

# What are Mood Boards?

- ▶ A mood board is a type of poster design that may consist of images, text, and samples of objects in a composition of the choice of the mood board creator.
- ▶ Designers and others use mood boards to develop their design concepts and to communicate to other members of the design team. The mood board may be used as a frame of reference during the design process in the following disciplines...
  - ▶ **Interface design**
  - ▶ **Interior Design**
  - ▶ **Marketing communication (commercials)**
  - ▶ **Storyboard**
  - ▶ **Product Design**
- ▶ ([http://en.wikipedia.org/wiki/Mood\\_board](http://en.wikipedia.org/wiki/Mood_board))

# What are Mood Boards?

- ▶ **Mood boards** are often used by designers to enable a person to illustrate visually the direction of style which they are pursuing.
- ▶ In short, Mood boards are not limited to visual subjects, but serve as a visual tool to quickly inform others of the overall 'feel' (or 'flow') that a designer is trying to achieve. In this case, the proverb "a picture is worth a thousand words" goes a long way
- ▶ Creating mood boards in a digital form may be easier and quicker, but physical objects often tend to have a higher impact on people because of the more complete palette of sensations physical mood boards offer.
- ▶ Vague descriptions of "we're trying to create a clean interface" or "the website will feel very 'yellow'" can be supported by a suggestive mood board which shows elements of the subject with the atmosphere the creator wants to use during the entire design phase. ([http://en.wikipedia.org/wiki/Mood\\_board](http://en.wikipedia.org/wiki/Mood_board))



# Examples





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Foscarini

Hasta

Ebay

Conrado

Eames

Le Colibri  
LL® - registered color

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LL® - registered color

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*Stox Photography*

*«Tous les jours dimanche»*

*18 rue Masarel*



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