

Bag design, Bag pattern making and prototyping + 4 P's in marketing (fundamentals)



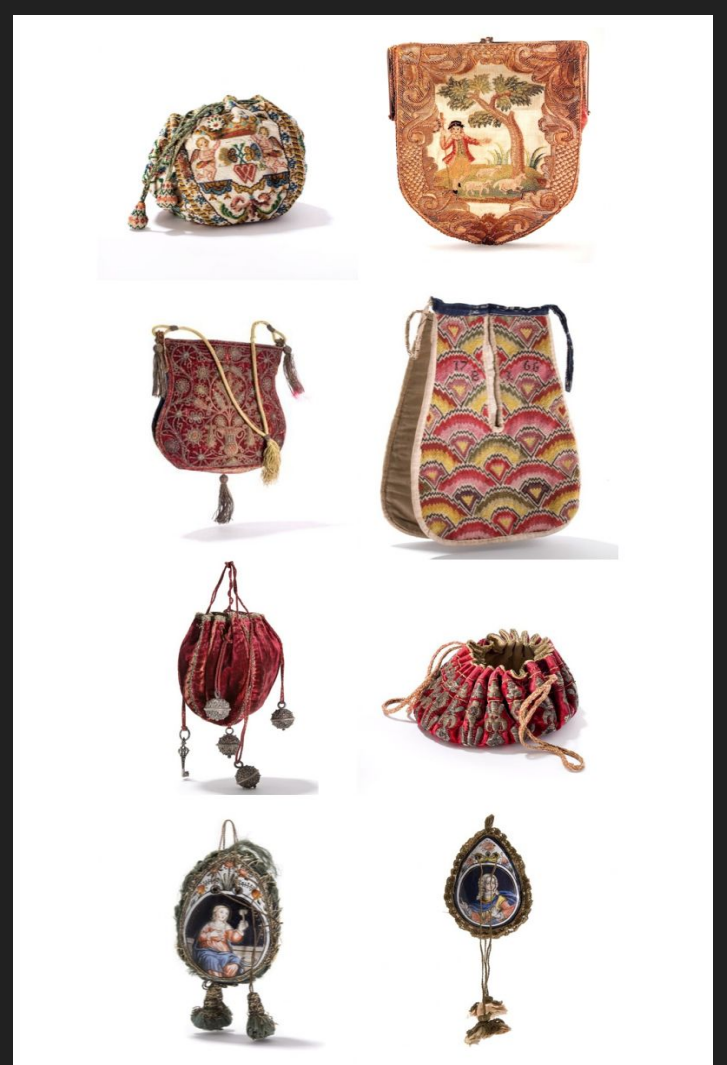
- A brief history of bags, an Insight in to the bag industry.

Handbags play an essential role in the life of modern women.

Women handbags are considered as a fashion statement that can either break or make style.

Usually, women prefer to buy handbags of black and brown which they can carry along with any dress

Using these stylish bags, women can easily carry her important personal belongings along with her.



Have you ever thought when and where the first bag appeared?

- Ancient Greece- 14th century

But first : people got their first possessions and useful things that they didn't want to leave behind travelling

- Practical purposes: to carry heavy things and for other housekeeping needs
- Clothes lacked such an important element as pocket

belt bags that were attached around their waist and used for carrying necessary items or instruments

- Early Middle Ages. Most probably, these bags were made by local craftsmen. Such purses were hung on the belt or strap

The richer was a person, the more refined bag he or she had.

Pouches bags were carried by men as well: such type of bags existed all over Europe and in Scandinavian countries

- From the 16th century, women often wore a decorative clasp at the waist with a series of chains attached, called a chatelaine

- It became fashionable for women to wear their handbags under their skirts, and handbags literally disappeared for several decades with little development in design. Embroidery and jeweled accents were abandoned for practical, everyday materials like leather. Men also abandoned using handbags because of development of built-in pockets in pants.

