversification and tendency to innovation and a kind of norm-breaking to the tendencies of today's society in the life of today's modern teenage girls satisfy. Reul Haussmann has introduced the beginning of this science with the Berlin Dadaists who used this art in the 40s. The photomontage and combined photos of this work are the result of the creator's vision and creative thought to present a work that uses two or more components to achieve this coherent whole. What is certain is that photomontage is not a photo, because it is not taken, but made, and it is in the collection of applied arts, and thus the designer has been able to use the photomontage capabilities in the mood board using images and inspirations. It is to present a different design compared to the common traditional designs. The use of energetic and warm colors in the above collections, the sense of movement and the broken and diagonal lines on the clothes, all show a sense of excitement. All the elements placed on the mood board page express the designer's goal in designing that mood board.

**Keywords:** Mood Board; Fashion; Photomontage; Sportswear

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## 1. Introduction

A mood board is a type of visual display or "collage" that consists of images, text, and examples of objects in one composition. A mood board can be based on a set theme or it can be any randomly chosen material. A mood board can be used to convey a general idea or feeling about a particular topic. They may be physical or digital and can be effective presentation tools. Mood boards are a great tool for creative projects because they help set the visual direction of the project. A mood board (or inspiration board) is a physical or digital collage of ideas, commonly used in fields such as interior design, fashion, and graphic design.

While many assume that mood boards are only necessary for projects like interior decorating and wedding planning, the truth is that many professionals in various fields rely on mood boards as their first port of call for any large project. In fact, more than just a set of attractive images, mood boards act as a fundamental transition between an initial thought and an early draft. In a study conducted by the Journal of Business Research, it was found that mood boards are effective in setting the scene, directing activities and aligning by-products by creating a point of reference (Dewet, 2006).

Systematic integration of ideas in order to understand them and share them with others is the next step in the design process, which is called research evaluation process. The main task of a fashion board is to focus the designer's mind on the beauty, style, color effects and direction of the collection. Visual information about the board should also be displayed in this format. Tables should be produced as a summary of the designers' findings and before any serious design begins. The success of a mood board is due to the selection of the image, its editing and arrangement, which should be consistent with the mood that the mood board is trying to convey. Fashion boards are a suitable tool for communication and vision for others or designers. Fashion boards can also be used in more cases than the product design collection that a brand designer uses to create and introduce his business plans. Modeling and visualization are the basis of visual literacy, which are a qualitative research tool in the created mood boards that are used in the art of design. The term mood board is often used to cover a wide range of mood boards in general. Types of boards are considered in special uses (out-cutters), which is a vital part of the design process that creatively and innovatively expands the design (Edward, 2003).

In simple words, when a clothing designer decides to design a clothing collection, he has a series of ideas and topics in his mind that need to be organized; For this reason, he chooses a board, a large cardboard or a notebook to write whatever comes to his mind or stick his photo on it. So, it can be said that the fashion board includes images of the designer's source of inspiration, selected elements, personal interests and ideas of the designer, fabric material and color, type of clothing cut, etc., which may also have small notes written in it.

In short, a mood board is a collection of images or materials that evoke certain concepts or feelings. Mood board, which is the Persian equivalent of mood or inspiration board, shows a collage of images and objects with a special visual style. Mood boards are used in different fields such as building design, panel painting and even website design, but their use in clothing design is much wider. There are two types of mood boards, and it is better to choose the most suitable type according to your application. In the following, you will get to know the types of mood boards (Cassidy, 2011).

The mood board should be used as a tool to refresh the mind, which enables the designer to return to it during the design process and discover something new. It is possible to create a collection that has several layers of depth and visual interest, keeping in mind that communicating with the audience is simply a matter of marketing, focusing on studying and creating trend boards

that are accompanied by creativity and creative process, used for boards. It is a board that provides creative opportunities for deep engagement with them and is designed to develop creative and innovative solutions. In order to improve the approaches in fashion board, it is necessary and necessary to have visual literacy, which creates a context by discovering and modeling this process. Visual literacy conceptualizes working methods and problem solving in theory and models in the visual system. Therefore, trying to provide a better understanding of mood boards and their process in creating the depth of interaction with certain stages determines a visual process of qualitative research. Visual literacy is a tool to further prove the above concept. The difference is in the quality of the boards presented and the research on a topic or topics done to produce a visual literacy board (Garner, 2001).

