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EVOLVING YOUR CREATIVE CRAFT

Compiling Moodboards



Compiling Moodboards

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What is a Moodboard?



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What is a Moodboard?

A **moodboard**, sometimes called an **inspiration board**, is a tool to help you **hone your visual ideas at the start of a creative project**.

It is a collage of **images, material samples, colour palettes** and sometimes **descriptive words and typography** that will guide you in your work. [1]





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What is a Moodboard?

This is an example of a moodboard from Tinkerlab that is intended to **inspire creative energy** [2].

Remember that Moodboards can be used in **different ways** – they are not just a random collection of semi-related imagery.





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Reasons to Make a Moodboard



Reasons to Make a Moodboard

Masterclass's blog [1] suggests that moodboards have **two main purposes**:

- 1 It helps you refine your ideas
- 2 It helps you communicate your ideas to others



Reasons to Make a Moodboard

1 It helps you refine your ideas

Perhaps you are starting from a blank slate and you want to **find inspiration**.

Perhaps you **already have a strong idea** but want to affirm to yourself that it comes together as you imagine and **guide yourself through the many creative decisions** ahead.

In either case, **a moodboard will give you the clarity you need** before you start buying materials or building elements. [1]



Reasons to Make a Moodboard

2 It helps you communicate your ideas to others

Usually, a creative professional like a **graphic or interior designer** will build a moodboard to **present their ideas to a client**. From there, the client will probably give **feedback** about the suitability of the overall idea or the strength of certain items on the moodboard over others.

They might even choose between **multiple moodboards** the designer has used to present different options.

You may not have clients, but you will likely **need to communicate your ideas to someone** else at some point – such as a design team, tutor or interviewer. [1]



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Types of Moodboard



Types of Moodboard

Set the main direction of your project by creating a moodboard for **one of the two purposes** outlined in this section.

If you are wondering how to make a moodboard as part of your process the first tip would be to **define the type of moodboard** before collecting images. [3]



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Types of Moodboard

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Moodboards can be:

Explorative

or

Practical



Types of Moodboard

An **explorative mood board** is a free investigation of your topic.

You can **pick up all possible ideas** not worrying about how you will actually get those objects into your project.

Furthermore, if you **get early feedback from your friend, boss, or client**, this draft can save you time and effort in later design stages. [3]



Types of Moodboard

Unlike an exploratory board, a **practical mood** board is **exact**.

In the case that you already have a clear picture in mind, it's time to pick up **colour schemes, font types, professional photos, logos, and mottoes** that you are actually going to use in the final project. [3]



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Making Your Own Moodboard



Making Your Own Moodboard

There are **three steps** to making a moodboard [1]:

- 1 Brainstorm Your Theme
- 2 Collect Your Elements
- 3 Review, Curate and Present Your Board



1 Brainstorm Your Theme

You probably have some ideas in mind from the get-go. Now **brainstorm some keywords** associated with these ideas.

Think of an **anchor** for your concept. It might be a **colour** (emerald green, coffee, canary yellow), **style** (Irish, romantic, Brazilian), or **epoch** (modern, renaissance) [3].

For keywords on an interior design project, you might zero in on the style (**modernist, Scandinavian, tropical**), materials (**concrete, ash wood, rattan**) or colour (**mustard yellow, blush pink, forest green**). This will help you with **online image searches**. Use Google but also try Getty, Pinterest and Instagram. [1]



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2 Collect Your Elements

Take your early sources of inspiration, then challenge yourself to **think outside of the box** to find more.

Movie mise en scène, fashion editorial shoots, vintage illustrations, art works, fabric and color swatches, architecture, objects and clothing can all be good moodboard content. [1]



2 Collect Your Elements

[illegible]



3 Review, Curate and Present Your Board

It is likely that you now have **more material than is useful**.

Curate by choosing images and samples that **come together harmoniously**, building in some breadth to reflect your originality (or increase your chances of appealing to the client, if you're working with one).

