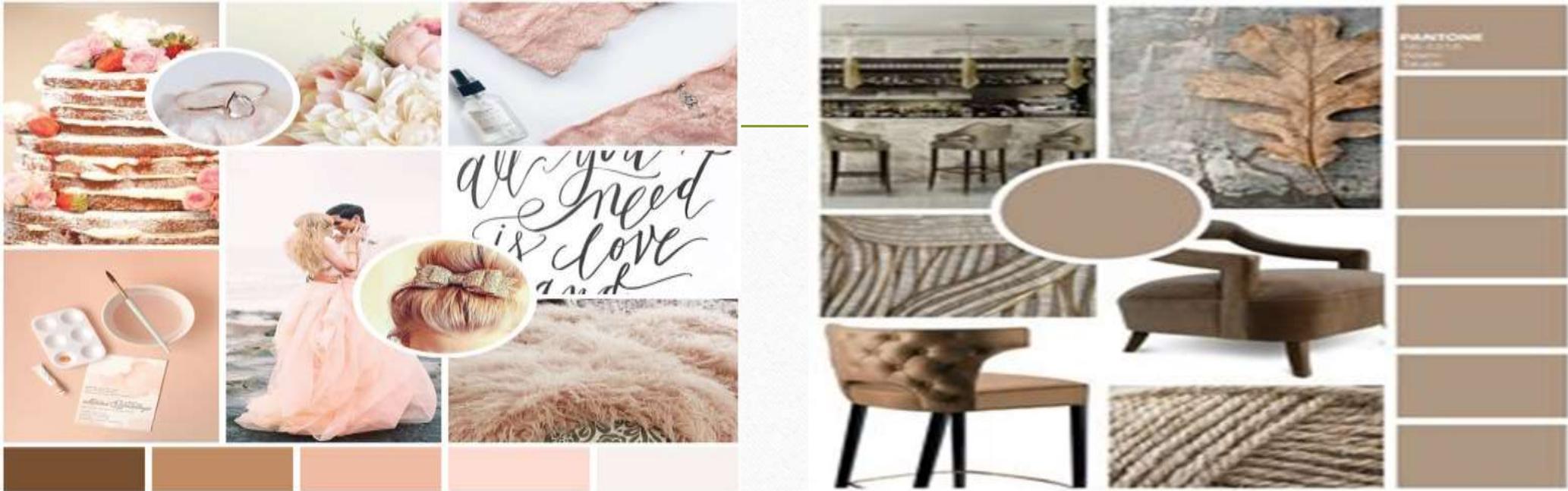
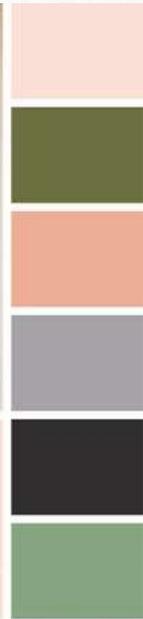


Mood Board

What is a mood board?



An arrangement of images, material, pieces of text, etc intended to evoke or project a particular style or a concept. It gives a slight idea of what the final content is.



I AM SWEET SANS
 LITHE LINES
 SIMPLE & PRETTY
 CLEAN + FEMME





get away



Stay there



Ideas to make a mood board

Take pictures

Basic concept

Save the surprise

Choose right format

Text it up

Get tactile

Create a mood

Choose a colour scheme

Keep it loose

How does a mood board help us?

- It establishes a visual and aesthetic feel of the topic.
- It gives a link in going forward with a project.
- It helps to tackle many issues early.
- Translate a concept where words may fail.
- Create a picture in the clients head early on and let them see what exactly you are planning.

Few tips for making a mood board:

- Use suitable layout.
- Not too much details.
- One or two pages.
- Textures
- Photography(relevant images)
- Use accent and core palette.