One of the biggest choices to be made when creating a clothing design mood board is choosing its type. There are two types of templates for mood boards:

1- Physical mood board: the traditional and older option that was used in the past is called physical board. To make this mood board, you have to carefully cut lovely pictures from different newspapers or magazines and stick them to a board with glue or glue. Usually, poster board or foam is used for this, but cardboard and cardboard sheets can also be used. The background of the board should be painted using a color that is in harmony with the mood board color palette. Images can be placed on top of each other or create a gap between them. It is also possible to use fabric, decorations or different materials for mood board and install it on the wall. If the materials are important to the work and the customer needs to touch them, physical mood board is the best choice (Elahi, 2013).

2- Digital mood board: In the digital mood board, it is easy to add images that catch the eye of the audience on the internet. You can also use different images, objects and materials in the digital mood board. In other words, this fashion board has left the audience free to use anything. This mood board can also be produced using photo editing software. Of course, websites like "Canva" have also provided the possibility of creating digital mood boards for artists.

The art of combining images is called photomontage. In some of these works, the images are so carefully combined that the impression of the realness of this photo is imposed on the human being. The first step to making a photomontage is to have a suitable idea. Some people have a different definition of photomontage. They combine a series of unrelated or semi-related photos. It should be said that in art, definitions are variable and it is not easy to introduce a method to only one definition. A photomontage work is very different from creating a single photo, like painting, writing or sculpting. The creative process takes a lot of time and energy, but the result is a work that fascinates every viewer (Bafghi, 2012).

In the art of mood board design, using the photomontage technique, it mainly consists of photos or parts of photos to guide the viewer's mind towards specific visual connections. The pieces used in these images are often made to convey a message. This message can be a commentary on political, social and artistic issues, clothing design or other issues. When these images are done right, they can have a dramatic impact on the landing page (Shafaieh, 1975).

In carrying out the clothing design process, the photomontage technique in mood board design should be done by studying artistic styles. Regular integration of the designer's ideas in order to understand them and share them with others is the next step in the fashion design process. This is a research evaluation process, the main function of a mood board is to focus the designer's mind on the beauty, style and direction of the collection, while also creating the effects of color and design area. Visual information related to research implications should be displayed in this mood board design format. A panel should be produced as a summary of the findings before any mood board

design begins. The success of a mood board is due to the selection of the image, its editing and arrangement, which should be in line with the mood that the mood board is trying to convey. Mood boards should be used as a tool to refresh the mind. A mood board creates the ability for a designer to return to throughout the design process to explore new ideas to create a collection that has multiple layers of depth and visual interest (Maqbili, 2012).

Design is actually a type of visual representation or role-playing that is mainly formed by emphasizing the element of line. Drawing a line on the surface is the simplest form of visual expression that is objectified by design and becomes tangible for the audience. Therefore, line is the simplest element in visual expression, especially in mood board. Mood board is a means of conveying ideas, and creating communication through images and combining lines. But the arrangement of the same images on the board screen is done with the coordination of several physical and mental factors, which include: seeing, finding, analyzing, and transferring or executing. Mood board design is also a product of coordination between the eye, the hand, the tool and the artist's thought. To create a strong fashion board, you need continuous practice, study in nature and appropriate tools that help the designer to achieve the best results. Thinking here means having deep visual literacy, observing, selecting, and reflecting one or more images on the mood board page by the designer. Of course, it should be kept in mind that culture, thinking and the final goal also play a role in the shape and conclusion of mood board. In the process of reaching the final result, in addition to paying attention to aesthetic issues, other principles such as modeling and design should be considered. Conceptual design is a type of step-by-step design based on visual needs and proportions, checking and calculating visual criteria in the final design. The scope of conceptual design is very wide and it is obtained from the combination of elements such as line, shape, color, texture, layout, space, etc., based on balance, proportion, rhythm and harmony in visual literacy and from that mood board is based on visual literacy and composition, these elements should be known and understood deeply (Moghimnejad, 2005).

## **2. Results and Discussion**

This article is the result of the writer's effort to present a new design and for this, one should be completely familiar with the main elements or the correct alphabet of visual literacy, and then to achieve the main goal of designing a mood board with photomontage technique, arrange it in an intelligent way and by changing the arrangement of these elements, he achieved diversity in the design. This diversity with different applications in the design of mood boards always leads to innovation in order to attract the audience and meet their needs. In the rest of the paper, examples of mood board design using the photomontage technique will be presented along with discussion and analysis. It should be mentioned that all the stages of implementation of these mood boards have been done by the author.

