



MOOD BOARDS – WHY DO WE USE THEM?

Principles of Design
HPTD4002

How do we collect and organize our ideas?

MOOD BOARDS

Definition:

An arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept.

Purpose:

‘We put together a mood board with key images and words that best convey the essence of the idea/show/brand’



I love old. Even my sheets are vintage and come from the Nineties. I love something comfortable and about that for me.



Good Practice

- Personality
- Organised / thought about
- Aesthetically interesting
- Not too cluttered
- Annotations – thoughts/text/facts
- Draws people in – makes them believe/what to know more!
- Period correct

Bad Practice

- Bland
- Too busy / too sparse
- Inaccurate info
- Unorganized – ‘plonked on’
- No vision

Who uses them?

Theatre designers, production designer, film makers, costume designers, interior designers, architects, fashion designers, lighting & sound designers, puppet & props designers

The list goes on ...

But how...

Sketch books

Boards

Wall 'displays' in offices &
workspaces

Digital (e.g pintrest)





... they can include

Images

Text (references to text/script/facts)

Textures

Colour palettes

Fabric swatches

Samples

Video

Add balance by including borders

Increase scale, especially for small items

For Mood Boards that are conveying a design which is on the cusp of contemporary design, it's important to inject a little individuality to project your unique brand.

If there's lots of colour, opt for a white background.

Include a simple colour chart that conveys all of the contrasting and/or complementary hues.

Incorporate a little bit of artistic flair by adding a paint effect (don't overdo it!). Consider using the actual paint colour for the space.

Try to use images of products that are front facing (look at the sofa and chair as an example), as they provide optimum visual impact.

Group smaller items together, for example vases.

Mix up the scale of images so that the overall Board has visual interest.

If the Board looks unbalanced (more images on one side), add creative elements on the other side, for example, the square borders in this Mood Board..

www.sketchuphub.com



Use front facing images of products for high visual impact

Group smaller items to add visual interest

Add shadows to images for a greater sense of depth



What you tell
yourself
every day
will either
lift you UP

★ Work ★

★ Home ★

Let love guide
every action

Dreaming
is after all
a form of
planning

- ★ Possessions ★
- ★ Relationships ★
- ★ Creative expression ★
- ★ Finances ★

Health & body ★

Live in the sunshine.
Swim in the sea.
Drink the wild air.

Be
with
the owl & the
apothecary



★ Spiritual ★

My
WILD &
WONDERFUL
Moodboard



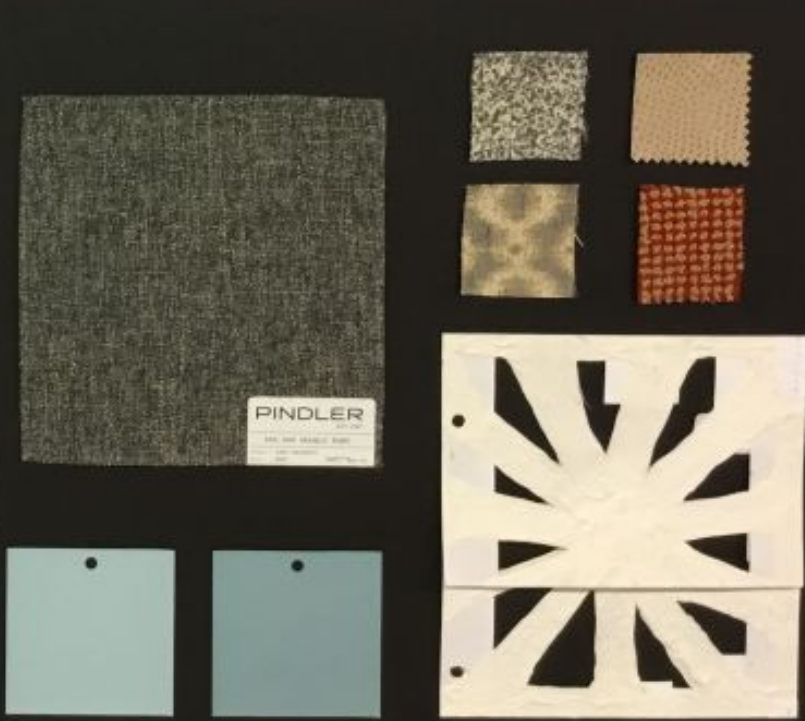
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MOULIN ROUGE







