

## Collect Material

Gather images and items that reflect the look and feel of what you are designing. Feel free to also collect quotes, fonts, or anything else that inspires you.

## Make Board

Take all the material and put it up on a wall or board so that it is visible. Alternatively, you can create a digital mood board. The board should be a collection of images, textures, and items that reflect the feel of what you are designing, or help you understand something that has already been designed. Paste an image of it here.

## Reflect

What specific aspects of the board stand out to you? Are there any items on the board that particularly inspire you?

Mood Board		Project	
Paste a picture of your moodboard here.			
Notes			
Version Control	Iteration #:	Date:	Author:

## Why

Words are often not able to adequately translate design concepts. A mood board gives you the opportunity to express a concept with images, not only as a design tool for yourself, but also as a communication tool for you to share your vision with others before investing the time to implement it. It will help unite a design team under a specific look and feel.

## What came before?

- Project Definition
- Pre-Mortem
- Assumption Map
- Domain Research

## What's next?

- Ideation
- Idea Affinity Group
- Opportunity Identifier
  
- Prototype Analysis

## Tips

Keep everything loose, don't get too pigeonholed into a specific style.

Make this early in the process so you can use it as a reference.

Look for inspiration outside of the medium you are designing for.

Pinterest, Image Spark, and Mood-stream are all good places to look for images.

Paste a picture of your moodboard here.

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Notes