
Mood Board Guide

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Background

A mood board is an arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept. In general, creatives use inspirational mood boards to visually illustrate the style they wish to follow in their project.

Mood boards should be made in the early stages of the project. Early development can help save time in the creative process down the line when you might otherwise be sitting in front of a blank page or screen hoping inspiration strikes...

Evaluate the project first. Read the creative brief and choose key words that reflect the qualities of the brand and say something about the company, its style, its audience. Pinpoint some characteristics that the brand identifies with. Use social media, Google, design blogs, books, magazines, and so on, for images. *Don't be afraid to go out into the world and take photos of real-life inspiration.*

Based on your Creative Brief and your own synthesis of the goals and tone of the project, start collecting anything and everything that evokes the mood you'd like to see in your design.

During this research and development phase, you are not just looking for things that are pretty or cool, but for bits and pieces of a variety of things that might help you accomplish project goals.

If you have more than one concept for a project, it's important that you make different mood boards for each one. Don't limit yourself! You can include images from different sources than your project (example: you are working on a new app design but you like the colors from a packaging design or a tshirt you saw while running errands).

Content

Text / Keywords / Slogans

Existing designs

Websites, apps, printed materials—**any source can be valuable.**

Color options

Pantone numbers, color swatches, a photo of a dress your friend was wearing that had a interesting shade of blue in it, a photo of the soup you ate for dinner the other night that had rich leafy greens in it, etc...

Typeface specimens

Textures

Photography

Rough Sketches

Patterns

Paper samples

Historical Examples

Screenshots from websites

Short video clips

Audio tracks

Etc...

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What to do with a mood board?

As you collect these components for your mood board, take time to study each example for what works, and why you think it works. Is there a reason that image is so effective? What qualities made you want to click on that website? What mood is that color or typeface creating?

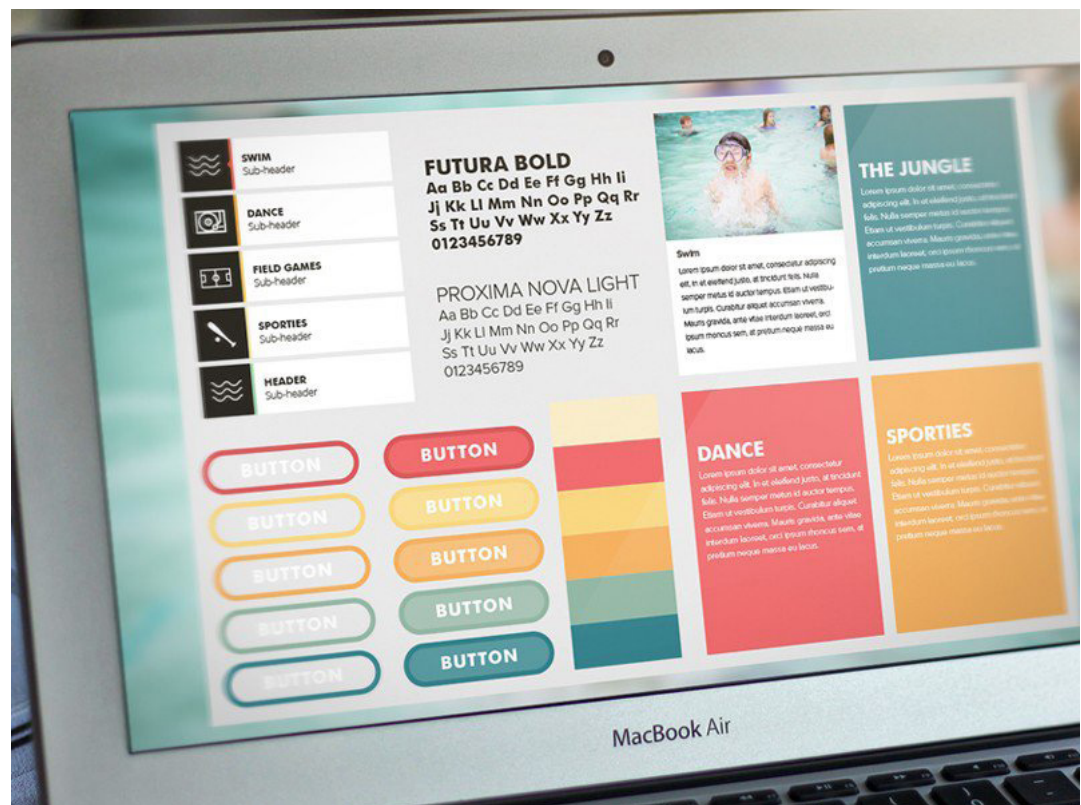
A mood board helps direct your creativity with imagery, color, and reference. Use it before AND during your design process to drive your creative decisions.

