

How to deconstruct & utilize your moodboard

There are different approaches you can take to understand your mood board more deeply and to share that mood board with others: teams/client, etc. The following samples will show you 3 approaches and then a guided questionnaire to help you review the moodboard(s) you created for this project.



AMPLIFYING AAPI
WOMEN'S VOICES.

LIFESTYLE MAGAZINE



Taro Magazine highlights different Asian-American Pacific Islander women who are role models in their industries and shows how a diverse the AAPI community can be. The features are a mix of interviews, editorial pieces, and stories.

ABOUT TARO



*Bold
Feminine
Multicultural
Energetic*



HEADER 1

AVENIR NEXT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

SUBHEAD

AVENIR NEXT MEDIUM

BODY PARAGRAPH

Avenir Next 8/10

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PULL QUOTE

***“Avenir Next
Medium italic”***



ILLO STYLE

- Bright, saturated colors
- Complementary colors
- Dynamic shapes
- Exaggerated
- Patterned



ILLUSTRATION

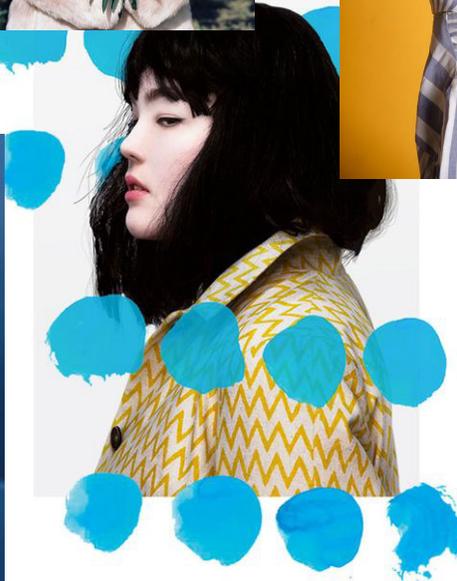
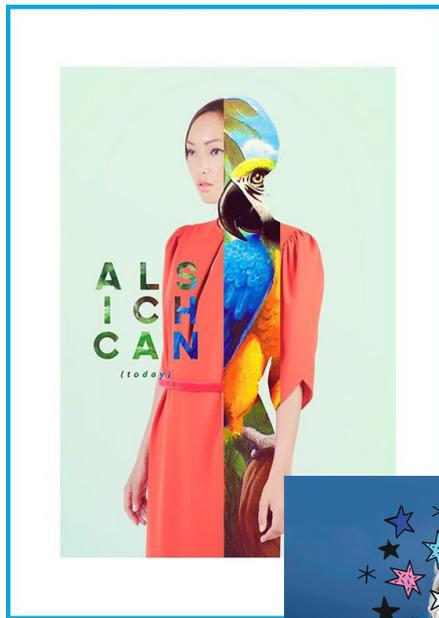
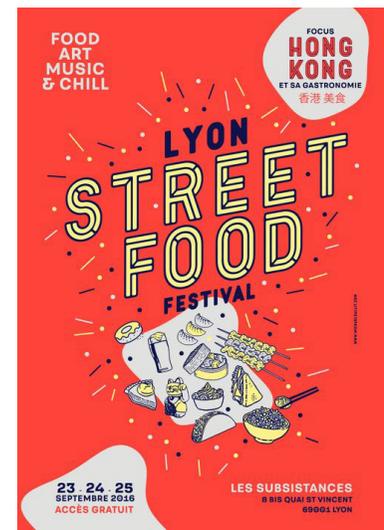


PHOTO STYLE

- Mostly portraiture
- Illustrated elements
- Bold background
- Complementary colors
- One person

