

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