



# THE PHOTO BOOTH

SHOOT • STYLE • EDIT

## How to Create a Mood-Board for a Photoshoot

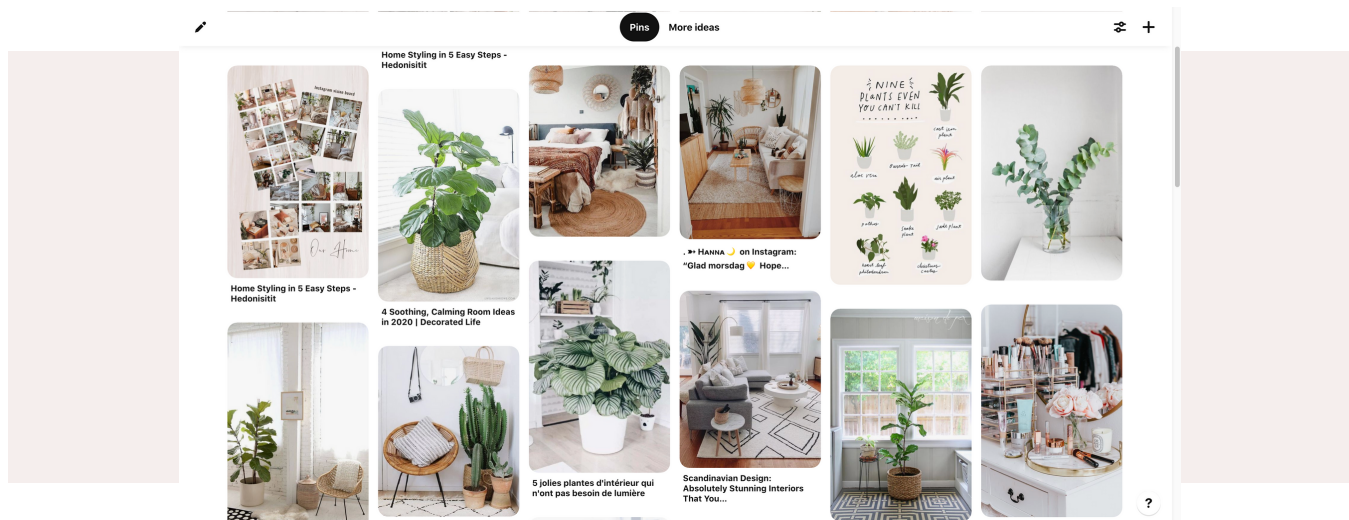
One of the most important things you have to do before you start preparing your next photoshoot is put together a coherent mood board – one that would help you fully understand the style and atmosphere of something that, in fact, doesn't yet exist.

A mood board is basically a collection of images that captures the essence you'd like to portray in your photos. It's the best way to open your mind as a photographer and focus your vision; so that the final outcome is exactly what you wanted and needed.

Before we actually discuss how to make a mood board, let's cover what a mood board is – and how it can serve us when it comes to a photoshoot.

I'd like you to consider your mood board as a vision board for your photoshoot.

This is where you'll conceive the feel and atmosphere, you'd like your photos to exude. However, it's also an instrument that would help you plan your photoshoot in the best way possible, and help you realize what preparations are necessary before the photoshoot so that everything goes by smoothly.



## SO, WHAT IS A PHOTOSHOOT MOOD BOARD?

A mood board is a collection of pictures that create a collage, that is a useful and very popular tool in the world of visual content production.

When you create a photoshoot mood board, the goal is to use it as a defining outline for the project and its practical planning.