It was only in the 1800s that handbags reemerged. It was no longer fashionable to wear puffy skirts, and the streamlined clothes made it impractical to wear bulky handbags. This led to the development of the real handbag held in the hand and seen as a complement to the clothes. Women had different handbags for different occasions, and used it to carry perfume, a fan, smelling salts and visiting cards. These handbags were called reticules.

- 7th- and 18th-century ladies preferred to carry their particulars in small bag Clothing had no pockets until the 17th century, so men also carried handbags for things like coins, alms, and relics.
- The term handbags actually only emerged in the 1900s, and was used to describe the luggage

- Laptop bags and phone case bags: function and aesthetic
- Meanwhile, it seems like luxury brands are largely out of ideas. After all, some of the most popular It bags in recent years have riffed on archival styles like the Dior Saddle, which was introduced in 1999 and Gucci's 1955 (which, as the name suggests, is also a reissue from the last century). Where are the exciting styles that leave us breathless—the next Celine Trio or Loewe Puzzle?

Introduction to IT Bag: an iconic designer handbag that has become a popular best-seller / signature...

(Exclusivity, rather than functionality)

- **The pandemic is changing luxury goods, starting with purses**

Quarantine aside, bags (especially designer ones) have been due for a rethink for some time. I've never met a woman who had found her perfect bag—each is a compromise: a beautiful bag that can't fit your laptop, a laptop bag that ruins your outfits. And if it meets all the requirements of function and aesthetics, it usually costs the price of a gently used car. Even my beloved aunt, a very successful real-estate VP who can afford any bag that catches her eye is still without her ideal. Hersolution? To carry two Chanel flap bags at once, in a display of practical decadence that I'll never be able to attain.



- Shift toward innovative products
- Rising female employment rate
- Increasing inclination of the global population towards fashion products

- Substitute products holding strong presence to hamper handbag market growth



Storyboards /mood boards

Visual maps are really important for:

- **Better understanding:** Both mood boards and story boards go a long way in understanding the **tone, emotion, values, and chronology** of events.
- **Synchronized team work:** Visual maps enable multiple teams with varying expertise to work together in sync on the same project, without repetition of efforts.

Inspiration board



So what is a Mood Board?

A well-made mood board successfully maintains consistency of **style, forms and characters**, which capture the **essence** of the production. When the mood board is done right, it leads to an efficient storyboard, further enabling easy communication and hassle free editing in the latter stages.

Storyboards?

“The storyboard for me is the way to visualise the entire movie in advance”

– **Martin Scorsese**

The main goal of the storyboard is to define and depict the flow of narrative throughout the video



Mood Boards

Mood boards may include a collection of words, colors, graphics, textures, image references, screen grabs, sketches or other materials that contain some relevant details.

Creating mood boards can be a collaborative process and they are often used to communicate ideas that are difficult to describe with words.

Along with film and video, mood boards are widely used by graphic designers, interior designers, industrial designers, photographers and other creative artists

A variety of resources go into the mood board, depending on the type of the project. We use mood boards to fill the gap between the initial thoughts and first draft

We use storyboards to takes the ideas derived from the mood board and places them in time, typically matching up events such as style changes with important moments in other elements of the show production

Making Mood Boards

There is no **set process** for creating a mood board and it is usually an **informal process**. Start with using whatever tools you feel most comfortable with, then compile into a PDF or other collection for sharing with collaborators. For some people tools like Pinterest / GoMoodBoard are useful, whereas others will simply keep a folder full of files on their hard drive.

Making Storyboards

Storyboards are commonly made with **images**, sometimes also including short **text** elements, like laying out sequences for a “comic book” or photo novella.

Mood Boards

Storyboards

Suitable for setting the theme, mood, style, typography and character introduction.

Purpose

Sets the progression details of the frames.

Consumes less than 1-2 days.

Time

2-3 days for the entire process.

Example: If the final film is a minute long, the process will take more than just one day. Longer duration films take more time.

