Mood Board Knowledge Organiser

Mood boards

Purpose of a mood board

It is a visual tool used to generate ideas for the look, colour and styles for a project. It can be used to collect ideas from different people.

Target Audience

The target audience for a mood board is the designers of a product. It helps them to see the ideas and styles in one place.

What do we include in a mood board?

- Photographs/images linked to the project
- Logos of the business
- Font type, colour and size
- Textures and fabrics
- Colours

Physical and Digital Mood board

How to get the marks

Marks awarded for:

- Using images linked to the project (at least 6)
- Layout is suitable (title at the top, clear structure)
- Content includes suggestions or ideas for:
- Text, colour, images, styles of images, sounds, fabric

ALWAYS INCLUDE ANNOTATIONS TO JUSITY YOUR CHOICES OF IMAGES/STYLES/CONTENT ETC

Content for web sites/adverts

Images, movies and sounds
Logos
Colours
Text
Font colours and styles

Content for movies/tv/adverts/animations

Font colours and styles

Title styles (old fashioned or modern)

Costume ideas

Location ideas

Content for games

Font colours and styles

Title styles (old fashioned or modern)

Costume ideas

Location ideas