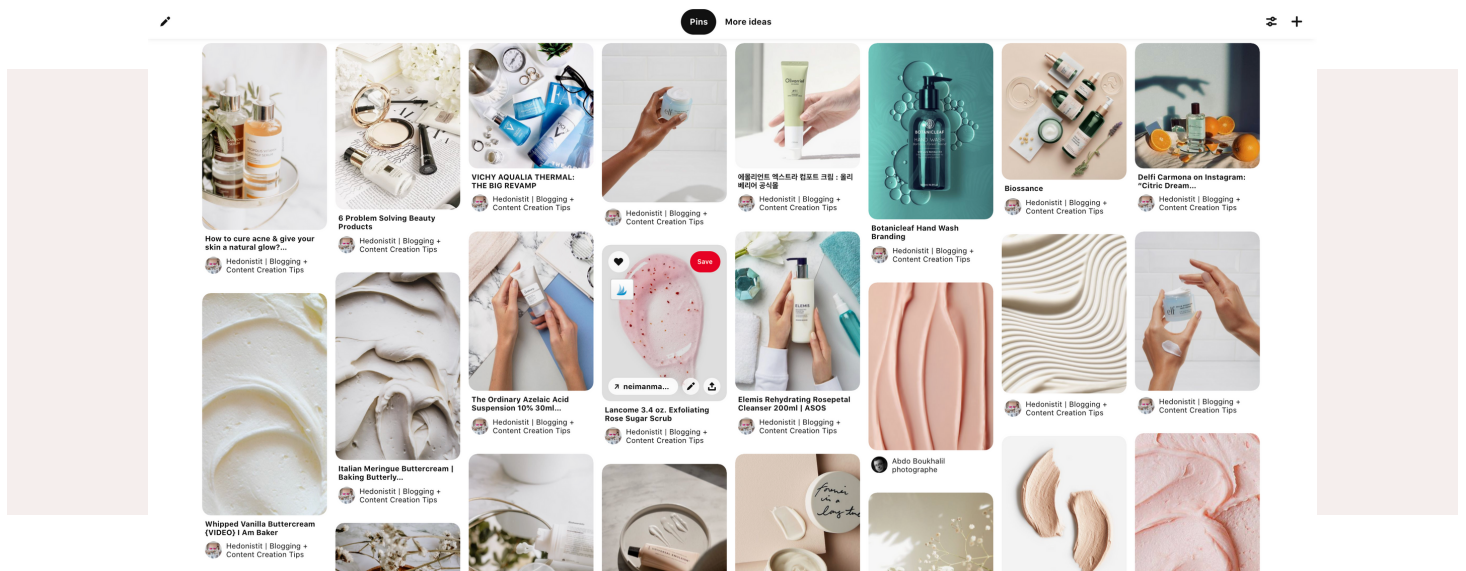
The board serves both as a source of inspiration as well as assists people partaking in the photoshoot (in case you have models, hair and makeup stylists, and so on) to realize the direction and aesthetic your photos should capture.

I recommend making a mood board divided into sub-inspiration boards, each one with its own inspiration for the different components of the formula for the perfect photo:

**Photography** – interesting photography angles, compositions, lighting referents, motion images, etc.

**Styling** – color scheme, ideas for props to compose the set, set arrangement inspiration, etc.

**Editing** – various style inspirations that could fit the final edit of the photos you've taken. (You can skip this sub-board if you have already created a preset for editing within the brand you're shooting).



I find that preparing the inspiration board for the photos' styling in advance, is even more important than the photoshoot itself or the editing.

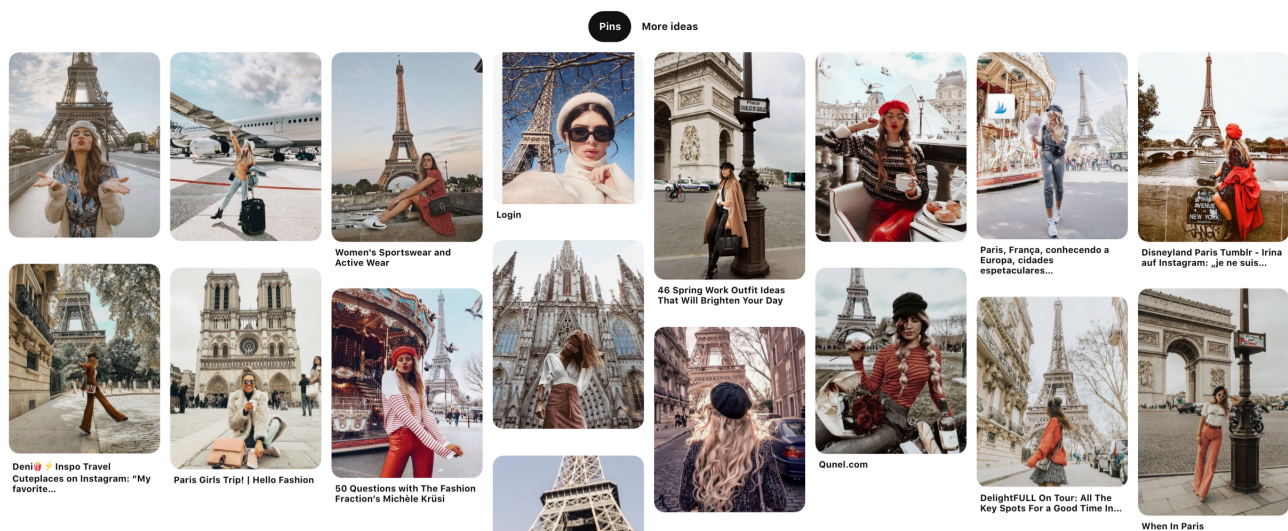
**Why?** Because it allows us to prepare all the props we'd like to bring to the set in advance (whether you use props you already have or purchase specific ones for the photo shoot) and prevents wasting time and frustration on set when you realize you're missing the appropriate styling accessories.

