

Mood Boards

A mood board is a **pre-production document**.

They are made during the **planning stage** of a product's development.

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

Mood Boards



Purposes:

- 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 mood boards are shown in **bold** on the right

Mood Boards



Source: Aminabell on Wikimedia Commons
(<https://commons.wikimedia.org/wiki/File:Moodboard.jpg>) - creative common attribution share alike license

Mood boards can include labels or annotations where needed to help explain ideas

Mood boards might include:

- **colours**
- **font samples**
- **images/photos/pictures or sketches**
- **keywords or quotes**
- **logos**
- **title**
- **annotations**
- **sounds or video** - on a digital mood board
- **textures** (e.g. fabrics) - on a physical mood board

Mood Boards

Mood boards can be produced as:

- physical products
- digital products

A physical product is something you create on paper or that you can touch.

A digital product is something produced directly on a computer.

Mood Boards



This physical mood board includes textile samples and post-it notes.

Source: Aminabell on Wikimedia Commons (<https://commons.wikimedia.org/wiki/File:Moodboard2.jpg>) - creative common attribution share alike license

Many printers include scanners.

Physical mood boards:

One way to produce a mood board is on paper or a pinboard, using images or samples stuck down.

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)

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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 [Milanote](#)). These have the advantage that people can work together and they can easily be shared

Hardware that could be used includes:

- mouse
- keyboard
- monitor (screen)
- touch screen (e.g. phone or tablet)
- graphics tablet

Mood Boards

Summary:

- are a **visual tool**
- all about the “mood” of the project
- 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

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