

THE ANATOMY OF AN
UNFORGETTABLE
CONCEPT DESIGN BOARD

WHAT IS A CONCEPT DESIGN BOARD?

You may know these as *mood boards*, but I call like to call them *Concept Design Boards*, as they are a more **collective** and **layered** version of a mood board. Concept design boards are a great way to show the style, vibe and aesthetic of the room...all in one place.



THE BENEFITS OF CREATING CONCEPT DESIGN BOARDS

Unlike other programs you may have used in the past to create concept boards (Microsoft Word, PowerPoint), you're not creatively restricted in Photoshop by designing a layered, 3D view of the room

It allows you to make design decisions without guessing *and* before purchasing products

If you're designing for clients, this is a great way to make money. You can offer this as a one-off service or as part of your overall design process. This is also a way to hook in new clients; you can sell them on an idea you have for their space with a concept design, leading to one of your bigger ticket design services

It is an amazing feeling to watch your concept design board come to life!

WHY CREATING A CONCEPT DESIGN BOARD IS A CRUCIAL STEP IN THE DESIGN PROCESS

I believe that there are three things you **save** (for yourself or for a client) when you create a concept design board as one of the first steps in designing a room:

1/TIME

2/MONEY

3/GUESSWORK

When you can collectively include the furnishings and accessories you envision for the room in one place and can swap out/revise before making any purchases, it *eliminates the guesswork* in designing a room, *prevents money* being spent on the wrong items and therefore *saves time* in the overall design process.



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DESIGN BOARD

Layered items to create a conceptual look & feel

No fewer than 12 items per concept design

Always a white background

Shows styled decor & accessories

Inclusive of all the items you envision for the space

Items grouped in vignettes

Realistic quantities (i.e. two accent chairs)

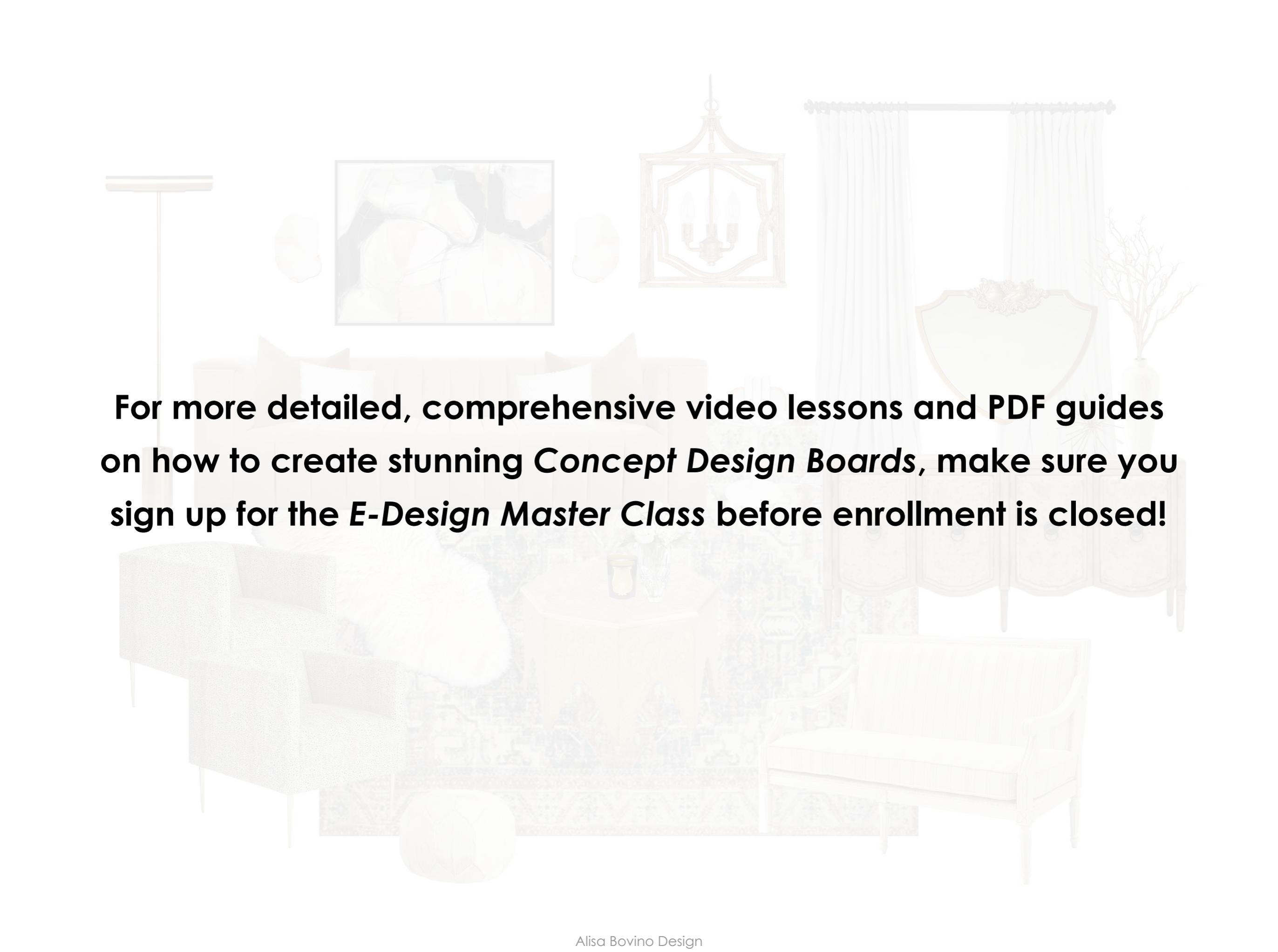
The background of each image should be removed for seamless layering and an overall aesthetically pleasing look

Items are sized to scale (i.e. sofa is larger than coffee table)

Layout of concept design should be similar to how the layout of the room will be (i.e. rug under sofa, lighting hanging above)

Evenly spaced items throughout & not too much white space





For more detailed, comprehensive video lessons and PDF guides on how to create stunning *Concept Design Boards*, make sure you sign up for the *E-Design Master Class* before enrollment is closed!