

# Mood Boards

A mood board is a cohesive visual tool used by artists, writers, planners, bloggers, and other creative professionals to help convey a visual theme . Whether you are using a mood board for a presentation to a client, or using it personally to help out in storyboarding, it is great to have easy access to the overall theme/s that you are trying to show.



## Mood Board Definition & Meaning

A Mood Board is defined as a collection of various things that will be used to set a tone, to bring up specific emotions, and to project a specific style, aesthetic and theme.

It is used by designers, writers, planners, and other professionals to ensure a clear process, and to present a clear visual idea to those who view it.

## What Is a Mood Board?

A mood board is an artistic tool composed of various images, notes, concepts or anything interrelated with one another, all arranged to project a unified visual concept or theme. These mood boards can either be used in both the personal or the professional capacity.

The mood board can either be created physically or digitally to suit the preferences of the person making it.

## 10 Types of Mood board

### Travel Mood Board

A Mood Board can be styled in different themes, a [travel mood board](#) can help a person visualize the place that they want to travel to or have traveled in. This mood board can contain various pictures of the summer beaches, the autumnal roads, and the cool winter landscapes you want to experience or have experienced. The mood board can serve as inspiration or a way to manifest and relive that moment.



## Instagram Mood Board

An [Instagram mood board](#) can serve as a good visual tool to amp out the theme, brand, and overall aesthetic of one's Instagram. A good influencer, freelancer, business owner, or a marketing team will be able to utilize this type of mood board to flesh out the aesthetic, portfolio and style of their Instagram page. This mood board will be composed of various images, artworks, products, concepts, and more of the like.



## Vacation Mood Board

Mood boards can be used to help entice customers and bring business to travel agencies, and planners. A [vacation mood board](#) can convey what a customer can expect to feel and see when they take a vacation to a certain spot. Whilst planners can use this mood board to help plan out and visualize the perfect vacation for their clients.



## Event Mood Board

A mood board can be also used to plan out and prepare for [event mood board](#). This can be composed of pictures of preferred venues, themes, colors, designs and activities for the said event. This will help compile all the things needed for the said event which can be used to convey to the client the overall picture.



## Summer Mood Board

One of the advantages in using a mood board is its ability to evoke a specific feeling, upon viewing it. A personal [summer mood board](#) is a great gift to give someone who likes the feeling of summer. A few examples of things that can be compiled in a summer themes mood board are pastel colors, pictures of childhood mementos and memories, pictures of beaches, cool drinks, and other summer vibes.



# Resort Mood Board

When brainstorming a concept for a resort or the interior of one, a [resort mood board](#) can be used to help inspire the overall look and feel of one. This can also be utilized by a travel agency or an advertising firm to project the product that they offer. The mood board will include pictures of both the interior and exterior of the resort, the waterfront, indoor and outdoor activities and more.



