

I'm not robot!

Once relatively exclusive to the fashion design industry, nowadays mood boards (opens in new tab) are everywhere – design, architecture, politics, education, therapy... basically anywhere one's brand or identity is a work in progress. I use them a lot in the design work I do, whether for a brand identity project, or to determine the mood of an internal campaign for an already well-established brand. Mood boards can evoke immediate visceral reactions, acting as a litmus test of how others perceive your brand. They are immensely helpful in shaping the design plan, but also very effective in guiding clients who are trying to pinpoint what they want their brand to communicate. I've never had a client regret taking the time to work through the process. 24 pro tips for creating inspirational mood boards (opens in new tab) So what is a mood board? According to the English Oxford dictionary, it is "an arrangement of images, materials, pieces of text etc. intended to evoke or project a particular style or concept." Such a collection can be in digital or print format, but it must be visual in nature. Digital collections Social media platforms like Instagram are effectively digital mood board tools The mood board creation process doesn't have to be exceptionally complex or time-consuming. Many of us are creating mood boards on a daily basis, without even realising it. Social media platforms like Pinterest and Instagram are effectively digital mood board tools, where we collect, react to, or follow image-based sets of ideas. Creating a mood board can be a therapeutic exercise, helping us visualise and articulate life goals or emotions we're struggling with. It can be a messy collection of clippings, or a highly curated and carefully designed piece, but the goal is to keep it based in emotions or 'vibes'. Facts vs feelings It's common for clients to feel unsure of themselves when trying to communicate what they want in design terminology. This is where mood boards are especially helpful. I don't necessarily expect clients to have a favourite font, but I do expect that they'll react positively or negatively to different font options I show them. So using a mood board to create a visual conversation in order to work through likes and dislikes is helpful for both me and the client. When it comes to identity and branding, many of us are inclined to overthink; stepping back into our feelings and first impressions can bring our core goals into sharp focus. How to get started While few of these are specifically touted for mood board creation, here are some helpful online tools that can be used for such a process. 01. Pinterest (opens in new tab) Pinterest is an easy and popular tool for creating mood boards (opens in new tab) Perhaps the most ubiquitous of mood board creation tools, users can like, comment on, and 'pin' individual image tiles to 'boards' in every category imaginable. 02. Mural.ly (opens in new tab) Mural.ly allows users to work collaboratively in real time With spatial 'sticky note' organisation, Mural.ly allows users to work collaboratively in real time with others via its handy visualisation tools. 03. Evernote (opens in new tab) Note taking and organising app Evernote is a popular choice among designers A cross-platform, freemium app designed for note taking, organising and archiving, Evernote has been around for a little while. It allows users to clip web pages and images, search within documents, and share all that organised goodness with collaborators. 04. RealtimeBoard (opens in new tab) Realtime Board describes itself as an "endless online whiteboard where you can organise your workflow, brainstorm and manage your tasks in a highly visual way." It aims to provide a virtual whiteboard, where collaborative ideas and problem-solving flow freely. 05. Canva (opens in new tab) Create stunning mood boards quickly and easily with Canva Canva's easy templates and drag-and-drop mood board tool allows for the addition of text and filters, for quick and stunning mood board creation. The curation process can also be as straightforward as manually collecting images from a keyword-based Google image search, and compiling them into a single Word or Powerpoint document. Not the sexiest option, but it gets the job done! Now, go explore! Next time you tackle a project with unclear design or branding goals, consider putting together some mood boards (or working with your designer to do so). It's a fun exploration, and can result in a much stronger final design. You may even discover a few surprises along the way. Related articles: Thank you for reading 5 articles this month\* Join now for unlimited access Enjoy your first month for just £1 / \$1 / €1 \*Read 5 free articles per month without a subscription Join now for unlimited access Try first month for just £1 / \$1 / €1 Skip to main content Time to make over a room? Start by collecting some inspiration September 12, 2016 Ask almost any designer about their process and the phrase "mood board" is bound to come up. And no, we're not talking about a Pinterest board, but rather a real-life assemblage of swatches and photos that forms the basis of a picture-perfect space. "The Internet is great for inspiration, but in terms of translating a vision into reality, a physical board is critical," says Rebecca Atwood, home goods designer and author of the new book Living with Pattern (Clarkson Potter). "I like that you can see a board in your periphery even while you're doing other things—and as you live with it, you can make tweaks, pare down, and figure out what's really working." Here are her tips for pulling together a mood board that results in a fabulous space. Atwood recommends starting with images from magazines and websites to establish an overarching vision. While Pinterest is a natural starting point, it can also be overwhelming. To save yourself hours of hopeless scrolling, follow a few key tastemakers and design publications you like rather than searching for a broad term like "kitchen renovation" (which will deliver a near-infinite number of results). After a couple of weeks of searching, print out your favorite photos and add them to any tears and fabric swatches you've collected. Look beyond interiors for what appeals to you visually, says Atwood. Inspiration for a room can come from anywhere—even a pair of shoes or a shell you found on the beach. "I have a terra-cotta mug with white stripes, for instance, that could inspire a whole bathroom," she says. "If you have a little space to set up a mood board, place some 3-D objects next to it that have the vibe or colors you want in the room." "For a big project, I give myself a week or two at least to collect ideas, and two weeks to edit," says Atwood. "The point of a mood board is to see how things relate, if there's a good conversation happening." Each time you visit the mood board, she says, you'll come back to it with a fresh eye and find ways to pare it down or change it up. "A room is something you're going to live with for a long time, so giving yourself a long exploration period is important." Templates Colors Solutions for Stock Photos Stock Videos Stock Vectors About Us Media Kit Contact Us Careers Privacy Policy Terms of Service Contributors Terms of Use Mood boards are an essential part of any creative process. They help you visualize ideas, feelings, moods and themes with the help of stunning, relevant imagery that's carefully picked out to represent your brand or project. Visme's mood board templates make it easier than ever for anyone to create mood boards in a few minutes. Instead of worrying about creating layouts or collages from scratch, all you need to do is pick a template that resembles closely to what you have in mind, and replace the placeholder content with your own. You can replace the images with free stock photos that come built-in with the editor in just a couple of clicks. Or, if you have unique images of your own, you can easily upload them to your graphics library. Download your mood board in image or PDF format, or publish and share it online using a link. You can also embed your mood board anywhere on a web page using a snippet of code. Want to make your mood board even more engaging? Make it interactive by adding links to external resources, pop-up effects and even background music that aligns with your theme. PRIVACY CONTROL SLIDE LIBRARY INTERACTIVITY SHARE & PUBLISH ADD MEDIA PRESENT ANYWHERE Create Your Mood Board Now Design Files A marketplace of digital assets... Icons, Illustrations, Patterns, Textures... Display, Script, Sans Serif, Serif... Mock Ups, Social Media, Presentations... Characters, Objects, Textures... WordPress, Shopify, Bootstrap, HTML5... Procreate, Affinity, Photoshop, InDesign... Earn money doing what you love



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