

2

MOOD

&

THEME BOARDS

People process images 60,000x faster than words



A VITAL TOOL

Mood boards have been around for a while.

They are a vital tool for UX designers, product designers, web designers, graphic designers (the list goes on) for ideating and communicating ideas rapidly and effectively.

WHAT IS A MOOD BOARD?

- ☐ In short, a Mood Board is a collection of content to translate an idea or thought visually.
- ☐ A Mood Board sets a specific tone for anything.
- ☐ A Mood Board can communicate ideas using shared design references.
- ☐ Also known as a Theme Board or Inspiration Board, they are the first step between generating an idea and the first rendition of work.
- ☐ They help to get minds visually organised and inspired for what's to come.

- It saves time in the early stages of a design process by getting a team on the same page and eradicating lengthy meetings trying to explain how something should feel. Research shows, Mood Boards allow designers the creative freedom they need while remaining coordinated and organised

- Mood Boards serve three primary purposes: to Define, Inspire, and Direct. They can define an idea or project, inspire new angles or creative routes, and set the direction in times of uncertainty throughout a project.

**WHAT TO
INCLUDE?**

...ANYTHING GOES;

IF IT HELPS YOU ACHIEVE YOUR GOAL.

- Most people turn to images as their base for a Mood Board. However, don't shy away from blocks of colour, textures, fonts & typography, and other visual formats.
- The content a Mood Board will include often depends on the type of project and goal.
- Mood Boards are not only great for ideation and generating new ideas, but they can also aid the production process. They can do this by being a reference point for inspiration or research if a Designer is ever feeling lost.

QUICK EXAMPLE



**SHOULD I CREATE A
PHYSICAL OR DIGITAL
MOOD BOARD?**

OFFLINE

- ☐ Tactile, impactful, and can appeal to more senses — smell, touch, taste.
- ☐ They're collaborative when used in the same space as part of a team.
- ☐ Offline Mood Boards are limited to precisely that, offline. It means for all the work you put into them, only those in the same room can utilise them.
A photo or even a video of a physical Mood Board will never do it justice, resulting in temporary work and a missed opportunity to grow your ideas as your project does.



ONLINE/DIGITAL

- ☐ Limited on the tactile front.
- ☐ Find styles, images, and thought pieces that are more likely to evoke the feelings of what you want, rather than relying on your handy skills to create them.
- ☐ Easily refined and updated - a constant work in progress throughout the entire design process.
- ☐ Shareable and collaborative.

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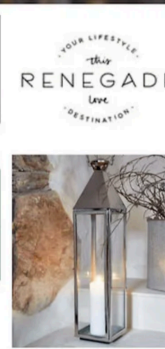
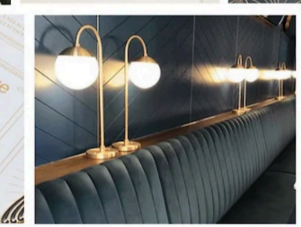
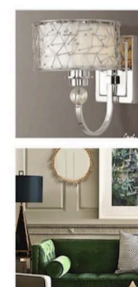
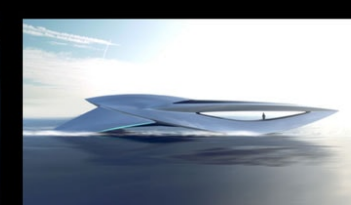


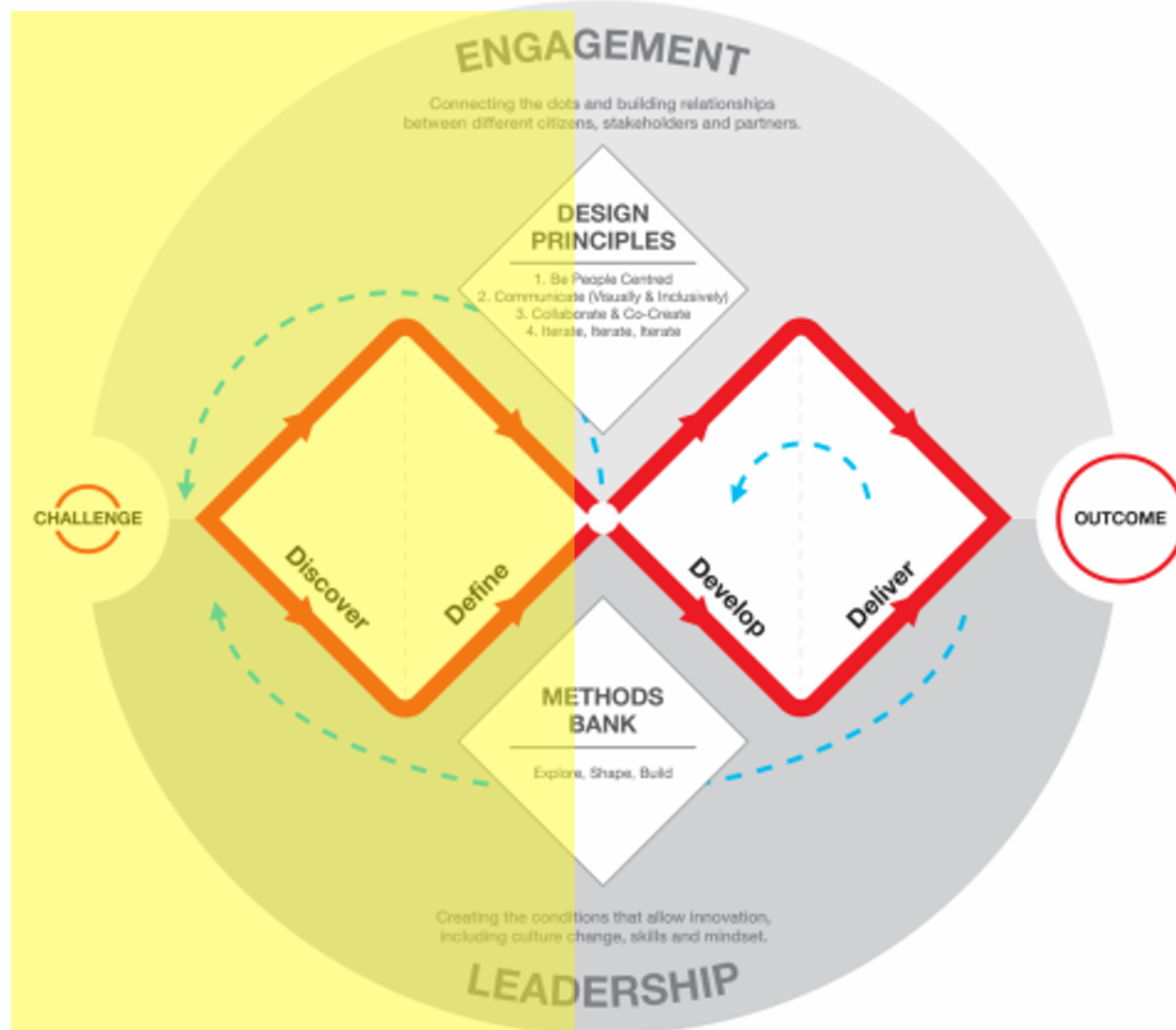
Three things in human life are
the first is to be kind, the second
kind, and the third is to



MOOD
BOARD

Premium & Iconic





HINTS & TIPS

- Start early
- Include different design elements
- Think of your audience & theme
- Let it support briefs & how you tackle them.
- Find a layout that works for you
- Keep it up to date
- There's never too much
- Make it an available reference point

**BE CREATIVE
&
HAVE FUN**