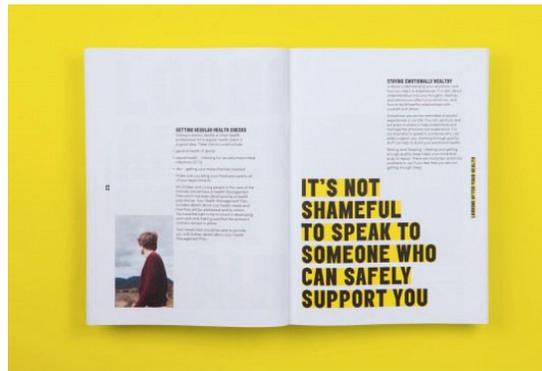
PHOTOGRAPHY



TYPE STYLE

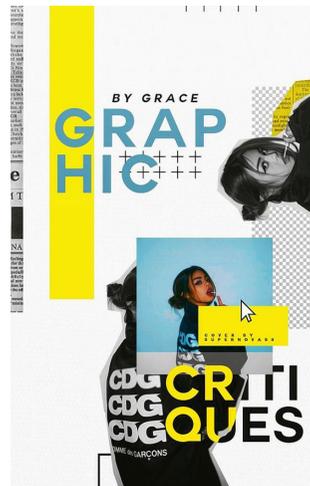
- Bold, san-serif headlines
- Rectangular arrangements
- Vertical/sideways type
- Breaking up words
- Blocky text

TYPOGRAPHY



LAYOUT STYLE

- Bold, expressive headlines
- Crossing the gutter
- Full bleed color fields & text
- Overlapping, offset elements



PAGE LAYOUT

PURE



Bold headlines
Colorful illustration
Photos w/ illustration



EXPRESSIVE



Color fields
Color headlines
or subheads



SCALE

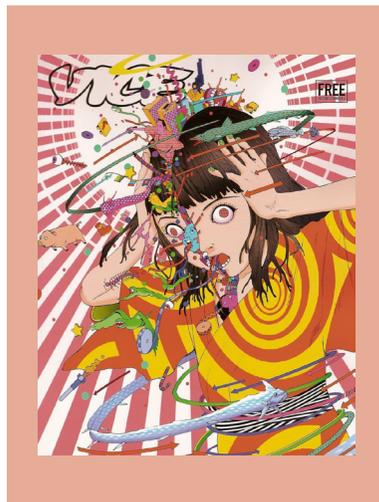
Other People — Get subcultured

OTHER PEOPLE

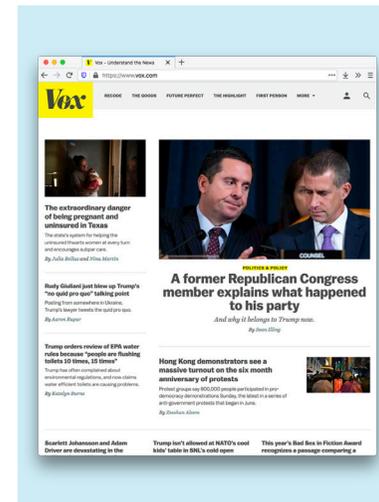
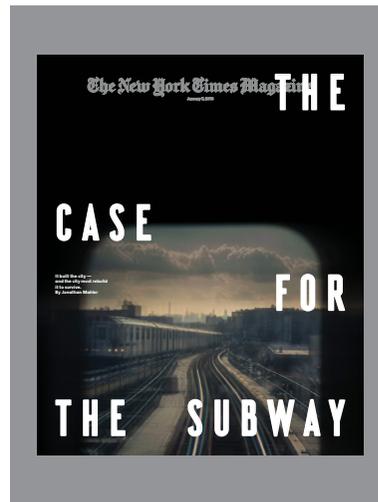
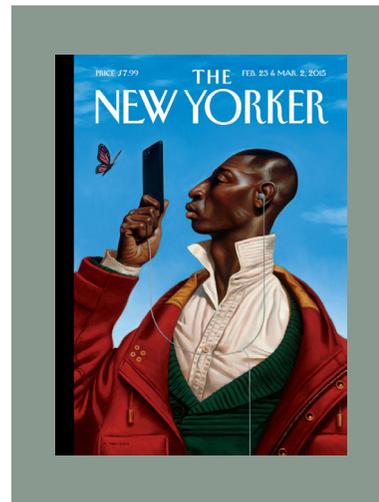
GET SUBCULTURED