BIG
LIES

CELESTE



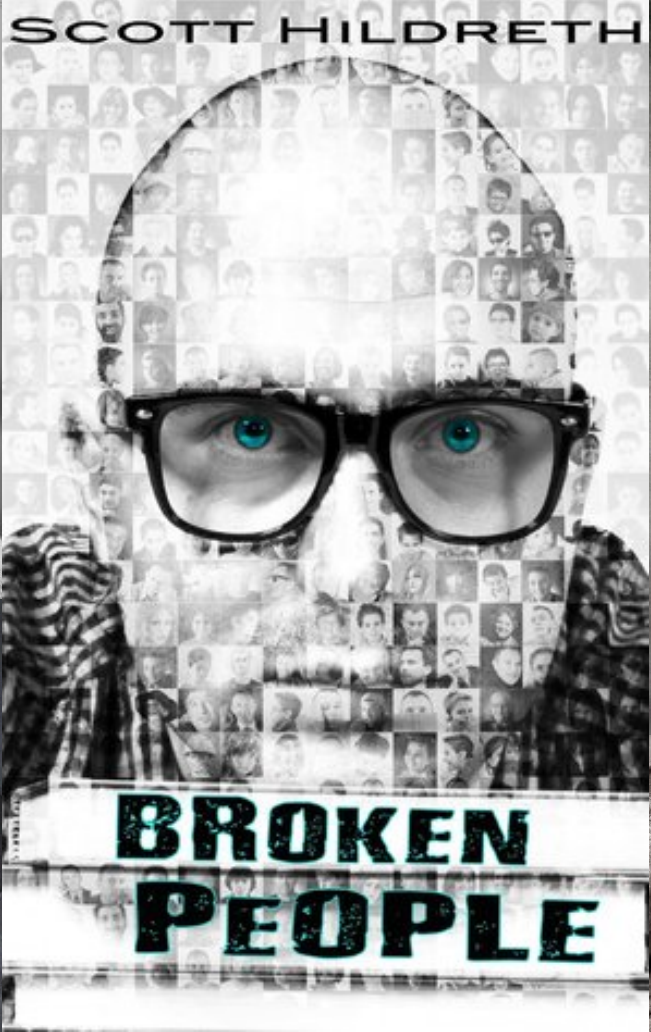






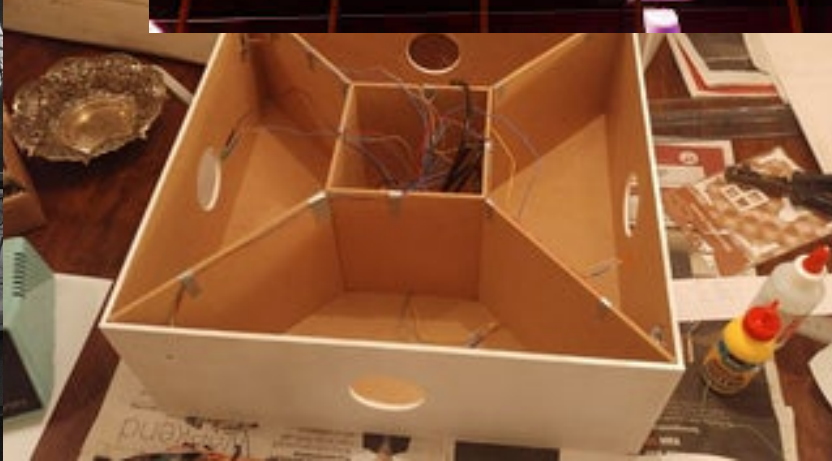


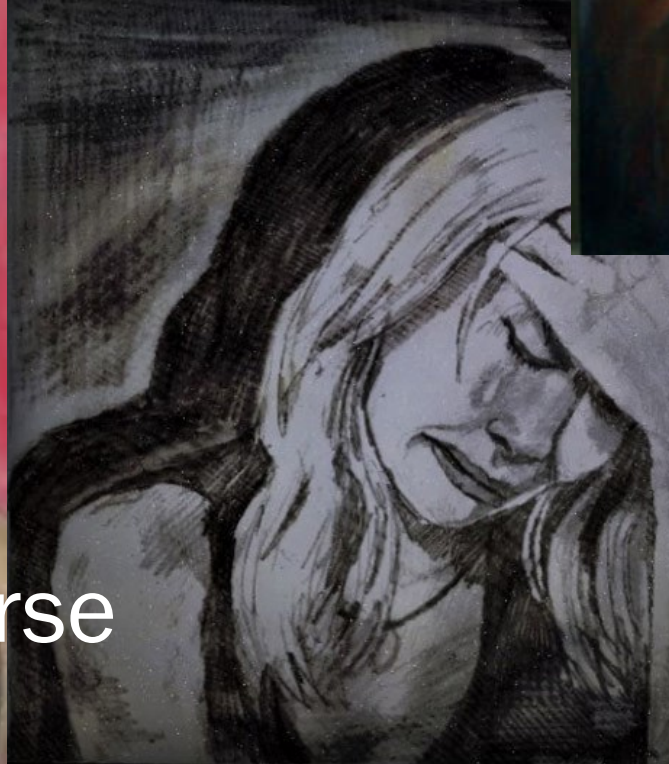
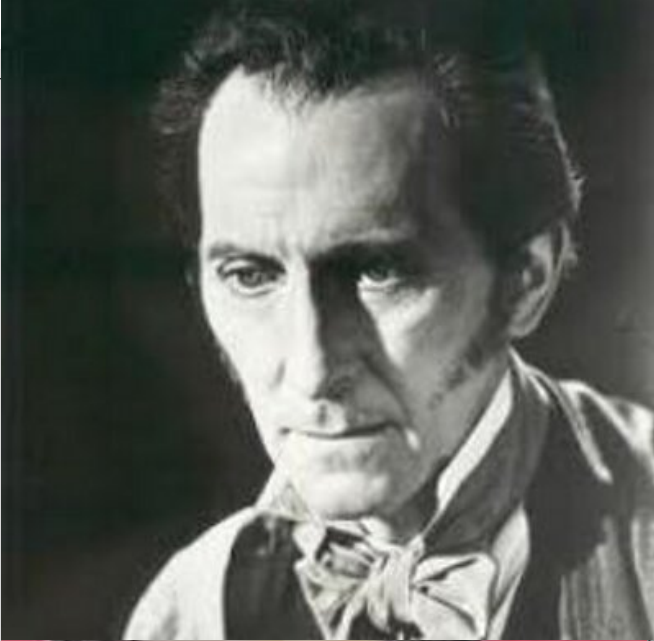
STUDENT EXAMPLES



