

# MAKA CERAMICS

## 5 GOLDEN RULES FOR CREATING NEW DESIGNS



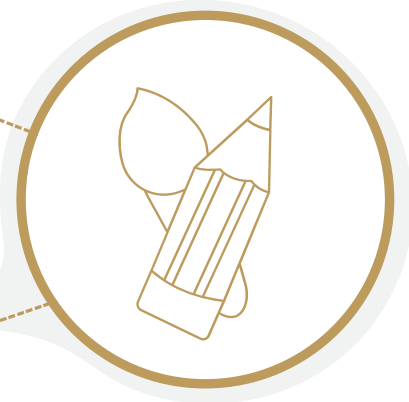
### 1. RESEARCH

This is such an important part of the process. Look through magazines & books - noting colour trends/patterns/latest styles in fashion - create mood boards with your cut outs. Online - there's nothing like Pinterest & Instagram for inspo eye candy! If you are not into cutting up magazines this is the way to go, saving your collections to unlimited boards online. Save them into different sections - e.g colour, texture, shape...



### 2. DRAWING

So you've gathered and arranged all your bits pieces as before, now it needs to be narrowed down a bit. Looking at the images you collected from your research get your sketch book out and start drawing. Have fun with this part and try to let go.



### 3. PROTOTYPING & DOCUMENTING

Time to get making but don't put all your eggs in one basket - this is the part you test your ideas. Start with swatches/miniatures/test tiles/post cards/maquettes...

It's so important to gather information before going big; write notes to yourself during this part of the process, it can be good information to see where recipes, colour mixes & combinations need to be adjusted later.



### 4. ADJUSTMENTS

The first prototypes are finished - You can now assess your creation and see if it needs any improvements - design/colour adding new shapes or other expansions. Now you have all the information, it's time to get braver.



### 5. FINAL PIECE

Combining all the different elements that have been carefully gathered together from the process before, you now have your completed design. This can now be replicated and modified - adding another colour or style to the range.