The inspiration board helps getting ready for the photoshoot, getting it started on the set and is also very useful if you struggle with a creative block while shooting.

It certainly doesn't mean that you should put your creativity and spontaneity aside, but by using a mood board before and during the photo shoot, you can be as prepared as possible and use the time as productively as possible.

This means you would be able to create more content in a short time, without wasting time on creative crises on set.

Whether I'm producing a photoshoot for my brand or for a client, I never start planning a photoshoot day without creating a mood board.



## SO, HOW DO YOU ACTUALLY CREATE A PHOTOSHOOT MOODBOARD?

There are two steps to creating a photoshoot moodboard:

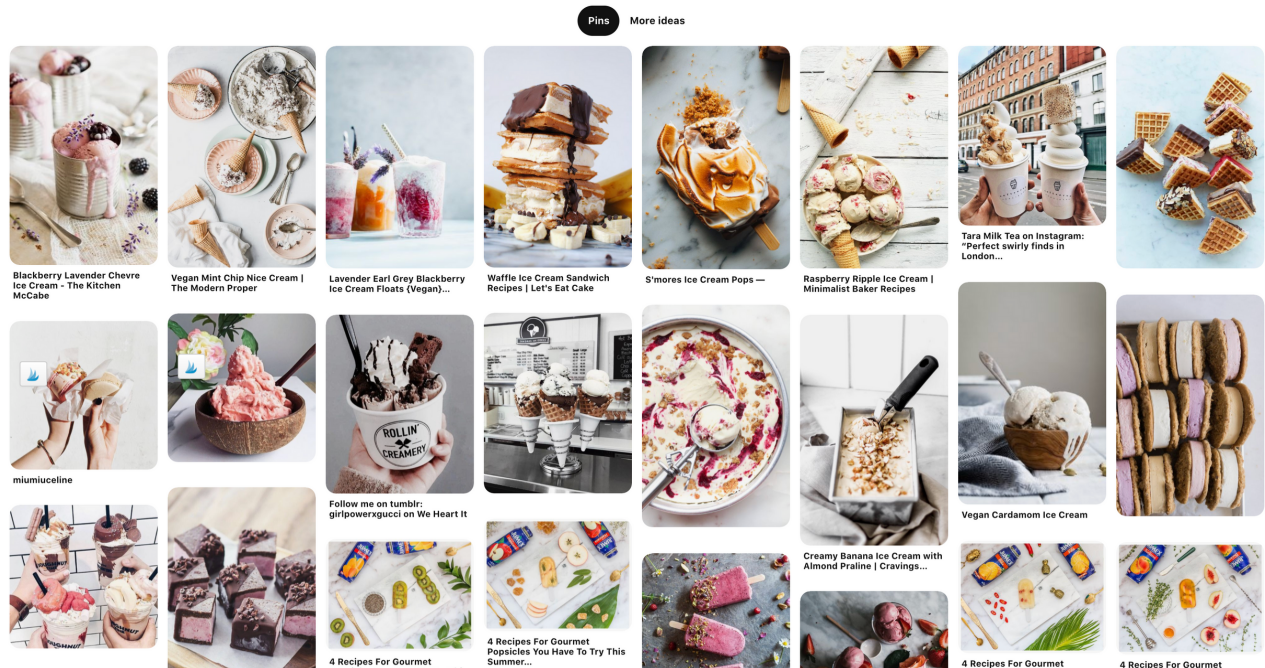
### Putting together a general photoshoot concept

Before you start collecting images for your moodboard, you should think about the general idea and concept of the photoshoot.

