

Total time:
4-6 hours



Difficulty Level: Challenging

Skill Points:

- Using the Mood Board tool
- Learning to create a mood board
- Completing a photo shoot using a Mood Board as guide

MOOD BOARDS

GETTING THE MESSAGE ACROSS

Mood boards are visual collages of inspirational photos, or other related materials, designed to provide yourself, your team, or a client with a visual reference guide that everyone can agree on before your photo shoot begins.

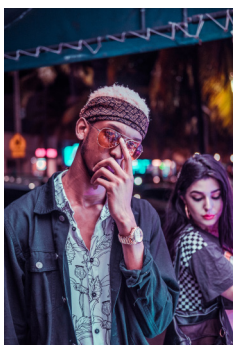
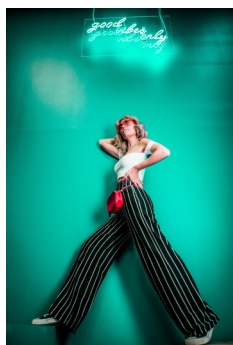
KEY LESSON: A mood board can be a pivotal instrument in the creative process for photography. Often used for fashion, portraiture, wedding, and food photography- it can be extremely helpful for any genre, especially if you are just learning the art of photography.



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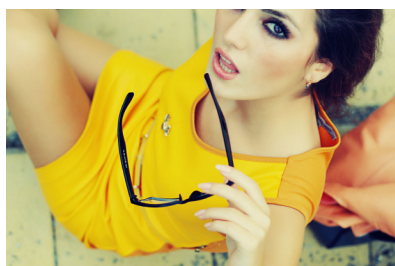
EQUIPMENT: Any camera including mobile | Any lens

SAMPLE PHOTOGRAPHS



The Mood Board is a tool that can help you get close enough to a specific concept, or idea, without actually copying the work of someone else. Your photos can have a similar feel to the Mood Board examples, but creative differences will be apparent in the final photographs. They also work extremely well for team produced projects. For example, in a fashion shot, (such as this example), you may have a team member finding the clothing, another doing the hair and make-up, and yet another searching for locations and props.

If you were to book a portrait session, and the customer wanted something similar to these examples, however, you provide shots like the previous three examples on the left. Things will not likely end well. A mood board helps alleviate this potential problem by establishing boundaries and guidelines.



Creating mood boards will also inspire you to try things that you might not have thought of on your own: including dramatic angles (see the Dramatic Angles Action Card), and the use of bold color (see the Color Saturation Action Card). Creating mood boards is an excellent exercise for your creative muscle.



ACTION ASSIGNMENT!

- 1- Organize a photo shoot similar in content to the example photos (a fashion portrait). Try to have at least two models- one male and one female.
 - Create mood boards that illustrate your ideas on the fashion portraits for each subject.
 - If you have a team- distribute your mood boards and set them to action.
 - If you are on your own, begin to produce your shoot using the mood board as guide to location, clothing, props, hair, jewelry, and anything else that comes to mind.
- 2- Print the final photographs using your home printer. Examine them together with your mood boards.

HOW DID YOU DO?

- Do your finished photographs reflect your mood boards? If not, why?
- If you used a team, did they find the mood board helpful? Did it assist in your expectations?

READY!SET! GO! **ACTION CARDS - STRETCH GOALS: MOOD BOARDS**