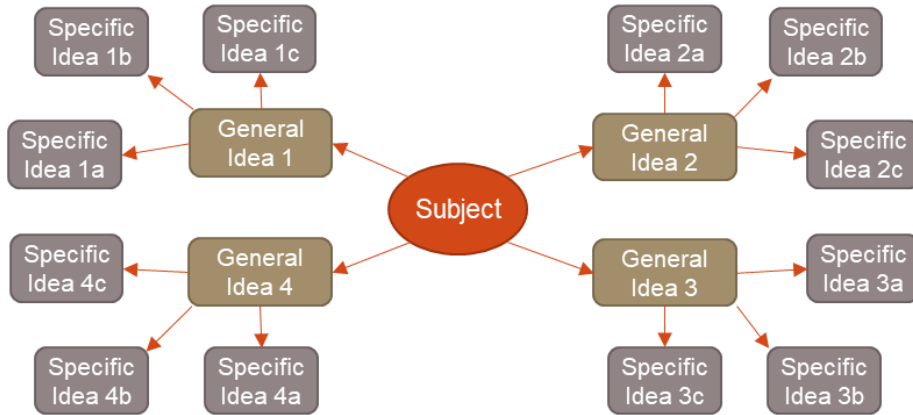


Mind Maps and Mood Boards

Mind Maps are a useful way of mapping out ideas before a photo shoot and allow you to develop ideas and concept into achievable objectives that can be photographed.



1 Subject

Write the subject that you will be exploring in the centre box.

2 General Ideas

Write the subheadings or the topic in the General Ideas box. Put distinct topics in each box such as 'Portraits'.

3 Specific Ideas

Further explore each of the General Ideas and put more specific ideas in the outer boxes. These should be at an actionable level, things that will become photographic topics such as 'Head & Shoulder Portrait'

Mind Maps are more compact than conventional notes, and often take up just one side of paper. This helps you to make associations and to generate new ideas. You can also add new information easily, even to a Mind Map that you've already drawn. Mind Mapping can also help you to break down large projects or topics into manageable chunks, so that you can plan effectively without getting overwhelmed and without forgetting something important. Information is often easier to understand and remember, as it's held in a format that our minds find easy to recall and quick to review.

Mood Boards are a great way to visually represent your Mind Maps and can help to convey to the subject what you want to achieve in the shoot.

1 A picture saves a thousand words!

A mood board (or inspiration board) is a physical or digital collage of ideas that are commonly to share ideas.

Once you have completed your Mind Map you should then consider making it more visual to convey your ideas. Start gathering your ideas using such online resources as Pinterest! Or equivalent methods. Of course you can use sketches if it is something entirely unique. The idea is not to copy any images that you use but to use them as a tool to share ideas and maybe even base your own ideas on.

2 Reasons to use Mood Boards for Photo-Shoots

1. They clarify your ideas.
2. They help in collaborating.
3. They involve your subject early on.
4. They are a basis for generating even more ideas.
5. They help you organise the shoot.
6. They help you stay focused.
7. They are great to experiment from.
8. They can help to emphasise your style.
9. They're good conversation starters.
10. They're fun to create.

3 During the Shoot.

Use the Mood Boards before you meet to shoot but also keep referring to them during the shoot to maintain focus and keep on track.

