MOOD BOARDS

MOOD BOARDS

DEFINITION

"A collection of assets and materials intended to communicate the style, voice, direction, and language of a particular design, brand, or project."

- Yona Gidalevitz

SOURCE
https://usabilitygeek.com/mood-boards-ux-design/

MOOD BOARDS

DEFINITION

"Help you distinguish yourself from your competitors;

Elicit an emotional response that encourages long-term memory of your brand."

– Aaron Walter, Director of UX at MailChimp

SOURCE
https://www.protofuse.com/blog/details/how-web-design-mood-board-impacts-ux/

MOOD BOARDS

Mood boards serve as a source of inspiration in the design of your project. Colour palette, typography, photographic approach, icon design, visual structure, user interface elements, navigation systems and more could all potentially be included in and developed from your mood boards.

MOOD BOARDS

It is also important to include a set of keywords and a small written rationale to support the visuals included in your mood boards.

MOOD BOARDS

WHY DOING MOOD BOARDS?

Mood boards allow you to break the ice before the high fidelity colour mockup.

Mood boards are not an interface layout exercise. Instead, they allow you to liberate the ideas from the final details. It gives you, clients, and colleagues an opportunity to discuss what's more important: the concepts.

MOOD BOARDS

WHY DOING MOOD BOARDS?

As a designer, you should ask yourself what do you want to illustrate in your one-pager? What is the theme, the overall visual approach of your project?

MOOD BOARDS

WHY DOING MOOD BOARDS?

Mood boards should be done quickly.

You should not be focused on producing a pixel perfect execution as the goal is to allow you to prototype themes and concepts rapidly and efficiently in order to validate them.
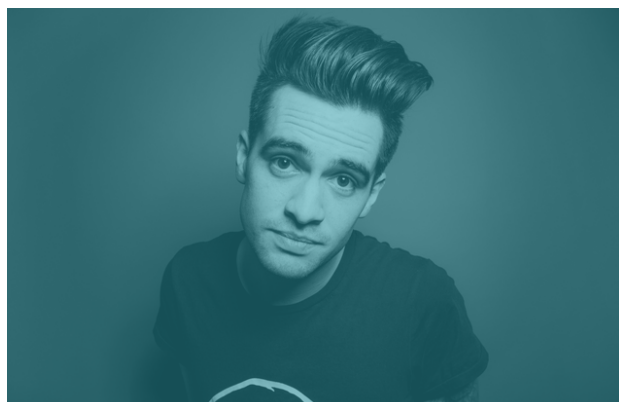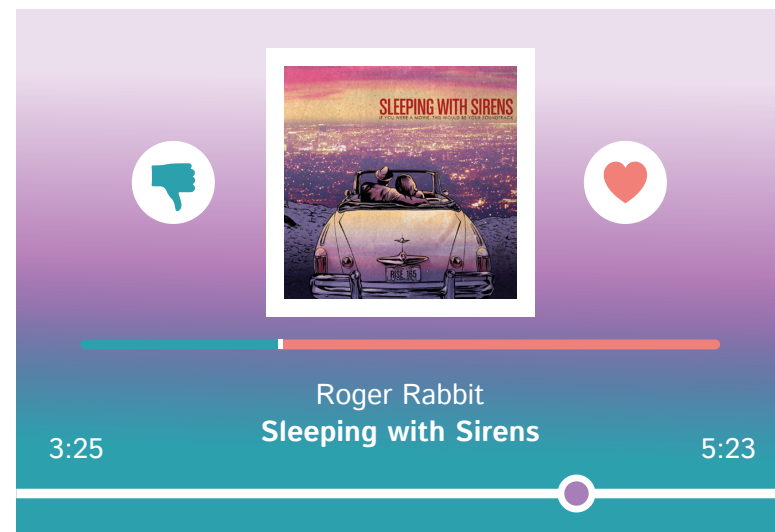
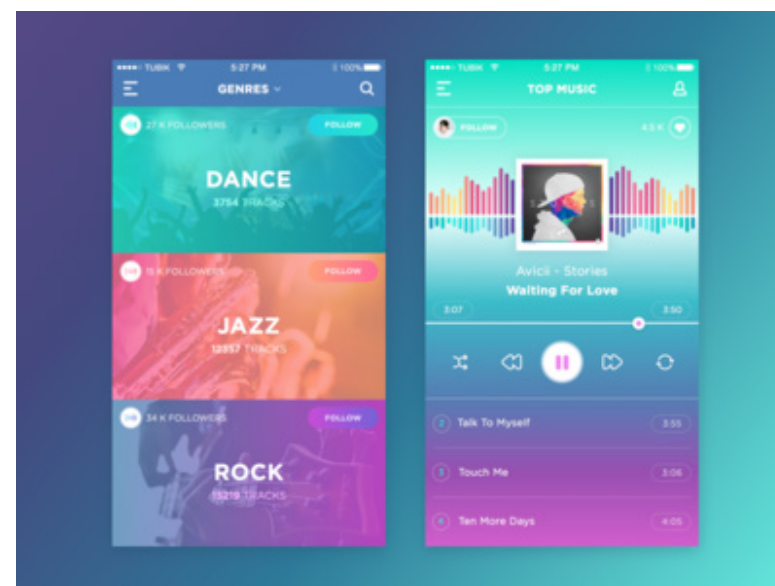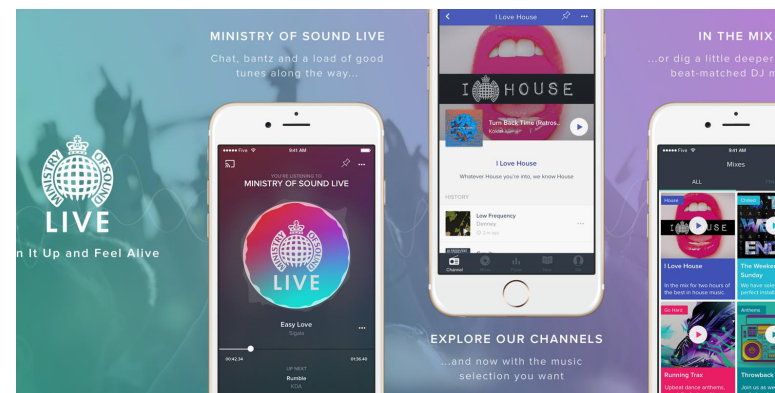# Oswald