Voyeurism

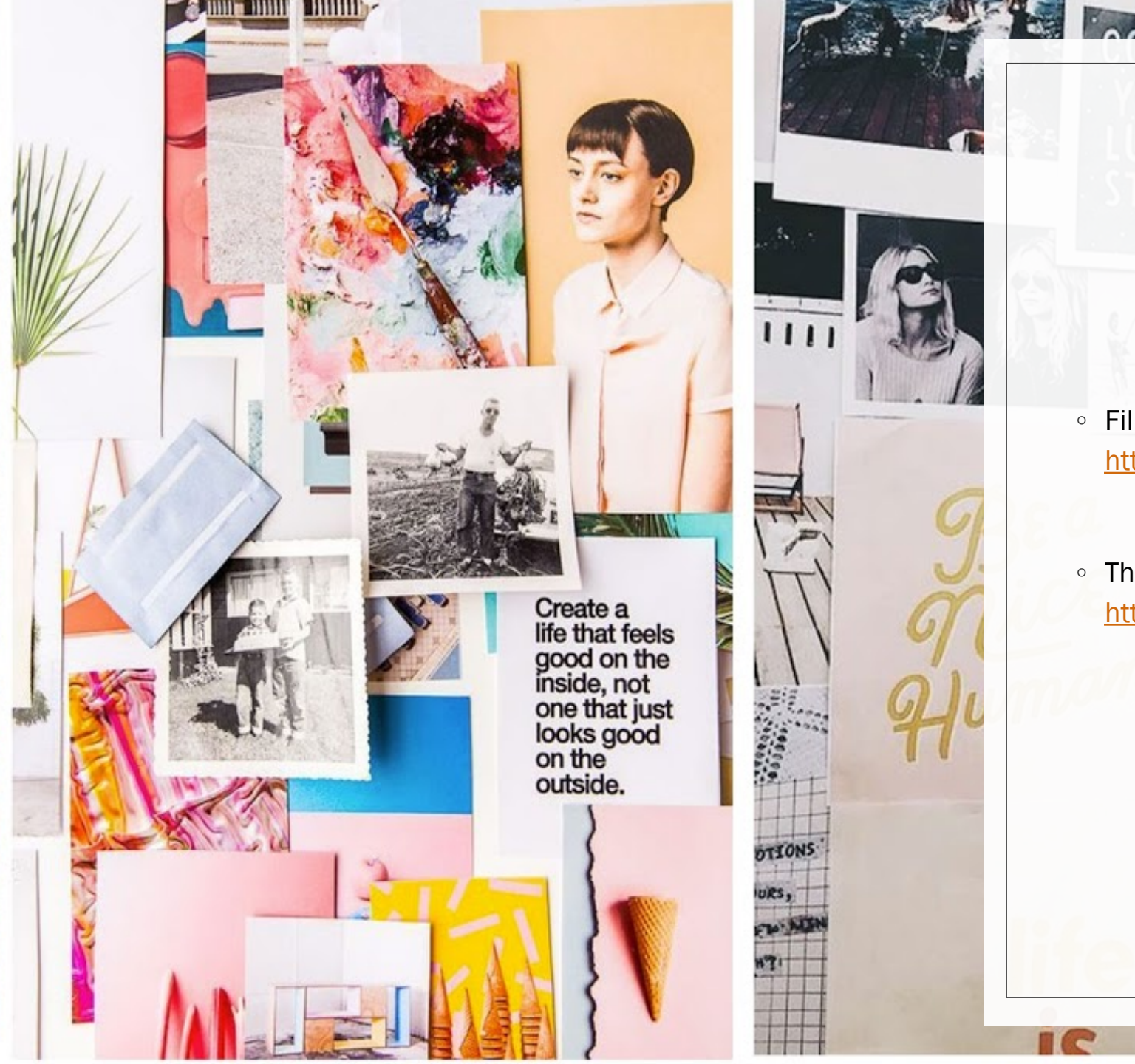






Guilt & Remorse





Videos

- Film -

<https://www.youtube.com/watch?v=QLTbT2bqsj0>

- Theatre -

<https://www.youtube.com/watch?v=Z9gecZAXaqQ>