

Kemnal Technology College – Creative iMedia Kemnal Key – Year 10 Term 1

You must be able to understand the purpose and use the content of different pre-production documents

Mood Boards



A mood board is a collection of sample materials and products. They can be created using paper/cards on a notice board or with software.

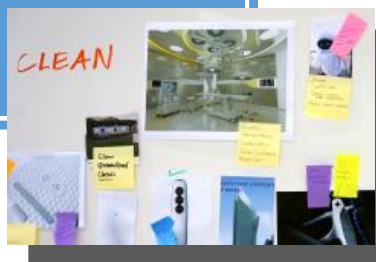
Purpose:

- ⇒ Help with creativity in the design stage to establish a style
- ⇒ Save time by ensuring the design ideas work well before production begins
- ⇒ Checks there is a clear creative direction for the project (show the client)
- ⇒ The client can be involved at an early stage to give their feedback
- ⇒ Shows concepts that are difficult to describe in words

Use:

- ⇒ As a starting point for any creative media project
- ⇒ To gather sample materials

KEY - Used to generate ideas for a client and used to create a mood or a feeling or a product



To draw/create a mood board in the exam remember **TILE**:

- T** – Title
 - I** – Images (suitable ones) – spread them out across the board and in neat squares
 - L** – Label the images to justify exactly why they have been chosen to suit the brief (write outside the box)
 - E** – Extras, add suitable finishing touches such as text/keywords, colours, fonts, textures and sound/audio.
- Remember it needs to be neat and tidy!**

KEMNAL KEY QUESTIONS

1. What is the purpose of a mood board and who might use one?
2. What is the most appropriate software for creating a mood board?
3. What things might you find on a digital mood board?
4. What things might you find on a physical mood board?

Remember: Mood boards are *not* examples of the finished creative media.

They demonstrate design ideas, concepts, suggestions and possibilities.

Colours

Mood boards can be used to explore several possible colour schemes based on client preferences or your ideas.



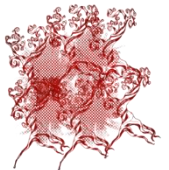
Inspiration

Explore ideas to see how assets work well together. What is the mood created by the design?



Textures

Establish which texture designs work well together to add to the overall theme of the project



Photography (images)

Do client photos fit with the mood? Do you need other images, if so, what are the limitations of using other people's images?



Exam Questions

Identify two items other than images that can be included on a physical mood board [2 marks]

Identify one piece of hardware that could be used to convert a physical mood board into a digital version [1 mark]