MOOD BOARDS
GET PHYSICAL

When making a physical mood board, get physical.

Traditionally mood boards are made from foam board and cutting this stuff up with a scalpel and spray mounting cut-out images onto it can be a pain, especially if you're not dexterous with a blade.

But it's extremely effective as a presentation tool. The tactile nature of cut-out images glued onto boards enhances the emotiveness of what's being explained.
HOW —TO

1. Choose a Format
2. Define the Concept and Design Analysis
3. Gather Inspiration
4. Start to Play - Go nuts – editing comes later
5. Gather Supplies
6. Collage, Curate and Create
7. Label
8. Present and Pitch
1. CHOOSE A FORMAT

Digital
Physical
2. THE CONCEPT

Why?

Inspiration

Visualization

Collaboration

Get buy in
THE CLIENT BRIEF

Your Prequalify
Assumptions and analysis
DESIGN ANALYSIS

DESIGN STATEMENT

The design scheme will be based on the game of contrasts reflecting different personalities of clients. Thus, overall dark neutral color palette will be livened up with bright and rich accents, such as deep reds and burnt oranges. Warm and soft textures will encourage observer to touch and relax, while symmetrical layout will be used to hint at formality.

Overall design will be in contemporary style with solid finishes such as wood and leather. Some glimmer and sparkle will be added to gain glamorous and sophisticated look.
3. GATHER INSPIRATION

Go beyond the digital world

Take Pictures both of the project and out in the world
Highlight “key” words in your design statement and search for the images which would illustrate them.

“Solid, Glamorous, Formal”.

It is important not to be too literal and not use images of interiors and furniture as it might mislead in the wrong direction.
4. PLAY

Decadent Gothic Glamour

Black & Gold Drama

Exotic Animal prints

Liquid Gold Look

[Image of a living room setting with furniture and decor elements]

Decorating Diva

DEB BARRETT
5. SUPPLIES
COLLAGE, CREATE, CURATE

Coming Fall 2014
Before starting to attach any samples place them in a way they will relate to each other in a real room: fabrics for cushions I put on the sofa upholstery and curtain sample next to it.

The size of the samples were determined by their proportions in the actual space: the biggest for walls and flooring, then curtain and upholstery fabrics and the smallest for cushions and accessories.
CREATE A TEMPLATE

Template should:

- All be the same size and orientation (landscape/portrait)
- Have a common color scheme - background color reflects scheme
- Use same font size, color and style for titles and labels
- Use same Layout/Grid pattern of content
- Be Consistent in style and size of images
- Have a Common Logo/Insignia on each board
TEMPLATES

Decide on Orientation
Build grid system to aid flow
Be clear and concise
Use tables enhance content
Grid size and location determined by material location and amount
Choose a format which best suits your content:

Center outward layout is generally best used where there is a central theme or concept around which the rest of the content is based.

A center-outward reading order implies growth or development of ideas from the center outwards.

Left-to-right reading order implies a left-justified composition where content is arranged in some sort of order/chronology.

However, it is important to be clear about which approach you are taking.
Whether it's being electronic or physical, the layout of your mood board needs to give prominence to key theme images.

Then surround these with smaller supporting images that enhance the theme.

When someone looks at a large image on your board in their heads they'll have questions about it – which they'll quickly scan the rest of the board to find answers for.

If you place smaller supporting images around the larger image they should do this job for you by clarifying the messaging given in the larger one.
TEMPLATE-LEFT TO RIGHT/ TOP-DOWN
TEMPLATE- CENTER OUT
LAYOUT TIPS

- Solid Color Backgrounds work best
- Use one font. A MAXIMUM of three to create a hierarchy
- Structure content reading order to go from most to least important parts of design to SELL IT
- OK to include conceptual sketches. Do a side panel of your brainstorm sketches
- Text should be phrases or short sentences
- Brand the board
- Leave some white space

Here’s a list of important pieces

Design Statement that is concise - tells us about the features and benefit of your design. This statement should sell your design

Perspective that best shows off your design (This should be the biggest image)

Elevations –

Hand drawings / renders that shows your design morphing from brainstorming to refinement

Cropped close up views or particular products of your design that you feel it’s important for the viewer to know.
Don't stick drawings or images directly to a presentation board.

Mount them on a different color card or sheet to frame them.

If it’s a digital board, it is better to have a border or frame around the content to keep the viewer focused on your image.

For physical presentation boards lift the image from the board by using some foam mounting board.

This gives the image a greater sense of importance and adds subtle levels to the presentation board which will enhance the overall aesthetic.
TIPS

Text it up

Don’t ignore the power of a few isolated words on a board. They’re fantastic show-stoppers and give your viewer pause for thought as they have to mentally read what’s in front of them. Big, bold words juxtaposed together work very well at creating drama, tone and meaning for any project.

Make the theme obvious

Obscure references can be fun but try to have a number of relatable items or 'touch points' featured in your mood board. It’s much harder to be clear and use imagery to sell your vision than hiding behind a pile of incomprehensible references just to fill the board out with. But it’s worth the effort to do so.

TIPS

Aim to spark an emotional response

Think a little bit left of centre if you're presenting a mood board to a client. What would give them a genuine emotive response to? Real word objects are good for this. If you were inspired by the beach, bring in a shell. If your eureka moment happened on the bus, bring in the ticket. This type of thing intrigues people's brains and gains that all-important emotive reaction.

Don't make presumptions

Presumption making can be the difference between a successful mood board and one that's dismissed as being too cerebral. There's a danger of expecting too much of the audience – that they'll 'know what you mean'. Chances are they won't. So if it takes a few more references, images or textures to get what's inside your head into a client's then add them in.
COOL TOOLS FOR MOOD BOARDS
JUMPSTART YOUR JUICES

Pro HDR
Inkflow
PenUltimate
Houzz
Pinterest
Digs
HGTV Folio
Color 911
Color Snap
Color Capture
Wecora
WATERMARKING PHOTOS

Photomarkr

iWatermark

Platform on PC - NOT an APP

UMark
DIGITAL BOARDS

Moodboard
Digital Boards

Designer Budget for Blue Beauty

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<thead>
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<th>Item</th>
<th>Quantity</th>
<th>Selling Price</th>
<th>Unit Cost</th>
<th>Profit</th>
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<tr>
<td>Rocking Chair with Solid Wood Frame - contemporary</td>
<td>1</td>
<td>$560.00</td>
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<td>Benjamin Moore® Paint, Fairview Taupe HC-85 - modern</td>
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<tr>
<td>Brown, Ten and Gold Book Collection by Cathie's Nest -</td>
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<td>-</td>
<td>-</td>
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<td>Indoor/Outdoor Boat House, Navy Rug, Simple Switch -</td>
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<tr>
<td>Aston Tri-Mid-Century Modern Chandelier - eclectic -</td>
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<td>HERMES Hanging Wall Solid wood has a natural feel. The shelves are</td>
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<td>$210.00</td>
<td>$150.00</td>
<td>$60.00</td>
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<td>accounts are linked, click here</td>
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Total: $1,472.00

DEB BARRETT
See it. Pin it. Store it. Build a library on inspirational material cataloged by theme—color, hardawrae, panels, shutters, etc.

Build a Pinterest Secret Mood Board for your Client

Use it as an extension of your portfolio

Start building your Inspired Drapes tribe
SAMPLEBOARD
GRAPHIC DESIGN APPS

Canva

PicMonkey
POWERPOINT
Q AND A