

Mood Boards

What is a mood board?

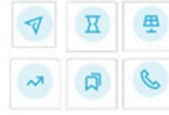
A mood board is a type of visual presentation or 'collage' consisting of images, text, and samples of objects in a composition. It can be based on a set topic or can be any material chosen at random. A mood board can be used to convey a general idea or feeling about a particular topic. They may be physical or digital, and can be effective presentation tools.

Graphic designers, interior designers, industrial designers, photographers, user interface designers and other creative artists use mood boards to visually illustrate the style they wish to pursue. Amateur and professional designers alike may use them as an aid for more subjective purposes such as how they want to decorate their bedroom, or the vibe they want to convey through their fashion.

Mood boards can also be used by authors to

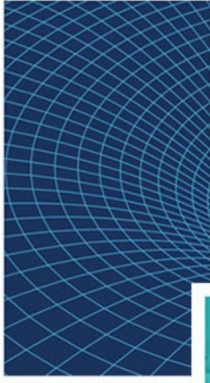


QUALITY
INTEGRITY
RELIABLE
INNOVATIVE
TECHNICAL
RESPONSIVE



Lorem Ipsum
Dolo Sit Ameti
Et Faucibus

Nulla rutrum massa dolor
lacus libero nisi efficitur



PLITEK

**Bold title callout
example adipiscing
nam eros, gravida.**

Sample block of text dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[LEARN MORE](#)

[CALL NOW](#)

Straightforward
Industrial
Innovative
Industry Leader



200+

Sample block of
text dolor sit amet,
consectetur.

80+

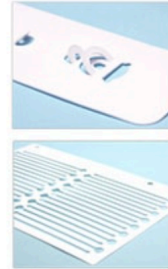
Sample block of
text dolor sit amet,
consectetur.

12/4

Sample block of
text dolor sit amet,
consectetur.

1,200

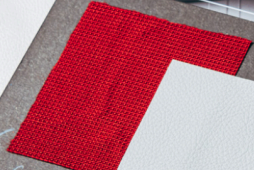
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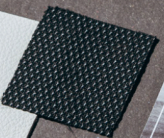




Ferrari 488 Spider



Red Cordura Pro 801

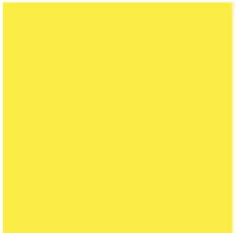


Black Superfabric

Sporttronic Frau SC1 Perla

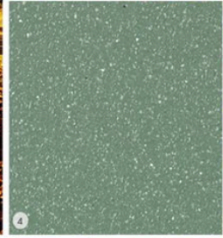
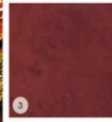
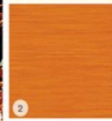


Inspired by Ferrari 308 GTS





Existence light



1. **Altro Orchestra**
Piazza | C2020 | LRV 46

2. **Altro Lavencia Plus LVT**
Scopasso Orange Plus | LAST440225




Style Tile


This is some text about the style tile, and how awesome it is and to use it. We will have a link right here to the main page for people to clone it.

[This is a link to our blog post](#)

LOGO - ON WHITE



LOGO - ON DARK



CONTENT EXAMPLE

I'm a Headline

I'm a Sub Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut [this is an example of an inline link](#).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare.

[This is a regular link.](#)

Button 1

Button 2


Button 3

High Energy! Clean


Passionate

Information Responsible


COLORS




Tomato Red
#ff4b01



Yellow Sun
#faa000









Slate Grey
#3e4749



Lite Slate
#879499

IMAGES / PATTERNS

Mood boards and the design process (web design)

When it comes to a website, there are certain things we might want to have in our mood board.

Images

Fonts

Colors

Graphics

Patterns

Grids

Screenshots of other websites (as examples of UI)

Basic text (not fonts, but rather the words you might use for headlines, dropdown menus, and links)

Layout

Key Benefits of Mood boards

Saves Time

Some of your clients may not want to pay for mood boards and would rather jump right to the action. But a few hours during the initial phase of a project could save weeks or months during later stages.

Mood boards create a vision of where you're headed, providing a foundation for the actions

your project needs and how you should schedule them. It's much less likely that you'll have to re-do a project that was outlined by a mood board.

Cultivates Inspiration

Everyone occasionally experiences roadblocks during the creative process. The process of beginning a mood board can trigger a creative, calm state. Known as the flow state, this is the part of your brain where you get "in the zone" and come up with your best ideas.

And even if you're not in the process of actively working on your mood board, they're a great "catch-all" for all of the creative sparks you experience throughout the day.

Refines Your Vision

In some cases, your clients will have neither a style guide nor specific requirements and trust you enough to give you complete freedom over the project.

While being in control of the entire design process is an amazing feeling, it's natural to feel intimidated by the blank-canvas syndrome. Maybe you do have a few ideas, but you're not clear about what to do next.

Mood boards make it less daunting to start a project because they are designed to refine your vision.

You'll start by adding a few key ideas, then move around elements as inspiration strikes or you realize that certain parts don't fit anymore. You'll be left with a composition of the clarified themes of your project.

Allows for Modifications

It's normal for successful projects to be modified and re-worked a few times throughout the process. The key is doing it without disrupting the flow of the timeline.

Mood boards create a smoother project process

because they allow for modifications both during the earliest stage of the project and a bit later when final decisions are being made.

Fosters Stronger Client Relationships

Often, you'll work with clients who already have an established design vision. In these situations, having a mood board is to your advantage. By learning exactly what your client wants and curating a visual representation of their expectations, you'll create a strong foundation for your relationship.

Creating a mood board early in the design process will provide a tool that keeps everyone on the same page. You'll no longer have to interpret your clients' demands, only to find out that they meant something entirely different.

Instead, you'll have a clear communication tool that can be altered throughout the brainstorming phase until everyone is happy. When clients feel involved, they're more inclined to trust you. This makes it much easier for you when a difficult

decision needs to be made later.

Can Be Used for Reference

A mood board should be unique to every project, but this doesn't mean that you have to start from scratch every single time. Once you have a portfolio of mood boards, you can present them to your clients as inspiration or potential layouts.

You can also refer back to previous mood boards if you're feeling stuck on a project. You may have a project that requires a similar color scheme as another one, and an old mood board may be just what you need to get ideas flowing.

Keeps Project Goals on Track

Distractions are common when working on creative projects. Sometimes, you or a client may get inspired by a new idea or theme and want to change your design scheme completely.

While changing your mood board is both expected and encouraged during the brainstorming

process, it's important to settle on a final design scheme to keep your project on schedule and to reach your outlined goals.

Mood boards will keep your project on track later in the process when you may feel discouraged or bored. They'll serve as the visual reminder of why you started and the value of following through.

Elements of a mood board

There are some components to keep in mind while making your mood board. First off, there are some elements that we might want to have in the mood board:

Colors / Color palette

Logo Style

Graphic elements

Typography

Your values

Your ideal customer

Your brand's effect

Physical items

Next, we can do some thing to expand on the mood board and refine it.

Set the direction of your project

Collect existing material

Add inspiring imagery

Add examples of motion & sound

Add color, fonts & files

Transform your board from messy to organized

Remain open to inspiration, wherever you are

Explain your thinking

Collaborate and build on your ideas

Ask for feedback