Titles

Istok Web

Body Text

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POP PUNK

ROCK

PUNK

Roger Rabbit
Sleeping with Sirens
3:25   5:23

INSPIRATION

#99509f

#516ea6

#29a0ae

#6db8c2

#f17f78

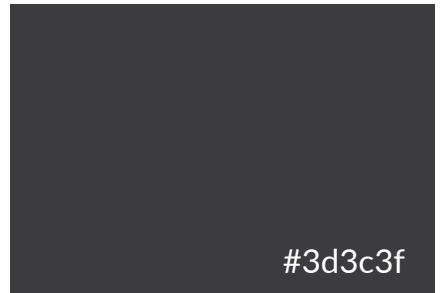Moodboard One
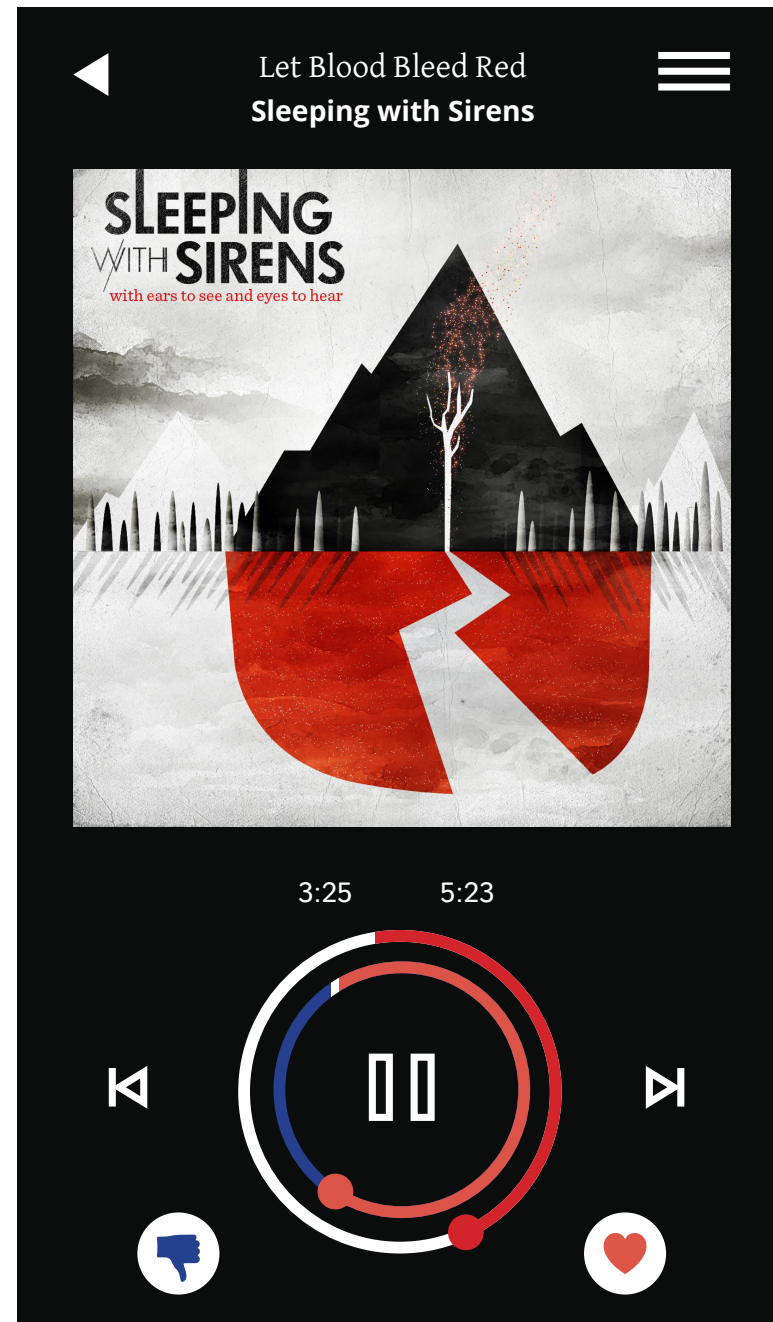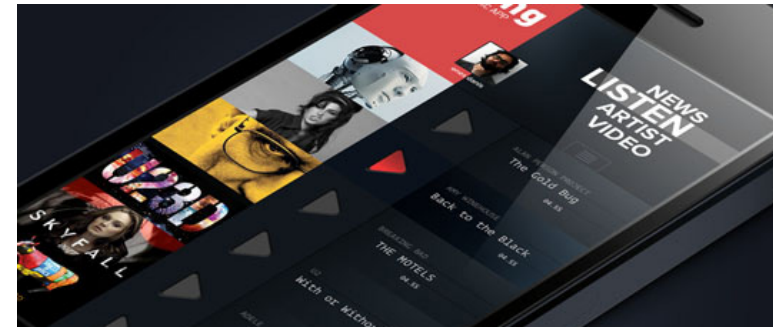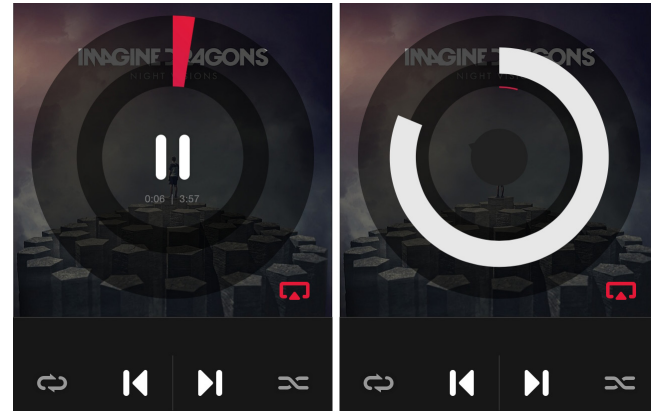**Cheerful**

SOURCE
Silvia Rubini Fall 2016

Gentium

Titles

Open Sans

Body Text

Lorem ipsum dolor sit amet, et eget ut, vestibulum cras erat lacinia sed ac turpis, ligula vel interdum morbi. Mi luctus ligula adipiscing amet cras. Gravida turpis suscipit. A erat non amet, tellus phasellus taciti recusandae aliquet, luctus euismod tortor tincidunt in sem dui, risus nec amet ornare donec. Sit vivamus odio sodales aliquam nisl hendrerit, vestibulum turpis, totam molestie eu in vehicula, wisi nibh enim orci porttitor, pede id amet. Urna integer est pede erat quis quam, molestie congue massa ac pellentesque. Pellentesque venenatis et nibh vel proin eros, suscipit posuere, vehicula imperdiet pretium amet eu, elit ornare adipiscing elit mi eget.

Let Blood Bleed Red
Sleeping with Sirens

3:25   5:23

#0d0d0e

#3d3c3f

#24408e

#db5447

#d12229

Moodboard Two
Bold

SOURCE
Silvia Rubini Fall 2016