Mood Board

Purpose: Moodboards are a great visualisation tool to show theme, colour schemes, font, textures and the appearance of your product or idea.

Target Audience: You can use Mood boards to show ideas for a wide variety of product from posters and DVD covers to animations and TV adverts.

Items on a Mood Board:

- show theme
- colour schemes
- Font type and size
- textures
- Composition
- lighting
- typography, style, era, video samples, shapes, any images that inspire an idea, and more

Example(s) of Mood Board: