

# Knowledge Organiser: Mood Boards

You must be able to understand the purpose and use the content of different pre-production documents

## Mood Boards



A mood board is a collection of sample materials and products. They can be created using paper/cards on a notice board or with software.

### Purpose:

- ⇒ Help with creativity in the design stage to establish a style
- ⇒ Save time by ensuring the design ideas work well before production begins
- ⇒ Checks there is a clear creative direction for the project (show the client)
- ⇒ The client can be involved at an early stage to give their feedback
- ⇒ Shows concepts that are difficult to describe in words

### Use:

- ⇒ As a starting point for any creative medial project
- ⇒ To gather sample materials
- ⇒ To explore a range of relevant content

Remember: Mood boards are **not** examples of the finished creative media.

They demonstrate design ideas, concepts, suggestions and possibilities.



## Colours

Mood boards can be used to explore several possible colour schemes based on client preferences or your ideas.



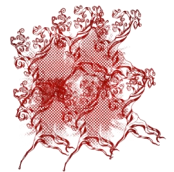
## Inspiration

Explore ideas to see how assets work well together. What is the mood created by the design?



## Textures

Establish which texture designs work well together to add to the overall theme of the project



## Photography (images)

Do client photo's fit with the mood?  
Do you need other images, if so, what are the limitations of using other peoples images?