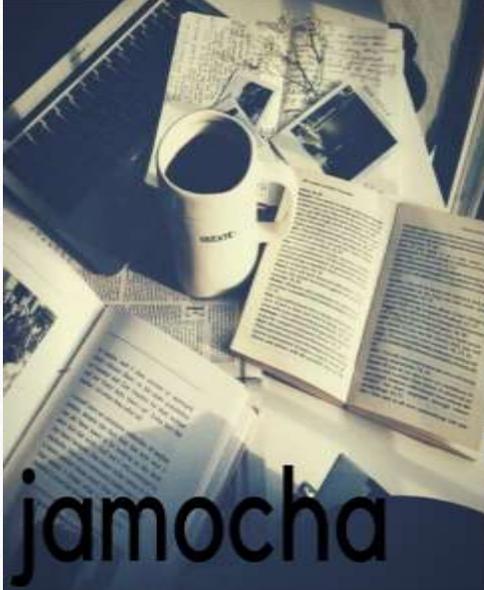
Inspiration board

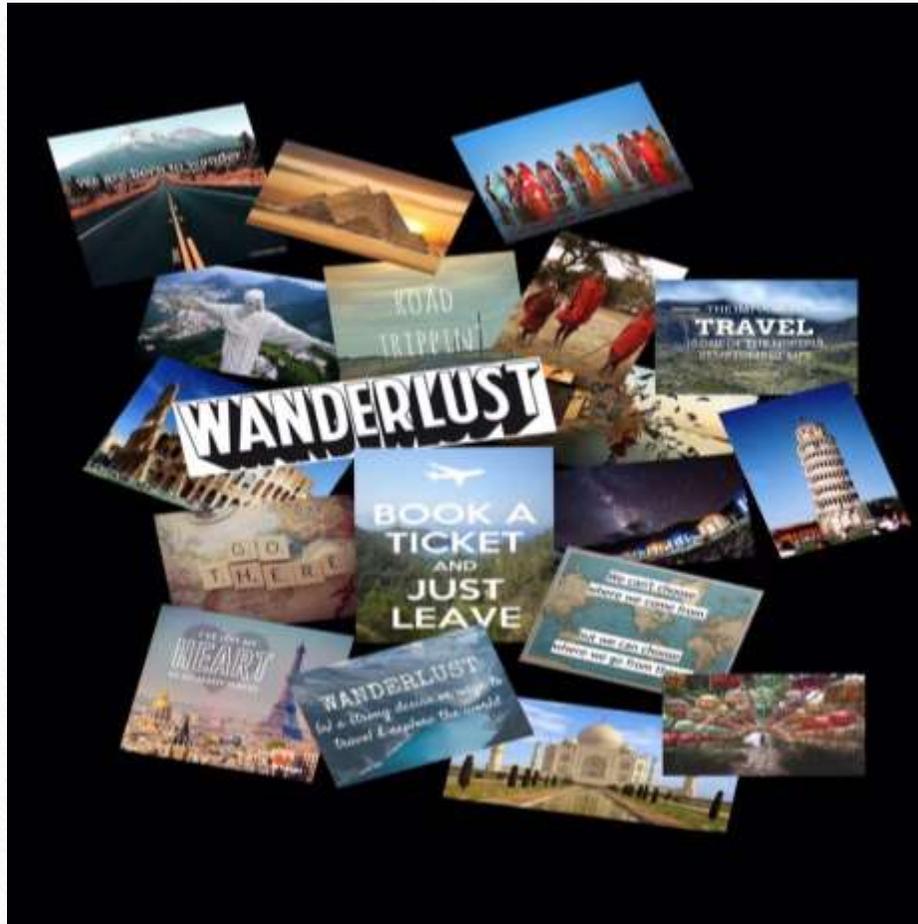




Difference between a mood board and an inspiration board.

- A mood board is the broadest tool used early on to help you determine the most general ideas about look and feel of the content.
- It gives a slight idea of your project.
- An inspiration board is the next building block of creating your project.
- It is basically a reference or inspiration you take for your final project.





Thank you.

-By Manali Bandekar

Yash Malhotra