Presentation Boards:

Mood boards, Concept boards and sample boards are used in conjunction with 2D, 3D drawings and models to further communicate the design intent. Although mood or concept boards are used at the earlier stage of a project to indicate the emotional and contextual aspects of a design concept, sample boards provide the opportunity to study real samples of materials before any final decision is made.

Concept Boards

Designers use concept boards to convey the overall feel of a project, putting together images and objects which inspire, target desires and depict creativity and innovation. Concept boards are also very useful at the early stages of a project as a guide tool to show to clients for approval before proceeding further. The images which are used on these presentation boards do not necessarily have to relate directly to the project, some of the images can create a "feeling" or "mood" rather. These images are for inspiration and the designer can draw out certain elements or colours from them and use these to inform their design concept.

A concept board also helps the designer to keep all of their ideas together and integrated. When the designer starts to get distracted from the core concept during the duration of the project, the concept board will help to re-align the designer and concept.

Certain keywords can also be integrated into the concept board in order to further cement the design idea or concept. These words can have an emotive value, such as "organic" which automatically conjures up images within the viewers head. The example of the word "organic" is automatically associated with nature, freeflowing lines, the use of natural products etc.

The components of the concept Board:
*Inspiration - attach inspirational pictures of items that have inspired you.
*Furniture - include pictures or photographs of furniture that you want to incorporate in your design
*Drawings - a scale drawing of your project's floorplan will be a valuable component of your concept board. Drawings should include the room measurements and the locations of electrical switches, electrical outlets, windows, doors, and light fixtures.
*Design Features - Include references for any design features you might want to include
*Wall Color - paint colours, wall paper images or other wall treatment images
*Flooring - include images of all flooring materials

Inspirational Images can be found in the following places:

Home Decor Magazines / Catalogs - clip out pictures of rooms, furniture or accessories that you admire
Online - download and print images or bookmark pages
In stores and showrooms - take your camera with you to take pictures of any items that catch your eye

Refer to the next page for examples of concept boards.
Concept Board for a baby Boutique Store. Use a combination of keywords and images to properly communicate the concept to the viewer.

Concept for a Sweet Store. Repitition of yellow and white communicates the concept to the viewer.

Concept for a bar design. Notations and images communicate the concept to the viewer. By referring to exact furniture and materials the concept is understood by the viewer.

1. Megan Salmon, 3rd year Interior Design student, Style Design College.
2. Kirsty Sutherland, 3rd year Interior Design Student, Style Design College.
3. Eleanor Rigby, 3rd year Interior Design Student, Style Design College.
Sample Boards:

Sample boards on the other hand are specific to projects and are put together to create the general feeling of the overall project image and show samples of the proposed materials, furnishing, finishes, preferably in proportion to each other. For example, if a large quantity of a paint is used in a scheme, it should be represented by a large sample, not a small one. By keeping the samples in proportion to their intended applications, relationships are maintained.

Items such as fabric swatches, floor finishes, wall treatments can be added to the board in order for the client to touch and feel each suggested material. This will give the viewer a good understanding of the final product.

Sample boards are usually physical boards with actual samples glued down, whereas the concept boards can be digital. Notations are crucial on a sample board and there should be a key to communicate with the viewer what each material is and where it is to be applied. An idea of cost can also be included.

Layout of the boards:

Although layouts of mood and sample boards vary greatly depending on the type and size of a project, basic guidelines can be followed to create boards which are visually pleasing and less cluttered.

The first step if to divide the board into thirds, both vertically and horizontally, either portrait or landscape. Place the focal point, the most important image or sample, where two of these lines cross. For example, A, B, C or D. Then, using a range of shapes, textures and heights for greater interest, carefully arrange your other images or samples around the first one.

Try to create lines of sight leading to the focal point and make sure all images and samples are neatly glued or mounted. The board represents the overall design and therefore should be clean.

Digital Boards:

Many designers are choosing to create concept boards in a digital format. There are computer applications such as http://www.olioboard.com/ which helps designers to experiment with concepts and moods of interiors.

The Challenge:

Put together 3 very opposing concept boards to create the following moods:
1. organic, freeflowing and natural
2. clinical, modern and cool
3. lively, fun and invigorating

This exercise requires you to collate images from magazines or journals to convey the required mood. Aim to have 5-7 good large images for each board and arrange these accordingly on your presentation board to create an overall ‘image’. This can also be completed digitally.

Once you have completed the concept boards, evaluate each one and create a sample board which is suited to the concept. Remember to use the images you have chosen to inform your material selections.

Consider the relationship which each board has to each other, and what words you can add to further enhance your concept.

Good Luck!
Sample Board showing samples of finishes to be used in the design as well as drawings and actual furniture pieces.

Sample Board showing fabric swatches, flooring samples notes explaining where each items is to be specified.

Sample Board for Baby Boutique store. Shows samples of specifications to be used in the interior.

image sources & bibliography
1. Cassy Binnemann, 2nd year Interior Design student, Style Design College.
Divide your page into thirds - either on a vertical or horizontal plane.

Your Focal point should be where these lines meet (A, B, C or D)

Try to create lines of sight from your focal images. Make sure all images are glued down correctly or you may choose to do a digital version on the computer.

image sources & bibliography
1. http://www.design-skills.org
2. 
3. 
4. 
5. 