

# How to use these templates

1

## Make a style goal

Are you exploring new styles, or trying to nail one down? If you're in exploration mode, adopt an expansive mindset: save inspiration on a whim, don't think too critically about what you're attracted to. If you're in execution mode, adopt an editor's mindset: only save inspiration if you can clearly articulate what you like about it.

2

## Choose moodboards

Select the themes that speak to you. You can do as few or as many as you like, or expand on themes you're interested in. For example, if you notice you're interested in both landscapes AND portraits, you could make separate Subject boards for each.

3

## Identify patterns

Look at your moodboards and see what the images have in common. If you've been staring at your boards too long and have trouble, enlist the help of a visual friend. Based on your trends, create a list of skills to study. Brainstorm exercises and projects, such as improving line quality, or trying neon colors.

### Tips

What makes your style special is the unique combination of subjects, colors, themes and markmaking you end up using. Two people may use the same colors, but wildly divergent themes and forms. Each moodboard may not seem that unique on its own, but together, they'll add up to a special style.

Own any creativity in your past, and embrace the influence on your future work. If you love fashion, or live another life as a graphic designer, include some examples.

Don't worry about creating a style for five-ever and ever. Focus on making things in one style, knowing that your style will change over the years. You can always do this process again.

While you're picking them, you might think, 'these are too different, they will never hang together!' Try not to worry in the moment. In aggregate, they'll tell a cohesive story.

Each of these moodboards has 18 slots. Don't cheat yourself, find the full 18. You need a high volume of images to find common themes.

### Moodboard themes

#### SUBJECTS

What do you want to portray? Landscapes? Still lifes of beach glass? Be as specific as your heart desires.

#### ABSTRACTION

How much do you want to stray from reality? Full on comic style? Hyper realism? Somewhere in between?

#### COLORS

What color schemes speak to you? Are there certain hues, temperatures or contrasts you're attracted to?

#### THEMES

What moods and stories do you want to convey? The nostalgia of childhood, the grief of loss?

#### FORM

What kind of shapes and marks do you like? Simple, graphic washes of color? Gritty texture?

### Keep in touch

#### INSTAGRAM/TWITTER

@ashsmash

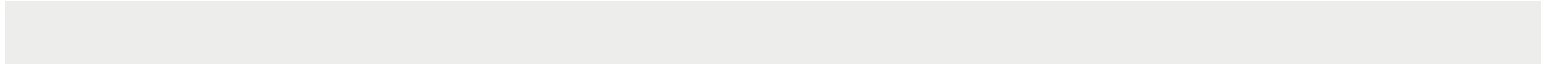
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\*womp wommmp\*  
#artwithashsmash

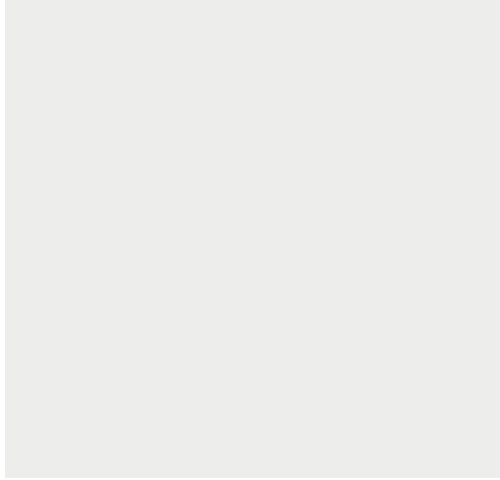
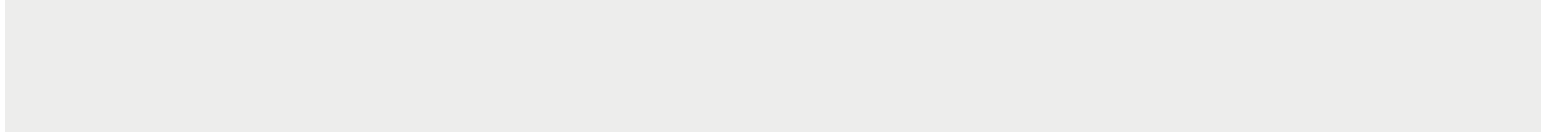
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Check out my 2020 example URL