The first mood board, seen in figure1, is a photomontage attached to a collage, which consists of gluing ordinary images together to create an illustrated reality. This mood board was created by digital photomontage method, which is the purpose of this work to design a fashion board with photomontage technique. Due to the fact that there is no limit in the creation of photomontage works, but in this work all the elements and details are arranged very accurately and coherently. The use of denim and tricot fabrics is clearly visible in this work. In the design of the mentioned fashion board, the attention of the teenage girl is on the type of clothing and her appearance from all angles and her desire to experience different clothing with warm and cold colors. The use of colors in changing light conditions gives a different appearance. The rotation of color spaces in the whole work has greatly contributed to the balance and proportion of the work. The arrangement of warm

colors next to the tones of cold colors has multiplied the charm and brilliance of the work. Warm and cold colors together inspire a sense of boldness, vitality and joy of energy to a teenage girl. Red is a flexible color and it shines strongly, it does not get dark and extinguished easily, and when red turns to orange, it acquires fiery and inflamed power. The red and orange color is a symbol of the yard of life in the noisy world of fashion and means victory, success, influence and overcoming problems, which is a sign of the creative and wonderful mind of the designer. The composition of the work is asymmetrical and the arrangement of the main elements is based on the vertical axis, which is well maintained by the colors. The use of the shape of the hands has given a kind of strength and balance to the work, which evokes a sense of relaxation in its vertical and horizontal form, which somehow includes all the components of the work. The choice of the model's face in the frame is very compatible with the look of the character, and all the elements and details in this work evoke rotation and movement, which is completely consistent with the main theme.



**Fig 1** Mood board with photomontage technique in postmodern style

A picture is often more expressive than a thousand words. In Figure 2, the digital photomontage method has been used in the design and mood board, and this product is known as the ideal of the contemporary society. A society that, through modernism, has gained its critical and comparative

thought in the multiplicity of scattered experiences, limitless different angles of view, and in order to relieve this multiplicity and confusion and reach He constantly searches for a new definition of a boundless and integrated world.

In Figure 2, one can see the contrast of Roman sculptures with modern forms and various textures along with warm and cold colors. The use of soft curved forms along with the texture of jeans brings a kind of contrast that attracts the attention of the audience in this asymmetric combination. The role of thinking of Dadaist artistic trends is visible in this work (the slogan of art for art). The white spaces and white cuts in the middle of the image along with the light colors seen in ancient Greek sculptures have created a kind of beautiful contrast, from the point of view of being traditional or modern.

In general, it can be said that the three-faceted facial expression and calm look of the model along with the soft and curved lines show the fluidity and movement of the work well. The form of the bird in the hand and the shadow on the opposite side and in the background the contrast of elements and visual quality are expressed. The photomontage of this work instills a beautiful contrast between colors, forms and surfaces in the mind of the audience. A beautiful choice that the artist chose a model based on Greek sculptures (the ancient Greeks were very important to sports and sports bodies) that the main purpose of this collection is to present works for the design of sportswear fashion mood board.



**Fig 2** Mood board with photomontage technique in postmodern style



In Figure 3, fashion designers try to make the clothes they design a function of beauty and attractiveness. They must consider the audience of each type of clothing and also in what situation it is worn. In Figure 3, which is designed for the design of sports fashion, the digital photomontage method is used to implement the effect. A kind of breaking the norms of the tendencies of today's society can be seen. The use of gold-colored and multi-purpose accessories and the association with the 19th century European clothes or the luxurious and aristocratic clothes of the Rococo and Baroque eras, which is a great contrast to the sports style, can be seen in this work. With a careful look, the designer presents a new design and idea to her audience. The use of train elements, suitcases and packed boxes has given this effect a special attitude and thinking. All the elements evoke a kind of farewell to the type of clothing of the old days, which in today's world has no traces left. The selection of warm colors along with the volume of the royal blue color seen in the form of the bird has given a very beautiful composition to the work. The green color and the musical note form, which is embroidered with jewels, plays a kind of music. In all types of looks, the form of facial makeup reviews all the works of the Baroque period in the mind of the audience. The uses of diagonal lines all induce a sense of dynamism and movement, and this type of arrangement is considered a very strong point. The composition is asymmetrical, but at the same time, the placement of all elements in a rotating and circular form shows the sense of movement and dynamism in the work. The placement of the train at the bottom of the frame and the placement of the stop hand form next to it somehow shows this hidden message to the audience (art for art).



