



# Creativity Exercises

Formation of Creative Teams / Art of Idea Development / Creative Work Management/ Psychological and Creative Methods of Imagination Training

Moodboards are widely used in architecture, interior design, advertising and fashion design. Moodboards help the members of the creative team to develop their ideas and concepts through interaction and group communication.

A **moodboard** is a type of poster design that may consist of images, text, and samples of objects in a composition of the choice of the mood board creator. Designers and others use mood boards to develop their design concepts and to communicate to other members of the design team.



# MOODBOARD



«So, the approach has been chosen and several designers set to prepare a moodboard. It must be noted that this is how a professional work on a particular subject shall start. Unfortunately, students of our higher education institutions are not taught how to do it. After the idea has matured, fair sketches are drawn in details.....»

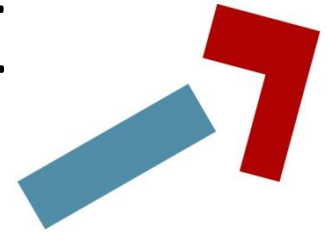
Fashionable shopwindows or creations of CUM (Central Department Store of Moscow)  
<http://www.modnoe.ru/node/1699>



## WHAT IS IT?

Whatever the final product is – fashion trend, design project, web site, exhibition or concert tour – the process of implementation of the idea comprises the same stages of development and refinement, and the tooling is also similar.

# TRAINING PROGRAM STRUCTURE



**Duration:** 2-3 hours;

**Number of students:** 8 – 40 persons;

**Materials:** magazines on design, travel, interior design, health and hobbies, colored paper, postage stamps and designer materials;

**Tools:** glue, scissors, pencils, paints, paper knives;



“Tillage”



Idea  
generation  
implementation



Analysis  
and  
presentation



**Moodboard LIVE** is not even a Master Class but rather a collective performance. Its game nature, limited time for each task and alternation of group and personal exercises help to maintain high activity of the students during the whole action.

The students are distributed into several creative groups. By performing a number of consecutive tasks while guided by the tutor (host/moderator) they pass through the complete cycle of product creation from idea generation to post-production stage using such a simple and familiar process as making a collage.

The tasks are composed in such a way that it's impossible to fail in fulfilling them, and any action becomes a creative action. In this game there are no winners or losers, because each project reveals the inner world of the students, thus becoming very peculiar and interesting.



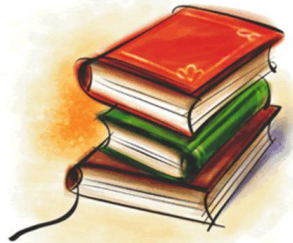


# COLLAGE TECHNIQUE

**Collage technique** is familiar to us since childhood: many of us used to make albums with stickers, exchange questionnaires or secret diaries with our friends and issue school wall newspapers.



But we do not notice that even now there are a lot of collage forms around us: playbills and posters, social network accounts, refrigerator doors with magnets and notes, interior of our own room or apartment. During our life we become heaped with magazines and books, disks and souvenirs and other objects which find their place in our personal living space by our specific personal way.



*Modern psychologists say: "A person is everything that surrounds him" meaning the books which the person reads, music which he likes to listen to, films, clothes, etc.*

Collage technique in a wide sense is the ability to quickly process information and to group odd objects according to a fictitious creative rule – a concept.



## House Idea

In the process of the Master Class the group members are invited to design a common house, an ideal personal and public order. If we imagine that there's no limitation of possibilities, how will the surrounding space change, what will the surrounding world look like?



## Applications and implications

The Master Class reveals artistic and psychological means of design composition. The creative groups are assigned a particular task: to design an advertising booklet, playbill, web-site usability, album cover etc. To do that the students use the headlines cut from magazines, teasers, text, illustrations and graphics.



## Moodboard for kids

Master Class on the basics of collage techniques and art, specially adapted for kids from 5 years of age.

### Concept and content: journey

We will consider the principles of work with the content. This time the creative groups will go for a joint trip collecting the luggage out of routine objects which acquire sense and history in the process of Master Class.



### Time and space: events

At last we go outside the poster plane framework into the 4D space using the same collage technique. As a result we get the project of an event: a time period filled with sound, video sequence, speech, light and color, emotions, scenery.





## About the tutor:



**Name:** Yury PETROV

**Age:** 26

**Education:** Moscow State University (MGU), Department of sociology of culture and education

### 1) Creative Group Postpeople,

*Art manager, since 2009*

LSOPEOPLE  
POST

Management of non-commercial events in the field of modern arts in unusual places: festivals, creative workshops, night film shows, photo parties, presentations and opening of new lofts.

### 2) Team Systems,

*Project manager, since 2012*



Management of corporate events, team building training and events related to staff training and corporate culture development.

### Most significant projects:

- First night show of "What am I?" film with Zhanna Friske starring
- Series of Postmodern Parties
- Easter folk festival in Krasnaya Presnja park
- Lecture of Professor F.I.Girenok
- Opening of program "It's Time to Change" in Butterfly anti-cafe





BogolyubskiyAlexey.ru



Phone: +7 926 216 8345

E-mail: [postppl@mail.ru](mailto:postppl@mail.ru)

<http://vk.com/moodboardlive>



BogolyubskiyAlexey.ru

