Knowledge Organiser: Mood Boards

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

Mood Boards

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

They demonstrate design ideas, concepts , suggestions and possibilities.

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 a 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

Colours

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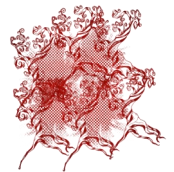
Inspiration

Explore ideas to see how assets work well together. What is the mood crated 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?