**Fig 3** Mood board with photomontage technique in postmodern style

In Figure 4, what is certain is that photomontage is not a photo, because it is not taken, but made, and it is in the collection of applied arts. In Figure 4, this is executed by photomontage method. In order to find its visual signs, it is important for a better understanding and the reasons for the formation of this way of making images in conveying concepts as a necessity in examining this work which is the design of sports fashion. In the work you can see in figure4, the digital photomontage method is used for its design. At the beginning of examining this work, the thing that attracts the attention of the audience is the form of the headscarf in this image. The headscarf is one of the important parts of women's clothing that has been discussed in fashion design, which is considered a fresh and new look for the design of sportswear. The use of a pink sports cap at the end of the frame, along with the eye-catching colors of orange and tropical green, conveys a sense of vitality and activity to the audience. The main goal of the designer is to design a sports mood board that shows its message well in the middle of the diagonal lines. The composition of this work is asymmetrical, and it is arranged based on the triangular form of elements and visual qualities. The use of butterfly wing and fig tree leaf cuts has hidden a special choice with a deep thought behind this work. The kind of look of the artist in this work and the relaxed state in the eyes of the models in figure4 has given a special feeling to the work and has designed the possibility of a good rest in the frame for the audience. The arrangement of warm and cold colors together has created a good balance. The designer has used photomontage to express his postmodern concepts and has designed his sports car with a different expression.



**Fig 4** Mood board with photomontage technique in postmodern style



The next mood board, which can be seen in Figure 5, was created by digital photomontage method. The audience is faced with a coherent work that is accompanied by creative thinking. Photomontage is an adaptation of collage in which cut pieces of photos are combined with each other. These heterogeneous components of the collection, which are combined against the custom, have created a coherent effect. In this work, the idea of separating and reassembling photo elements and harmonizing them with the help of design in experimental forms is well evident, which shows the progress of this art in the field of fashion. The use of diagonal lines and surfaces, which is a sign of movement and dynamism, can be clearly seen in this work. The rotation of green color spaces in the whole work has greatly contributed to the balance and proportion of the work. The arrangement of warm colors next to black and white tones has multiplied the charm and brilliance of the work. The diagonal and rotating form and cut in the center of the work has created more emphasis on the sports mod board, which is a sign of the designer's creative and in-depth mind. The composition of the work is asymmetrical, which is well maintained by the colors. The use of the full-face face shows the stop motion of this arrangement and has designed a kind of resting space for the audience. Using the shape of the hands has given a kind of strength to the work and includes all the components of the work. The arrangement of this work, which combines images in order to create new concepts that were created at certain times, has a tremendous impact on society and its time. The composite photos of this work are the result of the creator's creative vision and thought to present the image, which is made of two or more components to reach a single whole. The purpose of this work rejects the existence of mere representation in billboard design and shows that the use of this technique with new digital tools and facilities can be an effective help in reaching the audience of the work.



**Fig 5** Mood board with photomontage technique in postmodern style

The next mood board, which can be seen in Figure 6, was created using futuristic style and digital photomontage method. Being bold in this work is its first obvious feature because the person has used clothes that are not specific to his present time and are at least a few years away from the present time and are more pioneering than his time. Therefore, whoever chooses this style has added a high risk and a new look to the mod board design, which has not been seen before. The use of neon colors can be seen in this style. The use of transparent and energetic neon green color, which sometimes shows a colored light at night, can be seen in the above work. The use of warm and cold colors along with neutral tonalities has given a special effect.

This controversial move to design a fashion board using special, broken, triangular and new lines and cuts and using instead of a sports hat to emphasize the designer's main goal, which is the design of a fashion board with the photomontage technique. The use of asymmetric models can be seen in this style to a large extent, and the type of look of the model and the movement of the vinegar is in a rotational manner, clearly showing the sports movements in the eyes of the audience. The use of geometric volumes, geometric lines, and passionate colors with different degrees can be seen very harmoniously in the design of Mod board. The designer of this work has imperceptibly shown the movements of the body in the form of forms, lines and surfaces, which have been carefully selected.



**Fig 6** Mood board with photomontage technique in postmodern style

The next mood board, seen in Figure 7, photomontage is the process of creating a composite image by cutting and joining a number of different photos. Even in the colloquial language, the term (photoshopping) has been used for it, but such works are mostly manipulation. The word photomontage carries a certain cultural and artistic meaning and should be used more carefully. The combination of images is important in order to create new concepts in fashion design that will have a tremendous impact on the society of its time at certain times. The photomontage and combined photos of this work are the result of the creator's vision and creative thought to present a work that uses two or more components to achieve this coherent whole. The execution of the above work is by digital photomontage method. The type of looks and expressions of the faces in this work are full-faced, which has a neutral state. The use of warm and cold colors together has given a special look to the effect. Sport style is clearly evident in the above work. The sport style is a comfortable, yet attractive style. The use of sports jacket as the main element of this style is attractive. The color of the dress in this image is considered to be a breaking norm in design, which is a very interesting idea for fashion design. The composition of this work is asymmetrically designed in the form of a triangle. The orange-red fabric flower form on the dress contrasts with the cold turquoise color on the top of the frame, giving a beautiful balance to the effect. The use of energetic and warm colors conveys the sense of movement to the audience. Broken and diagonal lines on the clothes all show a sense of movement and excitement. All the elements on the page are arranged according to the main goal of the designer, which is to design a sports board with the photomontage technique. There is a kind of message hidden in the face that most of the time great artists used this method to express their messages in the form of pictures.