## Business Mood Board

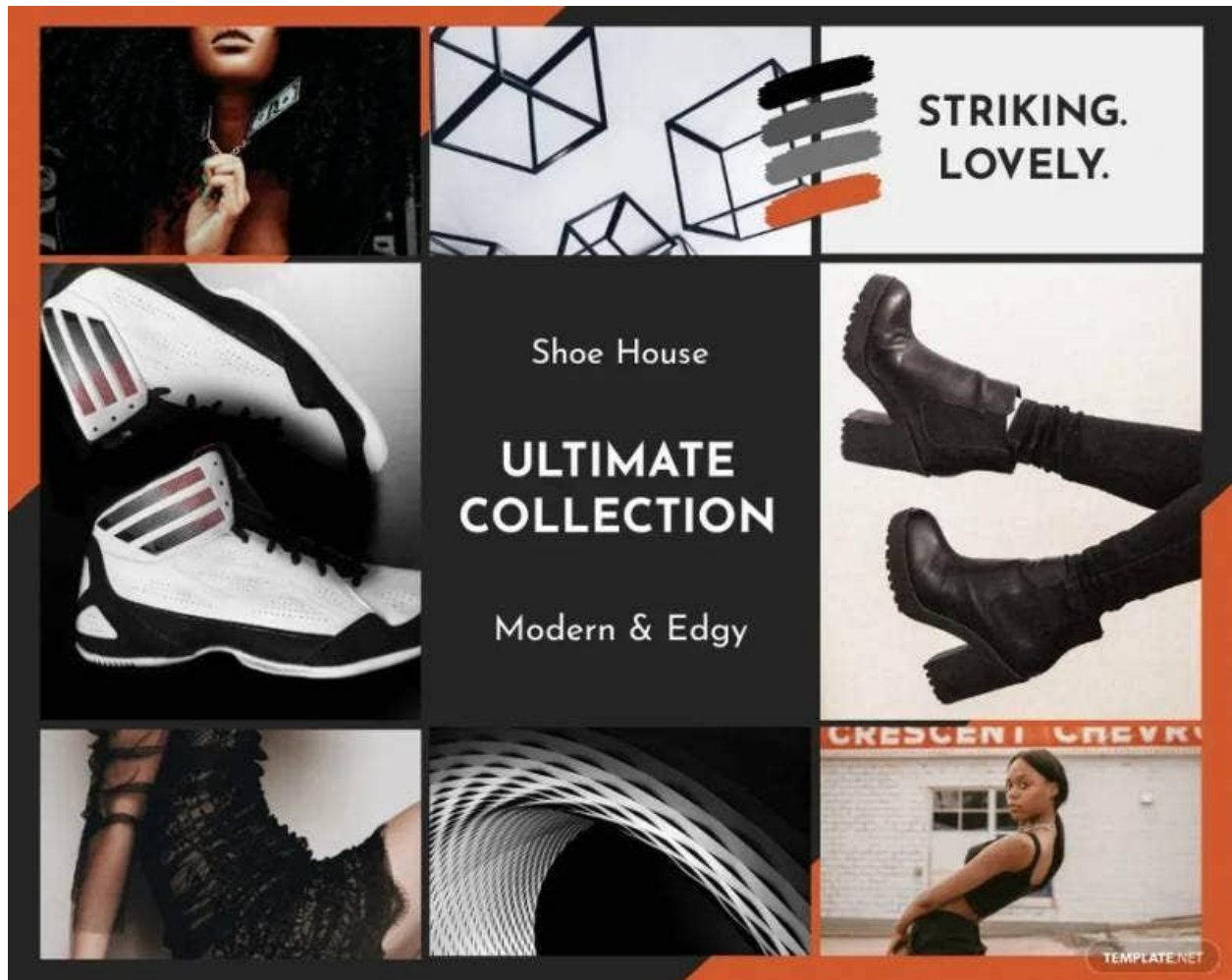
Brands can use mood boards to help improve or start their [business mood board](#). An upcoming brand can use the mood board to conceptualize and ideate the brand. Whilst established brands can use the mood board as a reminder of their overall concept, so that it doesn't get lost in all the noise.





## Marketing Mood Board

If you want to have a successful marketing campaign, then use a [marketing mood board](#) to your advantage. A brand's identity hinges on its overall theme and direction. A good marketing strategy is to use a mood board to help illustrate that theme or as an advertising tool. This mood board can include the brand logo, colors associated with the brand, products, artists, endorsements, models, and more.



# Social Media Mood Board

On social media we want to present our best foot forward, whether it is designing, photography, fashion, or drawing. A [social media mood board](#) will help tell your audience what you like to do, the achievements you have accomplished and the overall aesthetic one would like to push and see. This will be used to draw the eyes of your audience and help one express themselves in social media.



## **Photography Mood Board**

Photography is a hobby, a lifestyle, and a profession that can impact both the photographer and their audience in various ways. With a proper layout and concept, a photographer can build up their portfolio and gather more audience. By using a [photography mood board](#), one can easily create a cohesive aesthetic or image.

## **Mood board Uses, Purpose, Importance**

A mood board has plenty of uses in both the personal and professional space. This is a cost-effective tool that can be used to ideate, conceptualize, motivate, advertise and/or express oneself. Mood boards are very easy to make either digitally or physically, and are both engaging and therapeutic to make. Here are a couple of ways mood boards are important.

### **Efficient and Visual**

Mood boards present an efficient way to the visual concept of the idea. Sometimes it can be very hard to express an idea, thought or concept, because there will be times where words cannot convey these effectively. A mood board can visually present the idea and express it objectively.

### **Swiftly Create Ideas or Concepts**

A brainstorming session for something can last for a couple of hours to days or even months. This can be alleviated by using and creating conceptual mood boards, since it would only take minutes to compile and create a collage of ideas, notes, and images.

