



SEASONAL DESIGN CLARITY WORKBOOK – DEEP DIVE

This workbook will guide you through a reflective journey to discover your unique creative season and design direction. Through thoughtful exercises, you'll clarify your specialties, define your creative style, and prepare to create a mood board that truly represents your design aspirations.

WHAT DO YOU DO? WHAT DO YOU SPECIALISE IN?

Take a look at your current design offering. Are you working on projects that truly inspire you? Are there types of design work you'd like to let go of — and others you'd love to focus more on?

What's the common thread in the types of work you enjoy?

Use this space to reflect on where you are in your creative career and where you'd like to go. If you could be known for just one thing in your design work, what would it be?

If you could wave a magic wand and change one thing about your design business or career, what would it be?

This is your chance to gain focus — or to reinvent how and what you design.

HOW WOULD YOU DEFINE YOUR CREATIVE STYLE?

There's a myth that to be a 'real creative,' you must be versatile and able to design anything. But in reality, the most admired creatives are known for their unique aesthetic.

Think about the top designers or creatives you admire — they have a clear signature style.

What's your visual 'eye'? What types of projects bring you joy, and which ones feel draining?

This is your space to celebrate your personal design language. Finding it is key to discovering your season.

What words describe your creative style and your aesthetic? Use these later to help identify your seasonal personality.

HOW SHOULD YOUR MOOD BOARD LOOK AND FEEL?

This process is about dreaming bigger — not just arranging visuals. Your mood board should communicate your aspirations just as much as your design style.

What would your visual direction need to do in order to reflect the exciting future you imagine?

IDENTIFY KEY WORDS

Use your past answers to highlight 10–20 key words that capture how you'd like your design work to be perceived. Focus especially on words that define your creative style and desired reputation.

SELECT CORE WORDS

Then, choose 3–6 core words to guide your seasonal personality selection.





SEASONAL KEYWORDS

SPRING

approachable, bright, brilliant, bubbly, clear, clever, communicative, creative, effervescent, enthusiastic, expressive, forward thinking, friendly, fun, imaginative, inspirational, light, lively, open, optimistic, quick thinking, sociable, sparkling, spontaneous, twinkly, welcoming, youthful

SUMMER

aspirational, attention to detail, balanced, beautiful, calm, community, dependable, efficient, elegant, ethereal, flowing, gentle, graceful, high achiever, intuitive, logical, nurturing, organised, perceptive, precise, professional, quality, quiet, reliable, romantic, sensitive, simple, soft, supportive, understated, welcoming

AUTUMN

abundant, authentic, campaigner, comforting, creative, earthy, environment, evocative, fiery, grounded, hearty, historic, independent, integrity, justice, learning, nature, nostalgic, organic, passionate, practical, productive, realistic, responsible, serious, simple, strong, substantial, traditional, warm

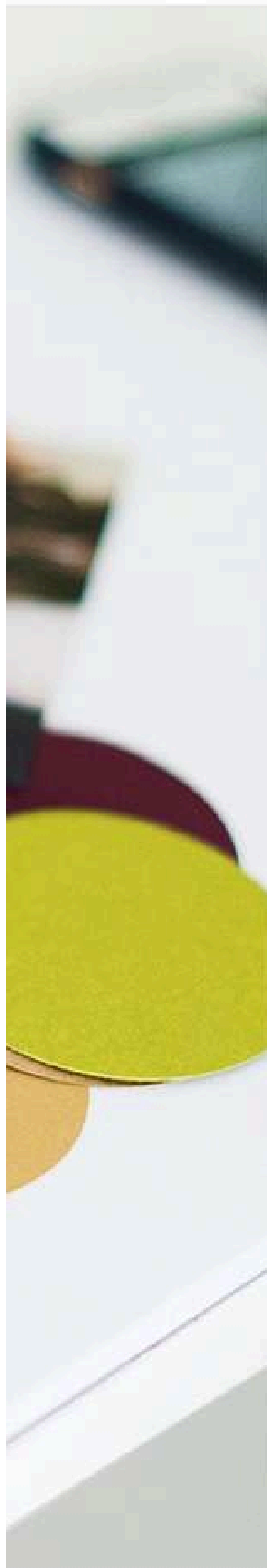
WINTER

ambitious, compelling, cutting edge, decisive, disciplined, distinctive, dramatic, driven, energetic, expensive, expert, flamboyant, focused, high end, market leader, objective, opulent, perfectionist, precise, self assured, serious, single minded, specialist, stand out, strong, timeless, uncompromising, unfussy, unusual, visionary

PREPARING FOR THE MOOD BOARD

Mood boards are essential in design work: to express your ideas visually and act as inspiration for client or personal projects.

Create a mood board that reflects your creative season. Here's how to prepare.



DEFINE YOUR FOCUS

Decide what your mood board is for. Is it a vision for your personal design direction? A presentation for a client? Or a visual anchor for a specific creative project?

Write down its purpose and intended audience.



PERSONAL DIRECTION

A visual guide for your own creative journey and seasonal personality



CLIENT PRESENTATION

A tool to communicate your vision and style to potential clients



PROJECT ANCHOR

A reference point for maintaining consistency throughout a specific project

WHAT WOULD YOU LIKE YOUR MOOD BOARD TO SAY?

Pick three keywords from your earlier list. These should define the feeling and message of your board. What should someone feel when they see it? What's the story it tells?

DEFINE YOUR KEY WORDS

Choose 3 emotional words and 3 visual style words to guide the look and feel. These will act as your design compass during the board creation.

Emotional words might include: serene, energetic, nostalgic, bold, sophisticated, playful

Visual style words might include: minimal, textured, vibrant, muted, organic, geometric



TRANSLATE YOUR KEYWORDS INTO MATERIALS

Collect visual and tactile inspiration: magazine clippings, Pinterest images, textiles, paper samples, color swatches, etc.



QUALITY MATTERS

Use photo paper if printing. Keep elements small enough to fit your board.



ADD TEXTURE

Organic materials like fabric, dried flowers, buttons, and natural textures can help express mood.



CONSIDER COLOR

Select colors that reflect your seasonal personality and emotional keywords.

CREATIVE ACCESS

Are you a member yet?

If this workshop inspired you — there's more where that came from.

Creative Access is a growing community for designers, creatives, and founders who want to build visually aligned, emotionally clear design work using the Seasonal Design Method.



MONTHLY VIDEOS

Bite-sized monthly videos on moodboarding, style, and visual psychology



DESIGN TEMPLATES

🎨 Seasonal design templates, brand kits & tools



CREATIVE CONVERSATIONS

Access to creative conversations and behind-the-scenes insight



MOOD KIT

A physical mood kit delivered to your door (for annual members)

Join the club that helps you clarify your creative direction — one moodboard at a time.

👉 creative-access.silber-consult.com