



LESSON 03

MOOD BOARDS



03

LET'S PIN SOME INSPIRATION

MOOD BOARDS

What you'll accomplish:

Personal brand bio statement

Time to achieve: 1 hour

Software needed: N/A

[WATCH THE LESSON<<](#)

QUICK RE-CAP

CHOSEN MOOD BOARDS SHOULD HELP BUILD A MIX OF COLOR, IMAGERY, GRAPHIC DESIGN, AND TYPOGRAPHY THAT FOLLOWS YOUR BRAND THEME (LESSON 02)

This is the “visual story” of the brand... it sets the mood and communicates the values of your brand. When reviewing the mood board options, ask yourself:

1. Does it reflect your values? (mission)
2. Does it speak to your audience? (target)
3. Does it resonate with your brand promise? (brand personality)
4. How are you presenting yourself to the world?
5. Do you fully embrace this visual direction?



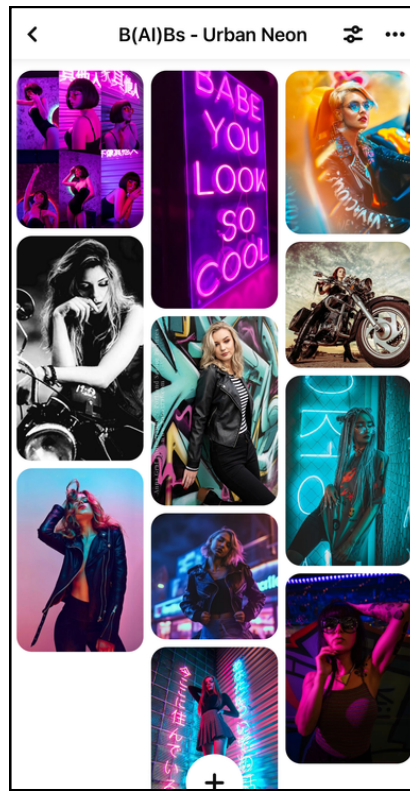
The mood boards you create, must show continuity of the theme, include images, colors, typography, and graphic design examples.

IT'S SHOW TIME!

Let's roll up our sleeves and dive into the world of Mood Boards. This isn't just about slapping pretty pictures together

—it's about creating a visual vibe that screams YOU.





YOUR MISSION

- **Fire up Pinterest and log in.** This is your treasure chest of inspiration.
- **Hunt down the cool stuff.** You're on a quest for themes, keywords, images, and those oh-so-slick graphic design styles you uncovered in Lesson 2.
- **Craft 3 secret Mood Boards.** Yep, one for each design theme that caught your eye previously. Keep 'em under wraps for now; we're going for the big reveal later.
- **Rally up the images.** Stock each board with 15–30 stunners that sing in tune with your chosen color and style.
- **Snap and share.** Take a screenshot of each Mood Board and unleash them in the B(AI)Bs Beta Facebook Group. We want the full monty – your Mood Board's name, the ChatGPT description, and the screenshot.



PRO TIPS FOR STRIKING GOLD

- **Your Mood Board is your brand’s runway show.** Each image is a model, so make sure they strut in unison.
- **On the hunt on Pinterest?** Keywords are your best friends. **Try:** “branding,” “graphic design,” “poster design,” “advertisement design,” and “logo design.”
- **Think of your Mood Board as a cocktail:** one part text, one part image, and a dash of layout. Shake it up!
- **Don’t just gather images—curate them.** Kick off a secret board and mix in design, photography, and art that tells your brand’s story.
- **Cohesion is key.** Stick to a theme formula so every image is vibing together like a well-rehearsed band.

NOW IT'S YOUR TURN

LET'S MAKE SOME MOOD BOARD MAGIC!

Create 3 "Mood Boards" exploring 3 different characters/themes from the ChatGPT data:

1. Log into **Pinterest**
2. Search **themes, key words, images, and graphic design style**
3. **Create 3 boards** (one for each design theme you selected from Lesson 2) and **"make secret"**
4. **Save images** (15-30 minimum) to each board
5. **Take a screenshot** of each board
6. **Upload to the B(AI)Bs Beta Facebook Group** for group feedback
7. Include: **Name, ChatGPT Description, and Screenshot for each Mood Board**





EXAMPLES:

"Pink and Aqua +
Midcentury Modern
+ Desert "

"Blue and green +
Midcentury Modern +
Mountains"

THINGS TO REMEMBER...

MOOD BOARD ARE A QUICK PINTEREST EXPLORATION

Pick a visual theme to explore and include:

- **artistic style**
- **character**
- **environment and similar colors**

Since they're quick 15-30 pins on the **SAME THEME...** you want to do multiple mood boards to explore multiple aesthetics without the time of illustrating or designing... **YET!**

The board is a collection of inspiration that is a mix of real-world examples of design, photography, and illustration that you find on Pinterest, and then you take a screenshot of that collection.

FORMULA:

[Repeating Color(s)/type of color] + [Style or Art Medium or Era or Fashion Designer] + [Brand Character (target's best friend) /Subject/ Environment]

Create up to 3 options for yourself and choose the aesthetic you like the most.

PRO TIP: when creating your mood boards in Pinterest keep these things in mind... when searching images get detailed and use combinations of search terms. Searching abstract emotions or feelings with no other descriptors will be frustrating. So... get detailed in what you are searching for.

Make sure to post your mood boards or we can't give you quality feedback... **don't get stuck ALONE!**



Congrats!

Creating your mood board is complete.

THE STAGE IS SET, the vibe's alive—now let's get real with the building blocks of that vibe: killer imagery, bold colors, edgy typography, and slick graphics. We're piecing together a visual saga for your brand that's anything but ordinary.

[>>CONTINUE TO LESSON 04](#)

SEE YOU IN THE NEXT LESSON

Up Next...



04-Color Palette

Understand the meaning of color and how to use it to communicate your brand message.



05-Font Pairing

Understand the power of typography and select font pairings that work together.



06-Logo Design

Learn the concepts of crafting a professional logo design that will elevate your visual brand.