The general idea includes the atmosphere, values and style we want our photos to represent.

For instance, if I want to create a moodboard for a young and vibrant makeup brand, I would assemble the general idea of the photoshoot according to the brand's identity; I would create a color scheme that suits it best, make a list of adjectives that describe the brand and its values.

After forming the general idea for the photoshoot session, you can start building a moodboard.



## Collecting inspirations from different sources

You can create a moodboard in many different ways (physical or digital), but based on my experience, a Pinterest moodboard is the most comfortable and accessible way. That's my first choice when it comes to creating photoshoot moodboards. In addition, Pinterest can easily create sub-inspiration boards within a main moodboard (by pressing 'Add Section').

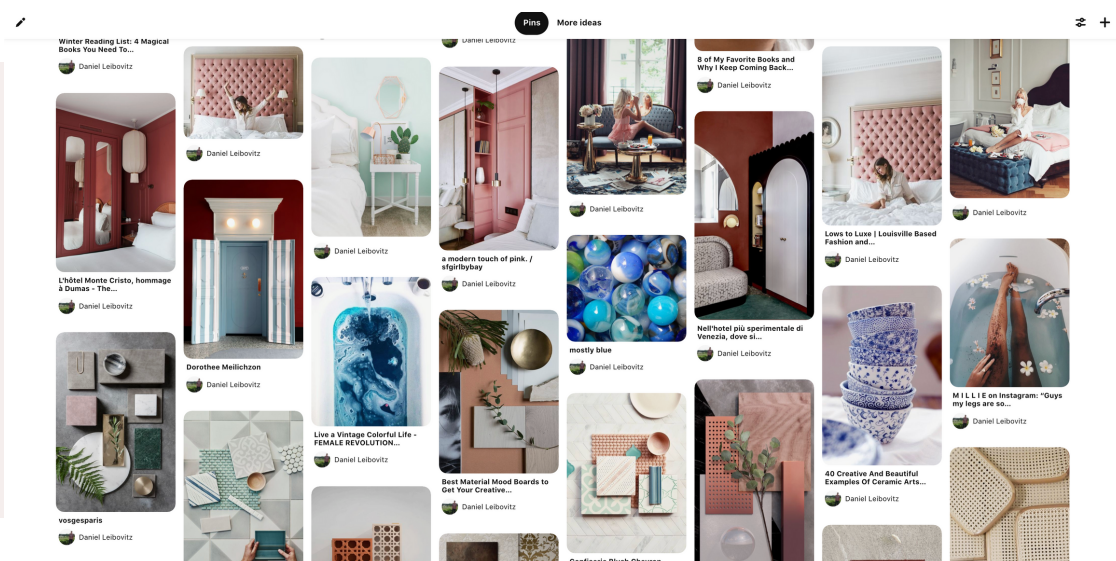
All you have to do now is open a secret board on Pinterest, split it into sub-inspiration boards and "pin" each of them with about 10-20 images that reflect the concept you've created.

Collect images that have elements you find interesting and inspire you with ideas for the set you're looking to build.

**It should be noted** - the goal of the moodboards is not to find images to copy but rather for inspiration.

This is supposed to be a collage of artistic elements which, together, create a representation of your artistic vision and include elements for ideal inspiration of the general aesthetics.

The images you save on the moodboard are meant to represent the essence of the brand you're holding the photoshoot for or the aesthetics you'd like to capture in your photo sequence.



## Homework

Making a photoshoot moodboard is one of my favorite stages in producing a photoshoot day.

Now it is time you try it for yourself! 😊 Choose a topic for your next photoshoot, it can be a product, fashion shoot, image, etc. and work according to the stages here to create a moodboard that represents your vision of the photoshoot.

Then, make a list of all the props you need to prepare and bring them with you to the set for the photo styling.