### **Showcase One's Creativity**

Creativity is an overarching concept that is hard to objectify and describe. Whether it is the multitudes of unwritten worlds, drawn portraits, or pictures, showcasing that creativity might be very difficult and time consuming. This is where a mood board will shine, since one can easily express their own blend of aesthetics, brand, and personality

## **Provides a Coherent Direction**

Working in a marketing team of content writers, designers, and specialists can be very tough. The marketing team will come up with various thoughts and ideas and the main image of the brand might get lost in all the noise. A mood board will help provide a consistent, coherent and visual direction and guide to work on.

## **Becomes a Strong Foundation**

Everything great comes from a well thought out and executed foundation. A mood board can provide ideas and inspiration that is well aligned with the overall concept.

## **What are The Parts of The Mood Board?**

### **Notes**

A note is a typed or written sentence/s or phrase/s that are associated with the overall concept.

### **Images**

Pictures and images related or coherent with the overall concept, the main bread and butter of the Mood board.

### **Logo**

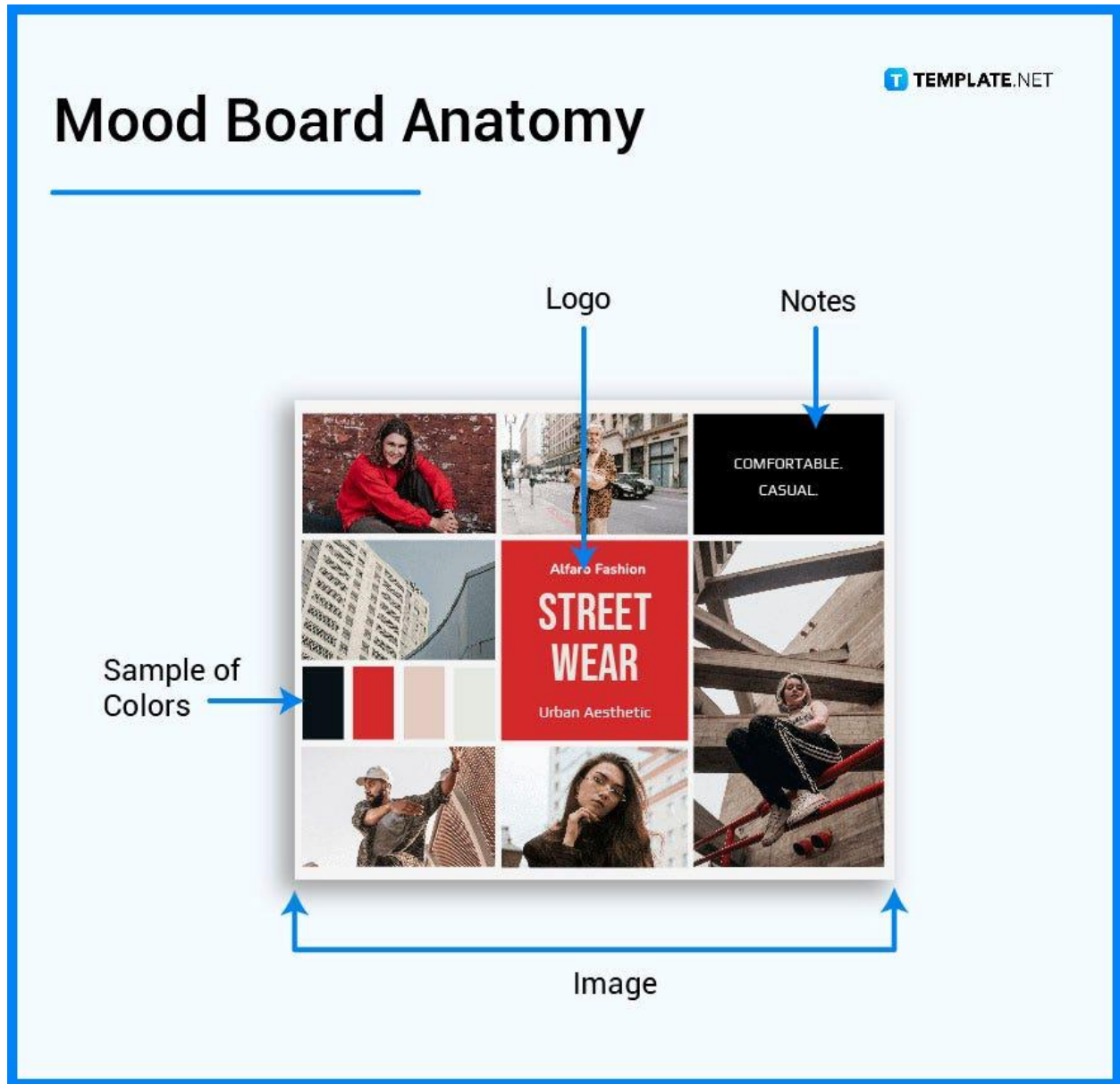
If the mood board is used for a brand or a business, the logo of the brand should be present somewhere in the mood board.

