

# Moodboard template

Use this free moodboard template to turn a loose visual idea into a clear brief. Collect references for colour, light, framing and texture, then explain what your crew should take from each one.

## Project and intention

Project, version, date and decision owner. What should the audience feel?

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## Colour palette

Paste your own colour swatches. Note a dominant colour, supporting colours and an accent.

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## Lighting reference

Insert a cleared reference image or sketch. Explain softness, shadow and direction.

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## Framing reference

Insert a cleared reference image or sketch. Note camera height, crop and negative space.

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# Texture and approval

Complete these sections with your team. Replace the response space with text, a sketch or your own cleared images.

## Textures and styling

Insert materials, props, wardrobe or background references. Specify what can be achieved.

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## Sound and movement

For film, describe pace, movement and sound. For stills, describe pose and visual rhythm.

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## Reference rights

Record creator, source URL, licence or permission, and any restrictions for each image.

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## Feedback and decision

Record what is approved, what changes, who decides and the date for the next version.

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# Worked planning example

An original fictional Cineview teaching example. It does not describe a commissioned or completed client production.

**Brief** A fictional skincare portrait campaign: calm, fresh and approachable.

**Palette** Warm off-white background, muted sage styling and a restrained red detail.

**Light and framing** A large soft key gives gentle shadows; a medium portrait leaves space beside the face for copy.

**Production choice** Use a matte surface and a simple prop. Test skin tone and product colour before approving the look.

## How to use the template

**Choose an intention** Write a specific audience response. A clear purpose helps you judge whether each reference belongs.

**Explain each reference** Annotate the light, crop or texture you need. Different crew members can read the same photograph differently.

**Agree the practical look** Check the proposed props, backgrounds and lighting against the shoot budget. Record decisions and rights before sharing.

### References and use

StudioBinder film moodboard guide

<https://www.studiobinder.com/blog/how-to-make-a-film-mood-board/>

Reference video: StudioBinder

<https://www.youtube.com/watch?v=IINVnA3rVIE>

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