A cohesive colour palette is important, so **discard anything that clashes**. If you're making a digital board, consider **eye-dropping five key colors from the images into swatches**. If you're making a physical board, obtain real paint and fabric swatches for the same effect. [1]



Making Your Own Moodboard

If you don't yet have a clue about how your project should look and feel, **try the advice in the following slides** to help set your imagination free.





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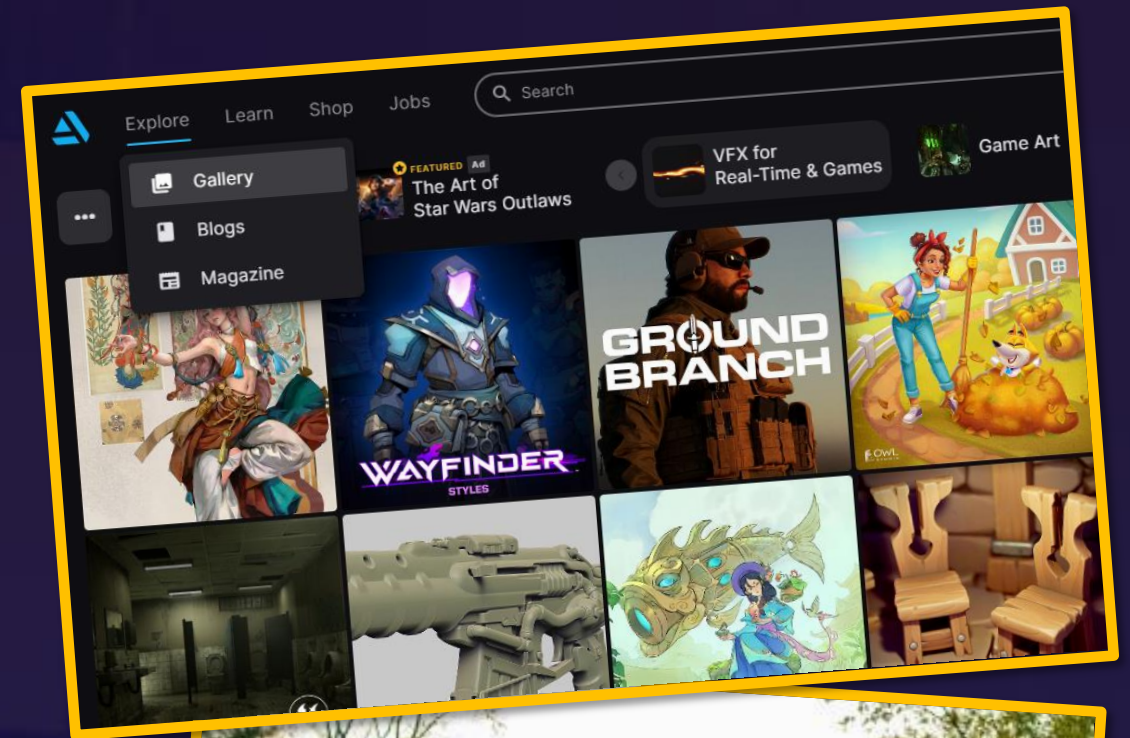
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Making Your Own Moodboard

Google the **keywords on your theme** and indicate what resonates.

Go to sites such as **Behance**, **Instagram**, and **Artstation**. You will soon find inspiration.

Keep **watching things around you** when you walk or shop at the supermarket. Note and don't let go of connotations and ideas. [3]





Making Your Own Moodboard

At first, **collect the most representative images from your sources** of inspiration on one sheet.

Then, **expand your search** and try **vintage illustrations, works of art, architectural objects, movie characters, memes, graffiti, anime**, and other cultural phenomena.

