

New Media Management

Lesson 6

Interactive Retail – Practice work

- Mood-board
- Inspiration Board
- Style Board

Interactive Retail – Inspiration Board

- A collection \ Brainstorming of ideas and seeds of inspiration about the project
- Low level of detail and not necessarily linked with the project
- It's more associated with brand image

Interactive Retail – MOOD BOARD

- The best time to make a mood board is in the early stages of the project, when a design style is undefined.
- Mood boards are not limited to visual subjects and serve as a visual tool to quickly inform others of the overall "feel" (or "flow") of an idea. In creative processes moodboards can balance coordination and creative freedom.

Interactive Retail – MOOD BOARD

- A collage of elements to be used in the project
- More detailed than the Inspiration Board

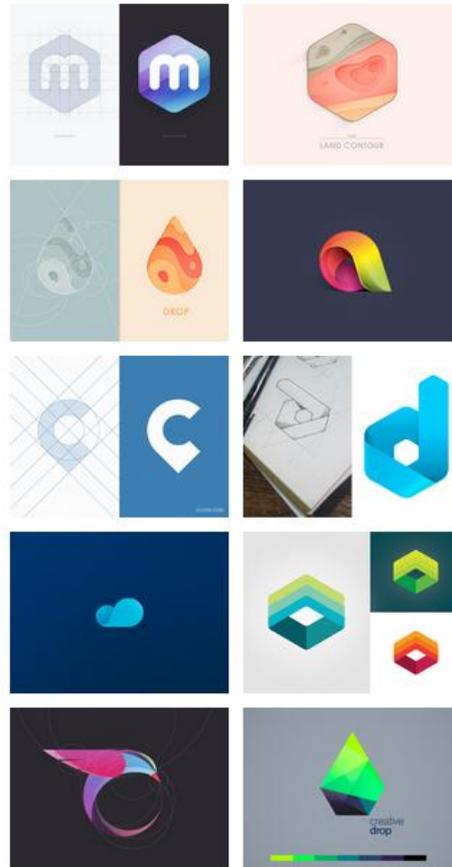
Interactive Retail – STYLE BOARDS

- Style boards are (at least 4) style proposals which mix variations obtained from previous processes
- They present details about the design such as: color palettes variation, design choices, fabric variations
- They are evaluated from the team (or rarely by the customer) which then chooses the one that fits the need

Interactive Retail – MOOD BOARD

- TOOLS:
- Pinterest
- Niice.co
- gomoodboard.com

MOOD BOARD



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SUMMER DISPLAY MOOD BOARD		RUSTIC	
DESIGN ELEMENTS		chalkboard • kraft paper • linen • burlap • wood • stamps	
		<p>WHAT'S TRENDING: RUSTIC</p> <p>DO: _____</p> <p>Stick with soft colors that are found in nature.</p> <p>Arrange the display around old crates and frames</p> <p>Use small chalkboards to label groupings or prices</p> <p>DON'T: _____</p> <p>Overthink it! This theme is all about the collection</p>	
RUSTIC COLOR PALETTE:		RUSTIC TEXTURES:	
			
SLATE COCOA KRAFT GOLDEN LINEN			

MOOD BOARD