Mood boarding is even better with a team—get a big group of folks collecting to a shared area, leaving comments and collaborating on each new piece of inspiration. Deciding on a general look and feel direction in a group can be really difficult—use the mood board as a tool to get everyone on the same page.

A successful mood board:

- sets the tone for a project
- creates consensus among team members

Mood Board Examples



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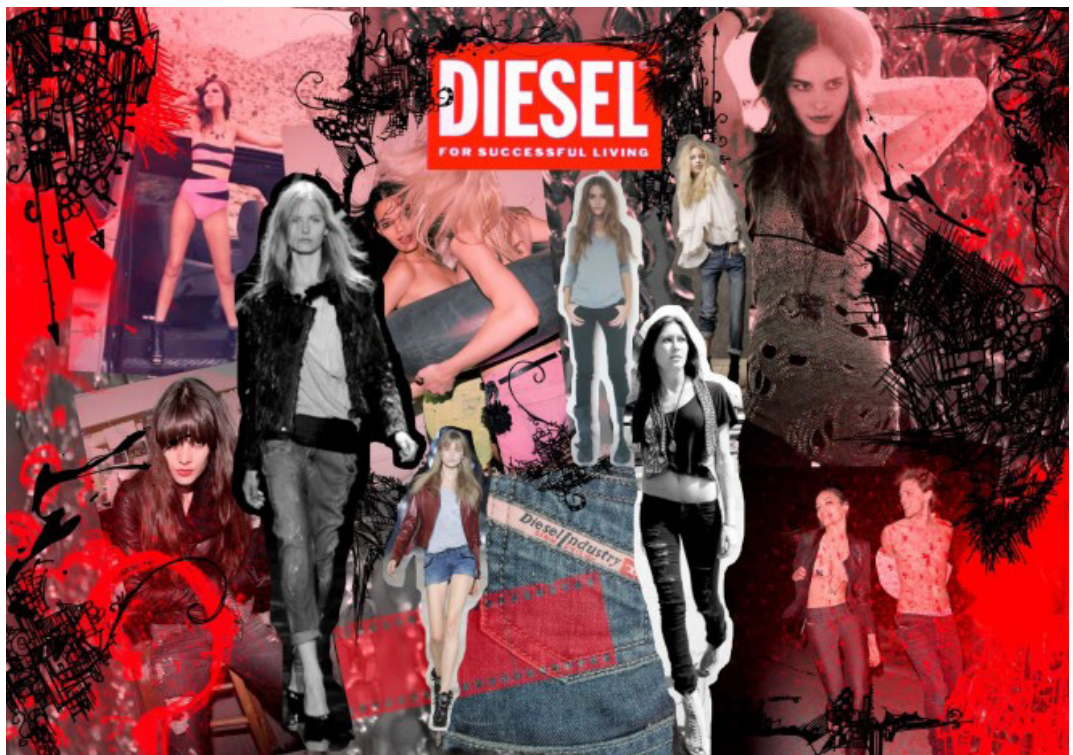
SW 7006
EXTRA WHITE

SW 6950
CALYPSO

SW 0023
PEWTER
TANKARD

SW 6258
TRICORN BLACK

SW 6132
RELIC BRONZE



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Here comes the *Rain*



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Onvard BROWSE COURSES MY COURSES APPS TEACH Search [User Profile]

COURSE
How to motivate your team.
Course by Sarah Albinda
15%

Fonts
Display Font: AaBbCc01234 (Aller Regular, Aller Bold)
Content Font: AaBbCc01234 (Segoe UI Regular, Segoe UI Bold)

Icons
[Grid of various icons including arrows, sun, speech bubbles, etc.]

Colors
[Color palette with swatches and progress indicators: 40%, 20%, 10%, 10%, 10%, 10%]

Adjectives
secure **Attractive** INTUITIVE custom community
collaborative **dynamic** **EFFICIENT** reliable
inviting **FUNCTIONAL** user-friendly **powerful**

Menus
Your new digs
20 Lessons
Due Date: June 2013
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed condimentum aliquet venenatis. Etiam a nisi nunc, a tincidunt eros.

New Zealand Landscapes Timelapse
FROM BEVAN PERCIVAL
<http://vimeo.com/62980495>

Typography
Example display page header
Subtext for header
Example subpage header
Subtext for header

TOOLS
Document
Zoom
Recording
Printout
Attachment
Podcast
Transfer
Due Date

COMPLETED
1 Making a plan for the success of the team

INCOMPLETE
2 Managing the culture of your group

PLAYING
3 Accessing resources available to you

4
5

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