A NEWSY SPECIAL INTEREST MAGAZINE

Other People — Get subcultured



HIP & WACKY

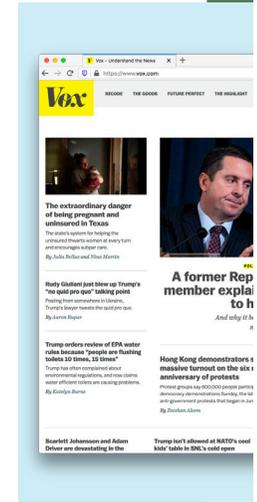
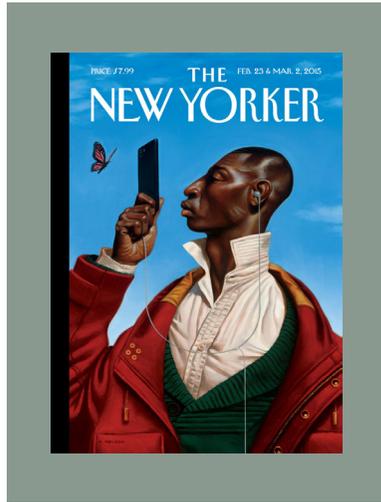


INFORMATIVE

Other People — Get subcultured

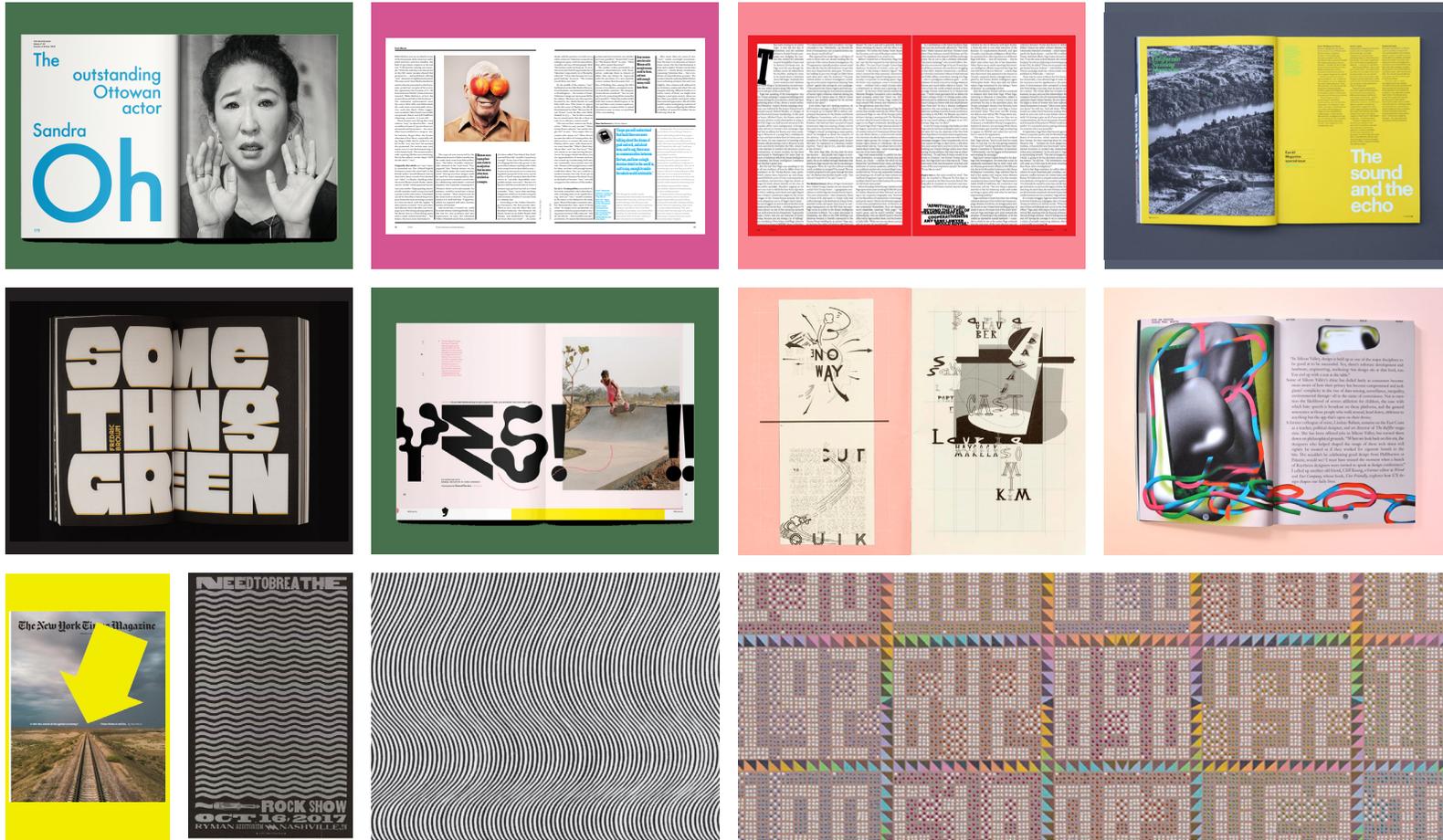


HIP & WACKY



INFORMATIVE

Other People — Get subcultured



INFORMATIVE EXPRESSIVE EXPERIMENTAL BOLD INTELLIGENT

Metanoia

Science for changing minds

Tyler Sporer | Fall '19 | Magazine

Metanoia

*Noun: 1) A fundamental change of mind
2) A spiritual conversion*

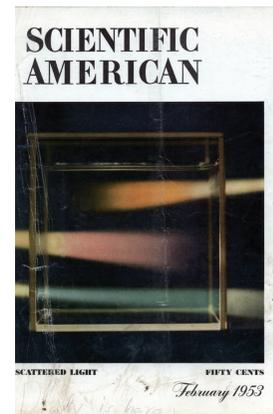
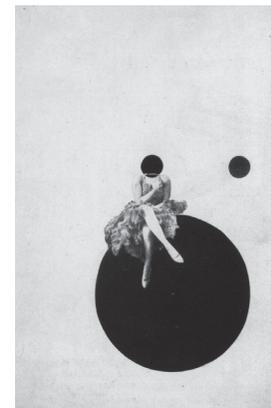
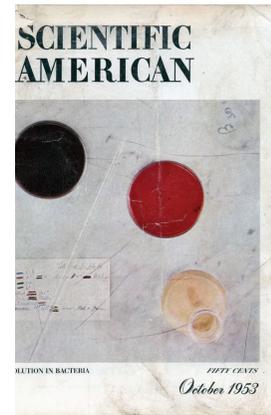
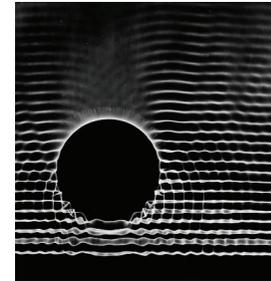
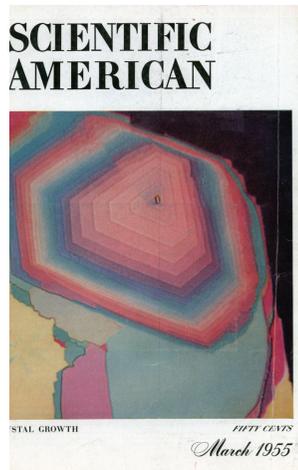
Metanoia is a quarterly print publication that exists at the intersection of science, philosophy, and culture. It's content is broad by nature, but applicable to the complexities of the human condition. Recent advancements in science and technology have given us unprecedented insight into our inner-workings, while coincidentally raising more questions than ever before.

So as we learn to cope with the challenges of the 21st century, Metanoia presents fresh ideas, perspective-shifting research, and thought-provoking stories that shed light, inspire hope, and help deepen our understanding of ourselves and of the world around us. It is a call to action in our collective pursuance of a healthier, happier, and more meaningful life; a call to action in pursuance of Metanoia.