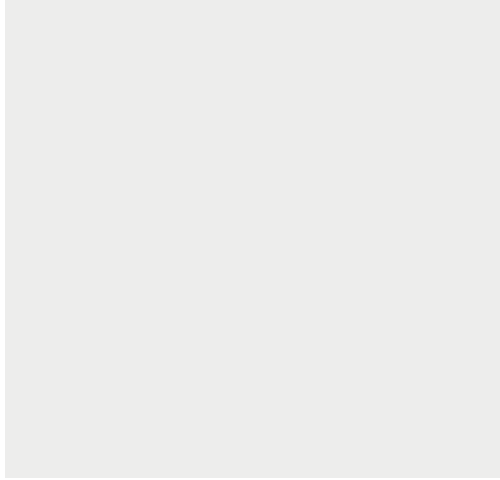
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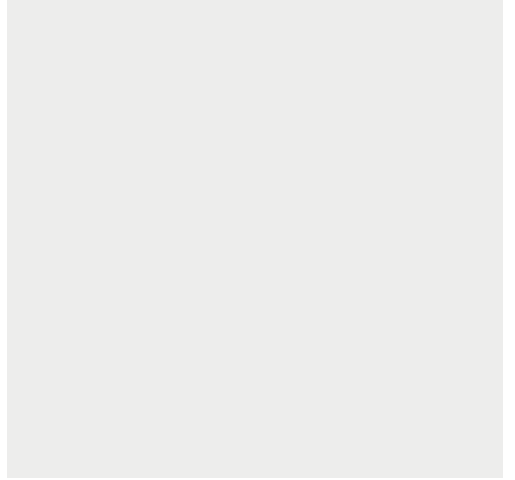
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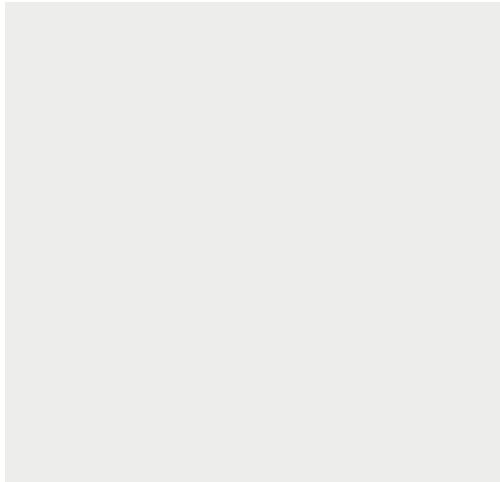
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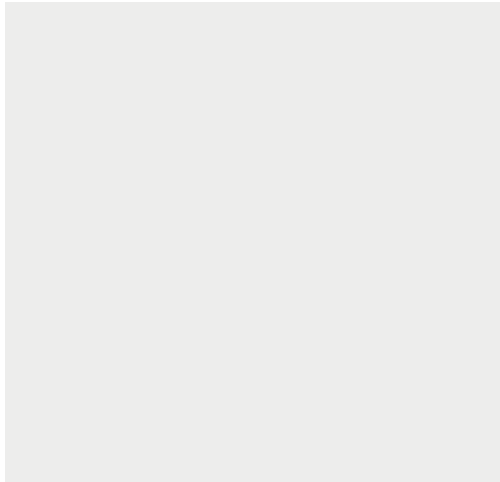
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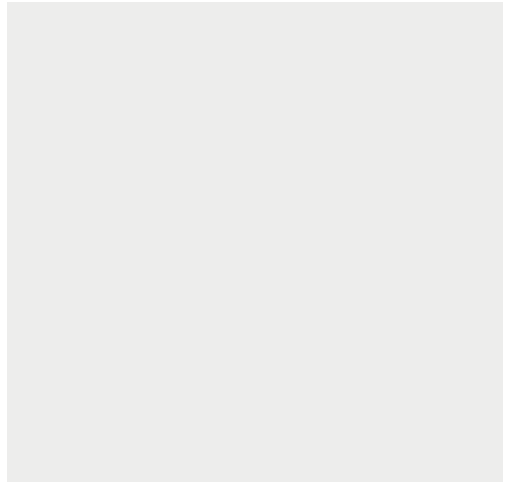
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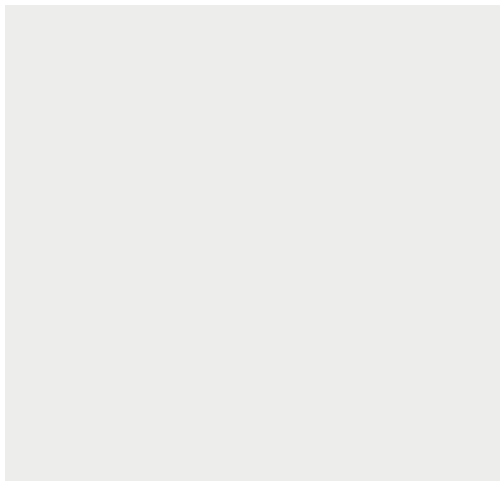
