

Mood Boards – Key Knowledge

A mood board diagram is a pre-production document.

They are made during the planning stage of a product's development, often right at the beginning.

They are a **visual tool** used as a way of exploring the theme of a project and how it might look and feel.



1. Purposes of Mood Boards:

Mood boards are all about the "look and feel" of a project.

- develop visual ideas for how a project might look or feel
- let **designers** share ideas about the look or feel of a project
- to show the **client** how a project might look or feel
- show ideas for colour schemes to the **client** and **project team**
- share ideas about fonts that could be used
- collect ideas for part of a project

Possible audiences for mind maps are shown in **bold and underlined**.

2. Things Mood Boards Can Include:

- colours
- font samples
- images/photos/pictures or sketches
- keywords or quotes
- logos
- title
- sounds or video - on a digital mood board
- textures (e.g. fabrics) - on a physical mood board
- labels or annotations where needed to help explain ideas

Mood boards are not perfectly organised – ideas “thrown” at the board.

3. Making Mood Boards:

Mood boards can be produced as:

- physical products – something you create on paper or that you can touch
- digital products – something produced directly on a computer

3a) Physical mood boards:

One way to produce a mood board is on paper or a pinboard, using images or samples stuck down. These can include post-it notes, textiles or objects if needed.

To get this on to a computer (and convert it into a digital document) you can:

- scan it using a scanner
- take a photograph of it using a **digital** camera (e.g. on your phone)



3b) Digital mood boards:

These can be made using:

- Office software such as Word or PowerPoint
- A graphics package (e.g. Paint or Photoshop)
- An online tool (e.g. Google Docs or a tool such as Milanote). These have the advantage that people can work together and they can easily be shared

Summary:

- are a **visual tool**
- all about the “**mood**” of the project – its **look and feel**
- produced in the design stage
- show how a project might “look” or “feel” and give ideas for the experience users might have
- help to make decisions about content and look of products