

Client Project Guidelines

This assignment requires the preparation of three key items: a Mood Board, a Customer Board, and a Line Sheet. These components should be developed based on your predictions for a Fall collection for the company, [Sharon Young Inc](#), or another selected brand of your choice as your client. If you choose a different brand as your client, please provide a brief description of the brand and a link to its website for reference.

Project Components

1. Mood Board

The Mood Board should visually convey the cohesive theme of a Fall collection for the selected brand. The following elements must be accurately included:

1. **Inspiration:** Photos from magazines, artwork, nature, architecture, or anything that inspires the designer and relates to the concept.
2. **Color:** A color palette that sets the tone for the collection, reflecting the emotions or trends the designer wants to emphasize.
3. **Textures and Fabrics:** Swatches or images of materials that might be used in the collection.
4. **Theme or Seasonal Attitude:** The overarching concept or mood, appropriate for the fall season.

2. Customer Board

A customer board is a visual tool or presentation that defines the target customer for a fashion collection. The following elements must be included:

1. **Demographic Information:** Demographic information of the target customer.
2. **Lifestyle and Interests:** Hobbies, social activities, and daily routines that relate to the customer's lifestyle.
3. **Fashion Preferences:** The type of clothing, colors, fabrics, and styles the customer is attracted to.
4. **Buying Behavior:** Shopping habits, preferred retail channels and fashion brands.

3. Line Sheet

The Line Sheet should represent a cohesive group of design concepts for the collection. It must include:

1. **Content:** Five apparel garment silhouette design concepts that are cohesive and align with the Mood and Customer Boards.
2. **Method of Visualization/Representation:** Choose between the following:
 - **Fashion Illustrations:** Rendered on a figure to show the garments in context.
 - **Technical Flat Sketches:** Drawn to show garment details in a format suitable for production use.

Submission Requirements

Save your file as a PDF using the following file format:

LastName_FirstName_StudentID_Client.pdf (e.g., Smith_Janie_12345678_Client.pdf).