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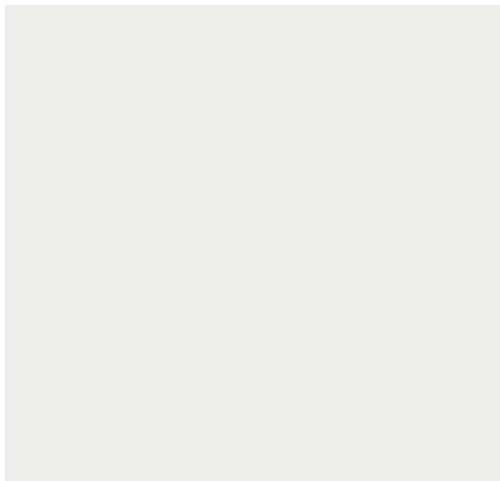
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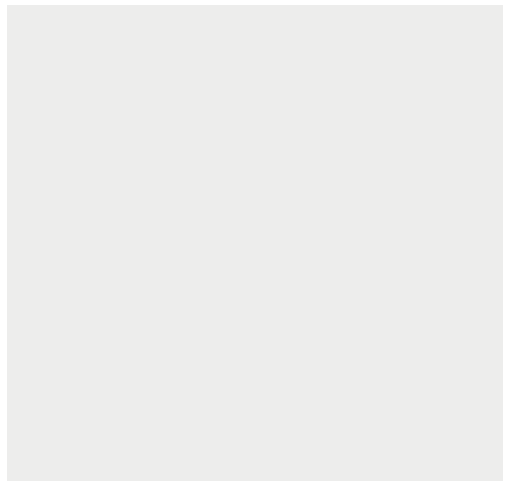
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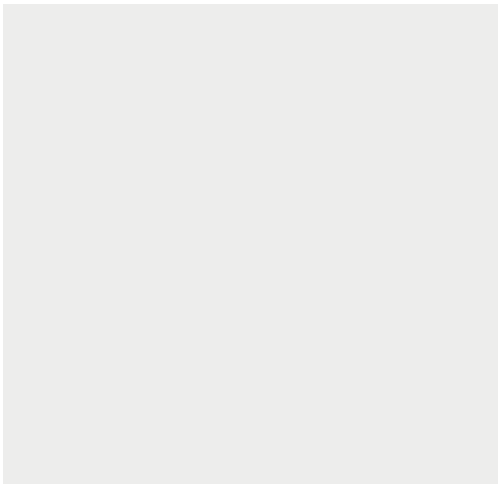
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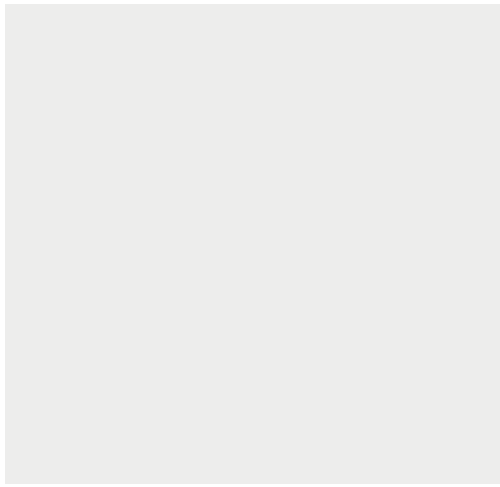
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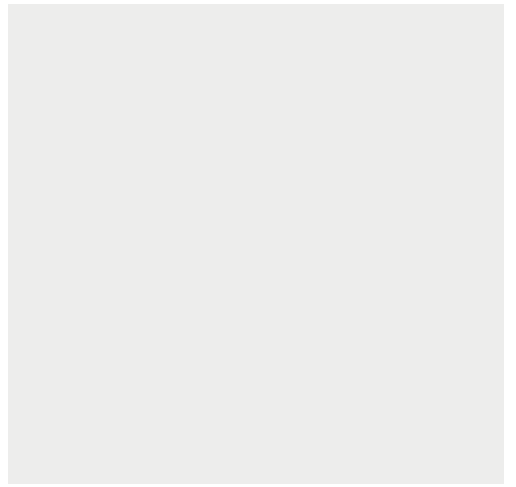
