

TIPS SHEET FOR CREATING A MOOD BOARD

- Obtain a foam core board 5 mm thick and either 20 x 30 inches or 30 x 40 inches.
- Research and collect photos, photocopies, tear sheets which indicate/illustrate your theme.
- Remember that the visuals need to be big enough to be seen from a distance of several metres.
- Make sure to include the following visuals:
 - one or two photographs of the target customer – it is important to describe exactly who is going to buy your final product
 - three to five images that depict your recommended theme or convey the 'mood' you are trying to create
 - recommended trims or other objects e.g. buttons in a certain style.
- Plan the layout of your board carefully – experiment with the placement of images, swatches and other materials until you achieve the best result.
- Include swatches of your recommended skins – make sure these are sufficiently large (no smaller than 2 x 3 inches) for your intended audience to be able to distinguish their individual characteristics.
- Create a three-dimensional quality by folding and/or artfully arranging your swatches.
- For patterned or printed skins make sure your swatches are large enough to show the complete pattern effectively.
- Use Velcro to mount your swatches on the board so that they can be removed easily for inspection.