

In setting a production brief, a mood-board is a useful starting point in helping students to help develop initial ideas by exploring what conventions that should include. For example, if creating a war film, include images or key words that people expect to see in a war film. This could also include conventions or generic elements such as costume, locations, typical characters, make up or even notes on performance of actors and character traits.



## Mood board

In setting a production brief, a mood-board is a useful starting point in helping students to help develop initial ideas by exploring what conventions that should include. However, for this mood board, include images, words, key ideas and themes that are NOT allowed in your chosen film or genre. This will allow you to be more creative and imaginative as well as avoiding cliches. Choose your ideas carefully!