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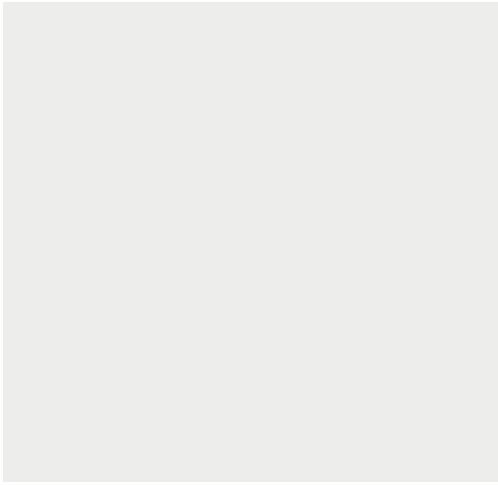
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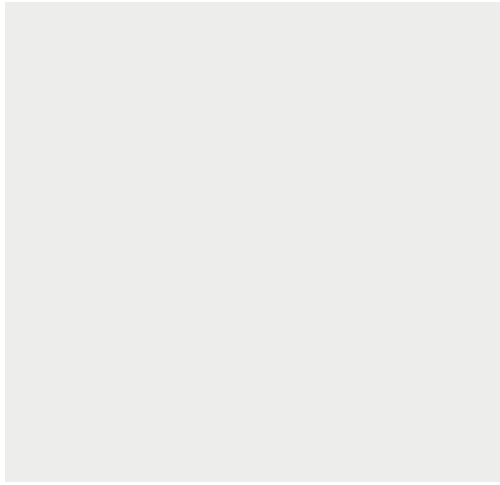
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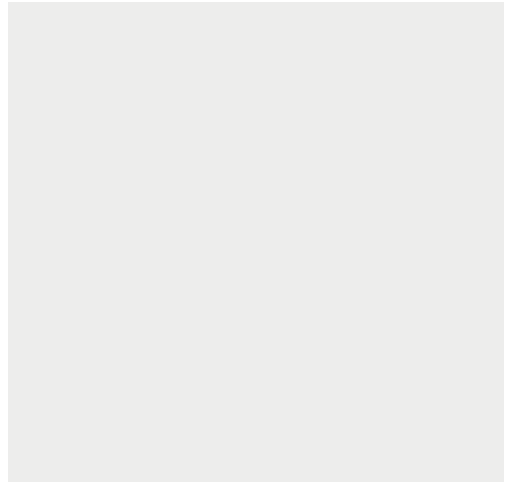
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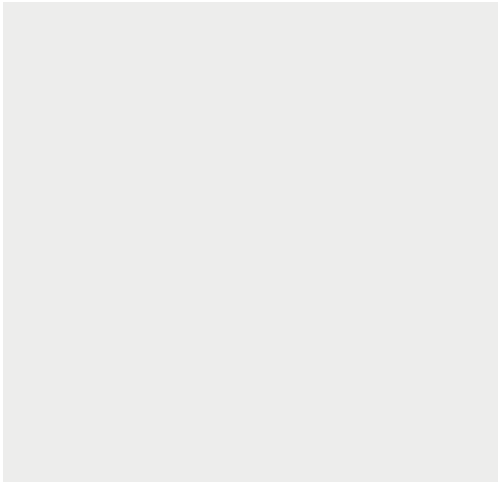
