

DESIGN SNACKS | CREATING A MOOD BOARD

A **mood board** is a collection of visuals that evoke a concept or style. Designers use mood boards to communicate the look and feel of their idea. Mood boards can be powerful tools for beginning a creative project and for communicating your vision with others.

Let's set the mood! Circle or write in for each column to get started on your mood board.

FEELING:

What story does your mood board tell? What feelings does it evoke?

- Freedom, liberation
- Edgy, rule-breaking
- Warm & cozy
- Bold & confident, boundless energy
- Personal & connected
- Dreamy & nostalgic
- Something else!



VISUAL THEME:

What colors, tones, and textures do you want to use?

- Black and white
- Warm tones and soft pastels
- Vivid jewel tones
- Cool, muted tones
- Warm colors with bright accents
- Soft and tinted tones
- Something else!



MEDIA INSPIRATION

Are there existing movements or time periods that inspire you?

- Surrealism
- 70's Posters
- Rococo
- Y2K
- 90's Punk Zines
- 80's Fashion
- Victorian Gothic
- Cottage Core
- Something else!

WHAT WILL YOU CREATE FROM THIS MOOD BOARD?

(CIRCLE ONE)

LOGO/GRAPHIC

FASHION DESIGN

WEBSITE

INTERIOR

BOOK

PHOTOGRAPHS

SOMETHING ELSE! -----

TAKE IT FURTHER!

- Sketch a mood board inspired fashion design
- Repeat a motif in your mood board to create a pattern
- Write a profile for a character that would exist in your mood board
- Organize a photo shoot
- Hang it up for inspiration