

INTERIOR STYLING: HOW TO CREATE MOODBOARDS

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Moodboards

Mood Boards serve many purposes, starting with organising a project's inspiration. They're a valuable resource to help keep the style and aesthetic of a project consistent with client's goals and expectations. They're also an excellent way to refine project's style before diving into the actual design process.



How to create Moodboards

Moodboards - evoke the feeling of the space

- Consider real life scale of items when adding these to your mood board.
- We read mood boards as we read books, left to right, so put the images you want your viewer to see first on the left of the board.
- The quality of your images are important in creating a successful mood board.
- You can create a moodboard however you want. Use words, images of fashion, interiors, nature, leaves, flowers, tickets, photos etc .
- Choose three words that epitomise the feeling you want to get for the room
- Decide if each element you want to use fits in with your three words. If not - reject it.
- Avoid overcrowding - especially if you have to present your board to a client. They may not be able to visualise like you do.



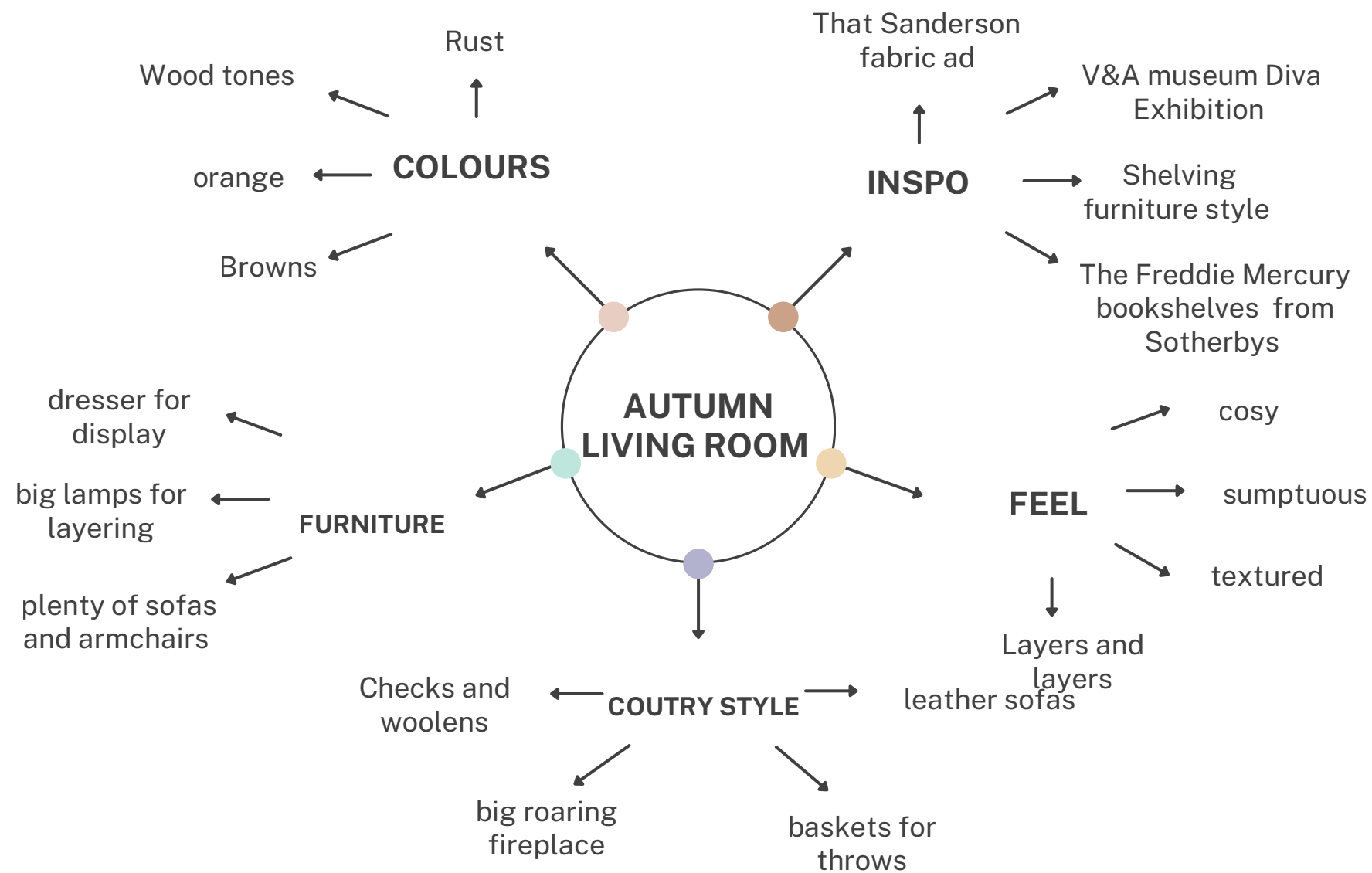
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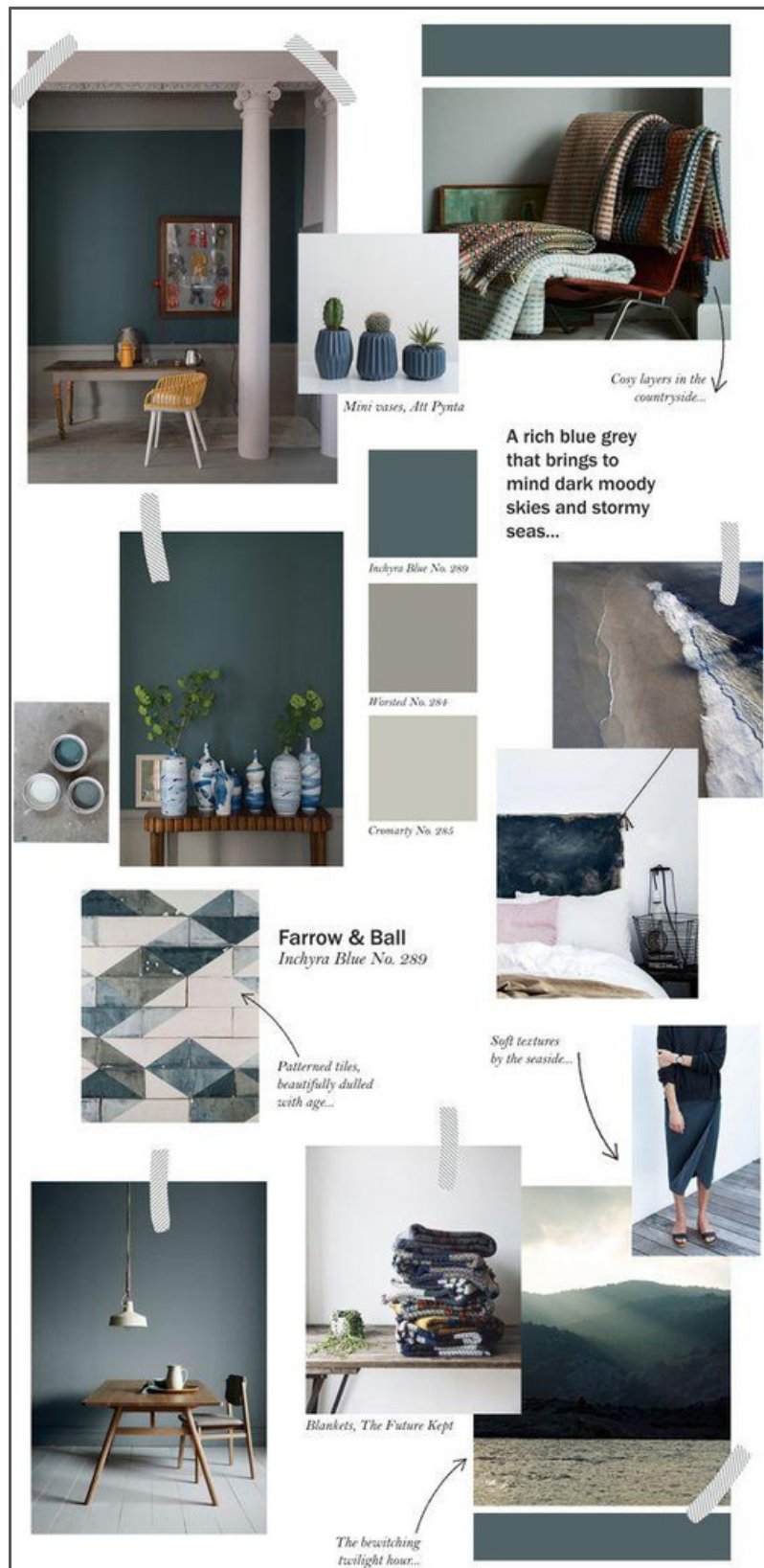