A mood board is all about **exploration**. Don't be afraid to put something bizarre into your collection. It's more about quantity than quality when you explore. You can remove the odd elements later when you move from the **explorative phase** and develop a **practical moodboard**. [3]



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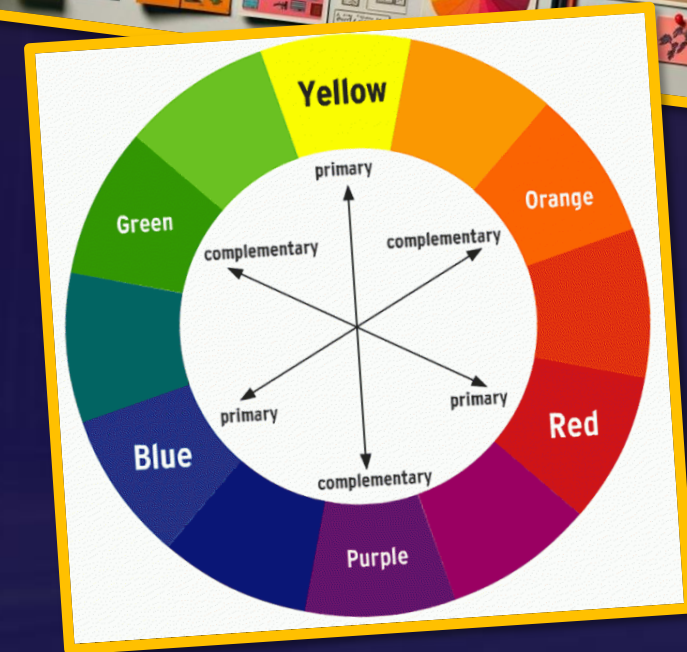
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Making Your Own Moodboard

Colours **greatly influence** the mood of a design.

Banks often use **blue or green** palettes associated with **calmness and tranquility**. **Dark colors** often remind us about **influence and power**.

You will require three or four colours for the colour scheme. There should be a **primary colour, a secondary colour**, and an **accent**. [3]





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Making Your Own Moodboard

You shouldn't underestimate the power of the **written text on your mood board**. Add **five or six truly meaningful words** on the screen. They will define the direction of thoughts and **help focus**. Play with fonts and see how a fancy Brush Script or an old Sans Serif font will change the perception of the whole mood board.

Good sources for **free fonts** include:

- ▶ <https://www.dafont.com/>
- ▶ <https://www.1001fonts.com/>



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Making Your Own Moodboard

Canva, **Photoshop** and other digital platforms provide an environment where **you can scale, move, browse, and drag and drop images** as you wish.

Colour tools like **Adobe Color** suggest complementing colours automatically and allow you to export **colour hex codes**: [3]

► <https://color.adobe.com/>





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Examples



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This moodboard is focused on **colour and tones** – note the wide selection of imagery but the **limited range of the colour palette**.



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Here's a brainstorming moodboard created by an **animation and games artist** when designing a new character. [6]





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This moodboard's focus is on **vehicles**. The theme is specified as 'vintage' in the source material on Pinterest.

The imagery used is fairly **consistent in nature** with a classic feeling being evoked.





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Zainah Yousef's **character mood boards** use a **standardised layout** and make use of **AI generated imagery** as well as colour palettes. This creates a harmonious and professional look. [8]





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The 'INDUSTRIAL' board by Kevin Roy shows **old abandoned factories and warehouses** as the main inspiration. [9]





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What's so brilliant about this board is the way the images aren't just industrial but have been **treated in an industrial way too**.

Mainly **black and white with flashes of colour**, some of them are horribly low-quality and the line-tracing is rough too but all that **adds to the desired emotion** being chased by the designer. [9]





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Ken goes further by **experimenting with typefaces** that are similar in style too as well as inserting the bold **yellow and black** striped caution signs.

Finally, the acid-feel of the album cover on the **top-right of the page** completes an outstanding board. [9]





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Summary



Summary

Mood board imagery has both an **informational and emotional impact** on the people you work with and **helps to set the direction of the product** in the early stage.

Later on, the mood board serves as a **frame for other items you add to the project** and **guarantees that it looks harmonious**.

Communication of your ideas to others is a crucial skill in designers' work. [3]



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Any Questions?



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