

COLLECTION *planner*

THINGS TO PONDER

WORKING NAME

FINAL NAME

BRAINSTORM AND DREAM

THEME / TOPIC

MOOD + FEEL

WHO IS IT FOR? / TARGET MARKET

DESIGNED WITH {client} IN MIND

INDUSTRY

NOTES ON COMPOSITION

COLOR STORY

TECHNIQUE

CONSIDER EACH PATTERN. CONSIDER THE COLLECTION.

- scale
- complexity & variety
- contrast
- composition
- color (neutrals/darks/lights)
- uniqueness
- is it on trend?
- would I buy it?
- ACHIEVE BALANCE.

CONCEPT BOARD - to capture the mood, feel & direction

DREAM. RESEARCH. GATHER INSPIRATION. WRITE IT DOWN. IN 24 WORDS.

WHAT'S THE STORY?

I WANT TO MAKE THIS COLLECTION HAPPEN BECAUSE

FOR THE NEXT 30 DAYS I WILL

what -----

when ----- for how long -----

where -----

ideas for my patterns **COLLECTION**

WORKING NAME _____

full collection
(2-4 COMPLEX + 8-12 SIMPLE)

mini collection
(1-2 COMPLEX + 4-8 SIMPLE)

NAME EACH PATTERN IDEA

hero 1

L M S

hero 2

L M S

hero 3

L M S

coordinate 1

L M S

coordinate 2

L M S

coordinate 3

L M S

blender 1

L M S

blender 2

L M S

blender 3

L M S

blender 4

L M S

blender 5

L M S

blender 6

L M S

NOTES

hero/focal 1

hero/focal 2

hero/focal 3

coordinate/secondary 1

coordinate/secondary 2

coordinate/secondary 3

blender/filler 1

blender/filler 2

blender/filler 3

blender/filler 4

blender/filler 5

blender/filler 6

FINAL NAME

sketches/motifs/pattern ideas

PATTERN NAME

THEME

MOOD + FEEL

COLOR STORY

NOTES

PLACEMENTS / PRINTS *planner*

THEME

COMPOSITION & MOTIFS

placement/print concept 1

=====

placement/print concept 2

=====

placement/print concept 3

=====

placement/print concept 4

=====

placement/print concept 5

=====

placement/print concept 6

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NOTES



ABOUT THE

collection planner worksheets

**BRAINSTORM. DREAM. GATHER.
WRITE IT DOWN. CREATE.**

I created these worksheets for myself, to help me stay organized. They are meant to help tame the 'mess' of post it's and loose papers covered with thoughts, notes and sketches. They are meant to make it easy to revisit and reference the information during the pattern collection creation process.

There are many ways to create pattern collections, and the rules might vary from company to company, and industry to industry.

These worksheets are not based on any one set of hard rules, but on guidelines. They will help you work through essential steps, and hopefully keep you focused and organized in the process.

crafted for you by elena wilken

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