Get your ideas down

1. Get out and about and free up your creativity- look for inspiration - galleries, antique fairs, exhibitions, shops etc. What fits in with your ideas? What's available in the shops?
2. Mind map your initial ideas - what elements do you want to include in your set? What brands, shops, colours, styles, feeling etc.
3. Find three words that evoke the feeling of what you want to create
4. Pull inspirational ideas together on a board on Pinterest. You can print off any that are spot on.
5. Tear out images from magazines, brochures, catalogues that evoke the feeling you want to create.
6. Look at the latest designs in fabrics, wallpapers and paint colours

How to mindmap your ideas





PRESENTING YOUR MOOD BOARDS

Presentation is Vital in order to win the trust of your client and showcase your level of organisation and competence.

- Start by talking about what your favourite item on the moodpboard is, it will come across as passion and excitement and the client will feel that connection.
- Sell your design because you are the one with the vision. Being confident with your design, even if you are unsure, is the best way to grow and become the best designer you can be.





TASK

CREATE A MOOD BOARD

- Create a mood board showcasing items of furnishing which best compliments your chosen room, this can be a bedroom, living room, kitchen, bathroom, hallway. If your choice is a living room, start with a sofa, an accent chair, coffee table, a lamp, vases or ornaments and pictures.
- You can create this digitally in landscape in any format you are comfortable with, or by hand. If you create your mood board by hand, please make sure you take a clear photo and upload to the computer ready for our next session.
- If you want to take this further then feel free to choose wallpaper and flooring finishes, to enhance the overall scheme.



