

# Mood Board

adapted from a presentation by  
Umbrella Squared Design Group

What do I include on a Mood Board?

## 1. Key words and phrases

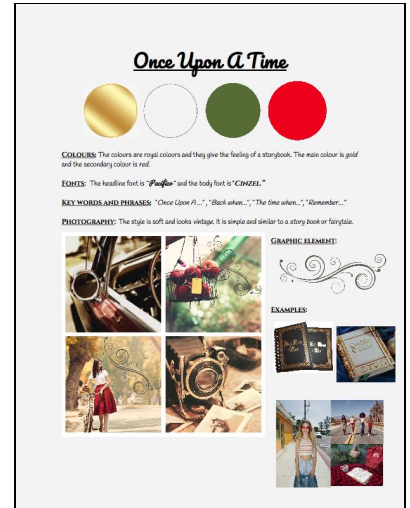
- Resources:
  - Your brainstorming
  - Thesaurus, type it into google and see autofill phrases
- Things to consider:
  - What do these say about the story the yearbook will tell of the year? What's the tone - focusing on friendliness or excitement or inspirational?
  - How could this be used for a Verbal theme, headlines, etc.?
- Must Include:
  - A list of Keywords - single words ex. "trustworthy"
  - A list of Phrases - like a slogan ex. "A realtor you can trust"
  - At the top of your mood board have one, with your Graphic Element, in your colours and fonts

## 2. Colours

- Resources:
  - There's a poster "The Power of Color" on the wall
  - google "colour palettes"
- Things to consider:
  - Why did you choose these colours and hues? What kind of feelings do these colours convey? (You can look up the "meanings" of colours) Are they bright and strong? Or soft and subtle?
- Must Include:
  - Identify ONE MAIN colour, ONE SECONDARY, contrasting colour. You could have other accent colours from the palette or not.

## 3. Fonts & Typography

- Resources:
  - There's a poster "Typography" on the wall
  - Mr. Evans has lots of books if you want to learn a lot about fonts
  - Sites like Dafont.com has 1000+ free fonts
- Things to consider:
  - Is it **Serif** or **Sans Serif** ? Why? (Serif is more friendly, young, and modern. Serif is more conservative, old school, and easier to read. But can have a rustic style to it.)



- Must Include:
  - Only 2 fonts!
  - One headline font. (Type what it's called ex. "Arial" and treatment "Bold")
  - One body copy (ie. writing) font
  - Okay, could have a subtitle font ex. a smaller or less heavy or italicized version of the headline font.

## 4. Photography style

- Resources:
  - Google images, Pinterest, Look book photo contest winners
  - Google "jostens photo contest winners", or "yearbook photos"
- Things to consider:
  - Why this style? How does it convey the concept? (silly? serious?) What do you feel when you look at these photos?
  - Do you want them edited to a certain look ex. filters, tinted to the colour scheme?
- Must Include:
  - Examples of a photo style you're wanting ex. Filters, photoshopped? Happy groups of people vs. single serious fashion poses?

## 5. Graphic Design (Graphic Element, Layout styles)

- Resources:
  - "Trends seen and Noticed" presentation
  - Pinterest, magazines, other yearbooks, Josten's Look Books, logos
- Things to consider:
  - Can this graphic design echo throughout the book? Would you use it on the cover? headlines? On the photos?
  - Geometric - if so what shape? Lots of lines? Clean, straight edges, or hand-drawn rustic?
  - How would you layout the text and photos and graphic elements on a page? Layout with full page photos? 1 dominant photos and many little ones? Grids?
- Must Include:
  - An example of your Graphic Element with some of your key words (almost like a logo) at the top of the board
  - Examples of whole pages