**Fig 7** Mood board with photomontage technique in postmodern style



The next fashion board, which can be seen in Figure 8, is done by digital photomontage method. The main goal of the designer is to design a sports mood board. The use of dandelion flower and spongy accessory conveys a sense of freedom and lightness to the audience. The use of warm and cold colors with high brightness can be seen in this work. A cut of butterfly wing texture and patterned dress in this work gives a sense of excitement and an active style to the work. The composition in this work is asymmetrical and based on the similar form of the arrangements. The faces are three-faced and full-faced, and their gaze directs the eye to both sides of the frame. Diagonal lines cut the elements inside the frame and show a sense of dynamism and vitality in the mood board. The sports style of happy and summer colors is clearly visible. The use of patterned fabric derived from the shape of a butterfly can be seen. All the elements and details of this work show a sense of liberation and vitality, which are all in line with the main goal of the designer.



**Fig 8** Mood board with photomontage technique in postmodern style

The next mood board, which can be seen in Figure 9, was done by digital photomontage method, and the effects that visual elements and qualities create in the design structure of photomontage and

photocollage works have a significant effect on understanding the message of these works. Digital photomontage method is used in this work. In the creative technique of photomontage, by putting together several images manually or using computer software, it is able to display many impossible dreams in the human mind in two-dimensional or three-dimensional form. In this fashion board, a kind of upward trend of diversification and tendency to consumerism can be seen in the life of today's modern teenage girl. The idea for designing photomontage and photocollage works from any source can cover color, texture, pattern and scale. Visual elements and qualities have a very high capability as a means of communication in photomontage works. The composition in these works is mostly asymmetrical, which can be seen in the above work. The use of warm and mature colors and the arrangement of flower and butterfly forms for this work of art has a kind of norm breaking, the use of warm colors along with neutral colors is very accurate and correctly determined.



**Fig 9** Mood board with photomontage technique in postmodern style



### 3. Conclusion

In this article, the review and description of the collection and its relationship with the mood board, as well as the use of photomontage technique in the design of the mood board, were discussed. By studying and analyzing mood board design based on photomontage techniques and considering that mood board design using photomontage techniques has attracted the attention of international fashion designers, it can be said that in mood board, the designer should look for ideas and creativity. The important and key elements in the mood board design can be considered textures, visual metaphors, arrangement, color scheme or the same color palette and finally the desired output of the designer. Having visual literacy in fashion design is essential for both the designer and the audience. Therefore, the designer should consider the level of visual literacy of his audience so that his design is tangible and attractive to the viewer. The mood board can be presented digitally or physically, and examples are presented digitally in this book. Due to the high costs and limited facilities in some areas, it is not possible to provide a physical mood board. The reasons will be mentioned below:

1- The inspirations and attached images placed in the mood board will not be easy to access the required materials.

2- From an economic point of view, physical mood boards have less justification than digital mood boards, except that in cases where the design is very important and with an international or national perspective, then it is possible to provide a suitable justification for physical mood boards from an economic point of view.

3- According to the current era, when the Internet is widely used by the general public, both in cities and in villages and deprived areas, it is possible to provide viewers with digital mood board much more easily and creatively. Therefore, this is not easily possible for physical mood boards.

Photomontage is not a photo. Photomontage is the arrangement and creativity of placing photos and materials together. In the design of the mood board, the designer should not involve himself in the limitations and captivity of thought. It is suggested that the designer creates a new idea from various images and inspirations along with the arrangement of colors with the seasoning of trendy creativity. In today's modern world, traditional clothing design no longer meets the need for clothing. Therefore, after the creativity of the designer and then the creation of the mood board in his opinion, the designer must create his new clothes by finding ideas from the mood board. In creating a digital mood board, you can use modern software such as Photoshop, Light room, and any photo design and layout software. In the mood board design, using the photomontage technique, a kind of norm breaking with the tendencies of today's society can be seen, and the designer presents a new design and idea to his audience with a careful look. In this article, taking into account the criteria and tastes of the people of the society and their needs and coverage in the field of mood board design, it has been done using the photomontage technique. Therefore, this article is another proof of the truth of the claim that art is for art.

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