Can be made on any platform, like collage, website or applications.

Software

Hand drawn initially and transferred into software such as Illustrator and Photoshop.

Generalized for the entire project.

Technicalities

Special attention to all details, variable frame to frame progression of the film.

Versatile in nature. Suitable for photoshoots, design projects, films

Type

Essential for all types of video campaigns. Suitable for explainer videos, animated short films, tutorials.

Make beautiful, shareable moodboards

collection of visual materials that evoke a certain style or concept. Designers, illustrators, photographers, filmmakers and all types of creative professionals create moodboards to communicate the "feel" of an idea. They can be a powerful starting point in a creative project

1. Set the direction of your project
2. Collect existing material
3. Add inspiring imagery
4. Add examples of motion & sound
5. Add color, fonts & files
6. Transform your board from messy to organized
7. Remain open to inspiration, wherever you are
8. Explain your thinking
9. Collaborate and build on your ideas
10. Ask for feedback

Mood Board Softwares:

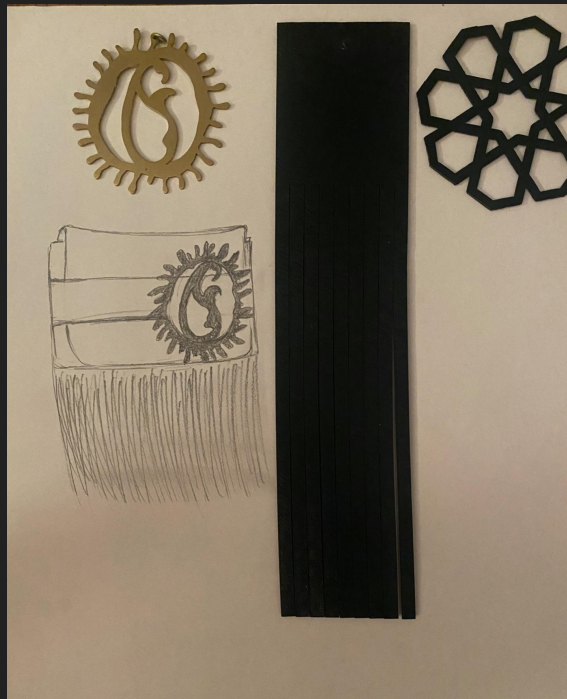
- [Pinterest](#). Creating a board for each project is a great way to organize ideas found online. Boards can be made public or private (and shared with specific individuals).
- [Moodboard](#). Create free mood boards with no account needed. There are templates to help get started or create one from a blank design.
- [Moodzer](#). Moodzer is new to the scene (currently a beta app) but appears to have all the features needed to create stunning mood boards that are easy to share.
- [Adobe Spark](#). Adobe Spark makes it easy to create mood boards in formats that play nicely with other Adobe products. They offer plenty of flexibility for creating mood boards in various shapes and sizes, with a library of stock photos, fonts, and design elements.
- [Canva](#). Canva offers mood board templates and a variety of built-in fonts, design elements, and stock photos.

Advantages of Moodboard:

- **Responsive Design:** It allows to establish a design system that can be translated across any medium or device.
- **Help establish the basics:** Mood boards help establish the essentials for design: colour, typography and layout.
- **Saves time:** Reduces the ideation time of a design project. Designers can create a library of Mood boards which can serve as their go-to patterns or modules when launching other similar projects.

Advantages of Storyboard:

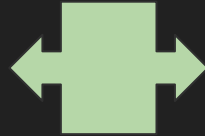
- **Effective storytelling:** Using a storyboard, you can help a learner visualise and provide a logical narrative of what the story is being conveyed.
- **Better visualization of the learning design:** When thinking of ideas for storyboard, it becomes a great space for everyone on the team to explore the possibilities. It is a great opportunity to visualize better, re-think the UI design, animations & check the story flow.



Style,
feeling and
general
aesthetics



Reality



Idea



FIN