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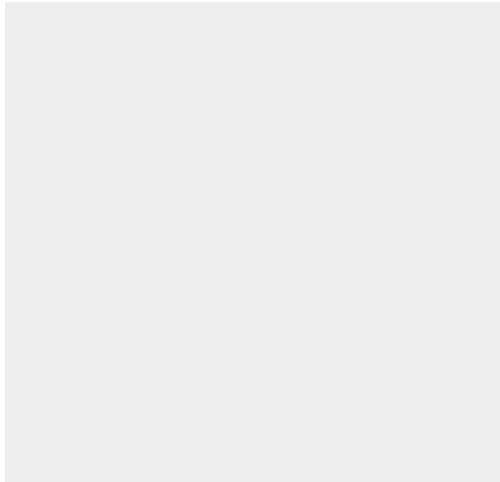
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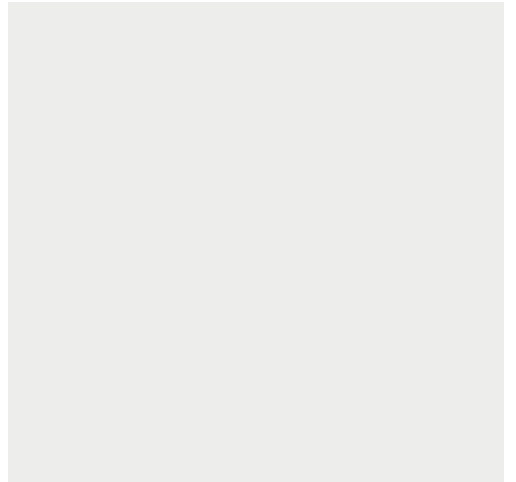
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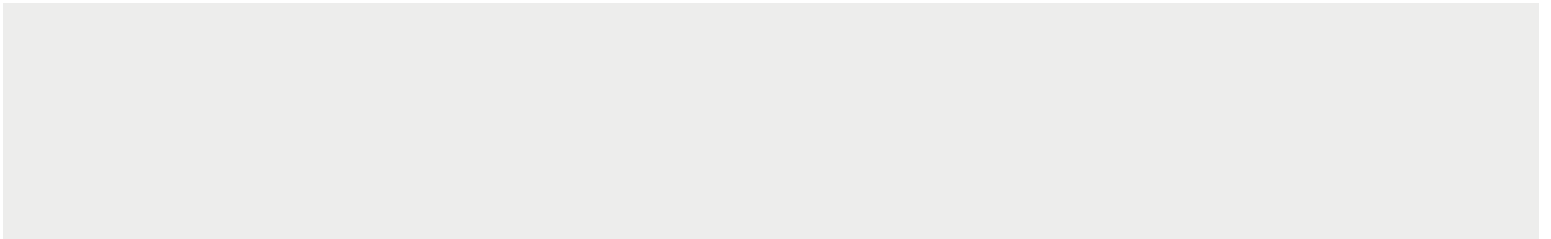


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Notes and summary



## **Thoughts**

Write your thoughts here. Did anything surprise you?

## **Next steps**

What do you need to do next? What skills do you need to work on?