### **Sample of Colors**

Apart of the mood board that is composed of a palette of colors that make up the overall visual concept. This may include the color, the associated hex code and the name of said color.

## To-Do-List/s

A optional part of the mood board. these are list of things to accomplish or things to do that are associated with the overall concept.



# How To Design a Mood Board?

1. Select a [Mood Board size](#).
2. Decide on the theme or the style of the mood board.
3. Choose a [mood board template](#).
4. Replace the photos and images.
5. Add any images, designs, colors, notes, to-do lists that are needed.
6. Add a logo if needed.
7. Finalize and download.

# How to Design a Mood Board?

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- 1 Select a Mood Board size.
- 2 Determine the purpose of the mood board.
- 3 Choose a mood board template.
- 4 Replace the photos and images.
- 5 Add the needed images, notes, logo, or to-do list.
- 6 Finalize and download.

## Mood board Vs. Storyboard

A mood board is a collection of images, shapes, colors, notes, and more that convey a visual concept. Most of the images and things on a mood board are coherent and interconnected.

A storyboard is an organizer that consists of pictures of motion that are displayed in sequence. This is often used by writers, and animators.

# **What's the Difference Between a Mood Board, Vision Board & Concept Board**

A mood board is a collage of images and different things all used to convey a visual concept,


A vision board is a compilation of goals and dreams one might have and wish to achieve in the future.

A concept board is a project design output used to present a concept to an audience.

## **Mood Board Sizes**



There are plenty [mood board sizes](#) that can accommodate this can range from the standard sizes to a size used for businesses. Here are a couple of sizes used in making the mood board:



# Mood Board Sizes

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Type of Mood Board	Sizes(px)
Standard Mood Board	750 x 750px for vertical mood boards 900 x 700px for horizontal mood boards

Type of Mood Board	Sizes(cm)
Business	29.7 x 42.0 cm for standard A3 paper size 21.0 x 29.7 cm for standard A4 paper size

## Mood Board Ideas & Examples

If you need ideas or examples for the next mood board you are making then you can check out our collection of [mood board ideas](#) and examples to get your creative juices flowing.

- Mood board Ideas and Examples
- Makeup Mood Board Ideas and Examples
- Fashion Mood Board Ideas and Examples
- Interior Design Mood Board Ideas and Examples
- School Mood Board Ideas and Examples
- Art Mood Board Ideas and Examples
- Unique Mood Board Ideas and Examples
- Business Mood Board Ideas and Examples
- Handmade Mood Board Ideas and Examples
- Office Mood Board Ideas and Examples

## **FAQs**

### **What is a mood board made of?**

A mood board is composed of images, notes, samples of colors, to-do-lists, logos.

### **What should a mood board include?**

A mood board should include an overall cohesive visual theme or image.

### **What is mood board architecture?**

A themed mood board utilizing images of materials, textures, colors, and themes that will be used in an architectural project.

### **What makes an effective mood board?**

An effective mood board should visually present its theme upon viewing it, thus having a cohesive style or tone will make it effective.

## **What is a mood board in business?**

A mood board has plenty of uses in a business ranging from marketing, brand identity, and future direction the company should take.

## **How many pictures should a mood board have?**

There are no limits to the amount of pictures you can have at a mood board.

## **What is a mood board for marketing?**

A mood board used in marketing will help cater to the creation of ideas and ensure the direction of the marketing team as they push for the brand.

## **What is the best layout for a mood board?**

The best layout for a mood board is one that could accommodate your vision or concep

## **What is a mood board for work?**

Since the mood board is a productivity tool, it can be used in work to create innovative ideas.

## **Why You Need Mood Boards in Your Life?**

A personal mood board can be used as a way of self expression, and can be therapeutic in both making and viewing the mood board.