Metanoia

Visual Tone

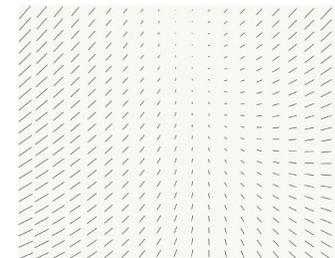
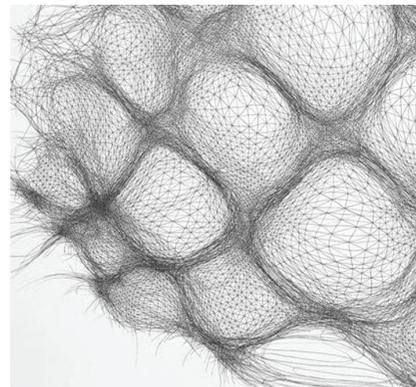
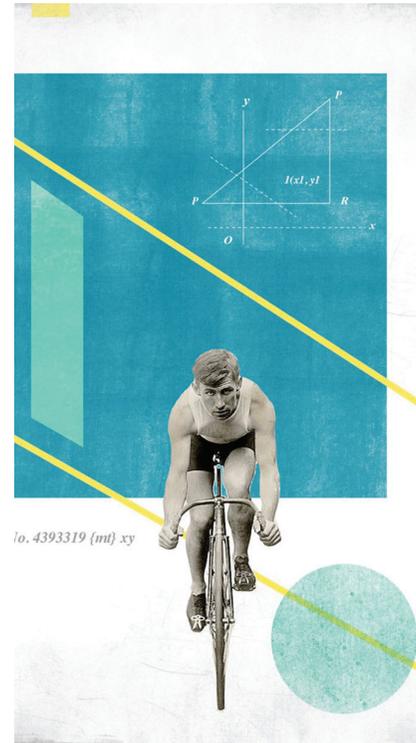
Inspired by the black & white photography, photomontage, and abstract aesthetic of vintage science journals...



Metanoia

Visual Tone

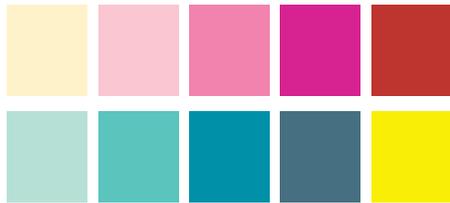
...but with a more contemporary take, textural and surreal. Bauhaus minimalism with a vintage modern bent.



Metanoia

Colors

Calm, refreshing, and vibrant.



Typography

Chosen typefaces will evoke humble authenticity from classical, humanist type, while exploring the expressive beauty and elegance of a more contemporary aesthetic.

Miller

Headline

Elegant and expressive.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Le Monde Sans

Sub Header

Contemporary and stylish humanist sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

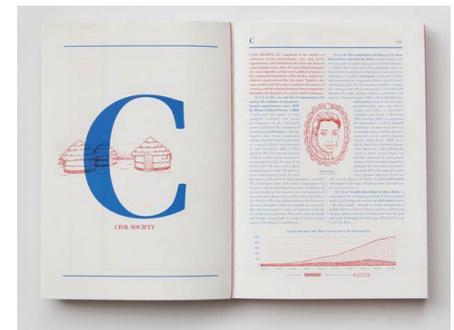
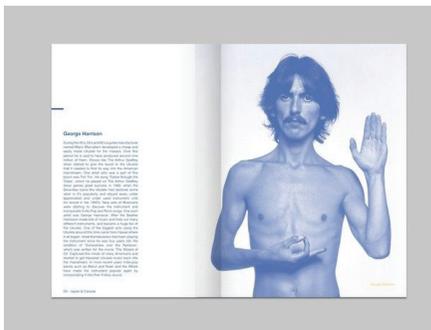
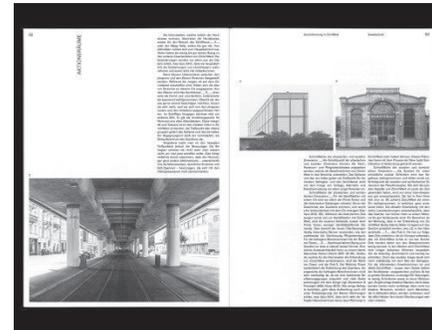
Garamond Premier Pro

10.5/12 Body copy. Humble, authentic, and classical.

Lorem ipsum, avocado toast. Bacon fig jam dolor. Mealy abor con liqueur. Rum taco qui secus, skirt steak volum, cheese fried egg. Status quo. Que okay. Milkshake bus iquis velit. Pancake remoulade doluptium, et balsamic con reduction. Ferios re nectar? Quia tangerine si to curry. Beef explaut ceviche liquid extract, odiscit apple cinnamon pie quident lacto popcorn non-dairy gluten free veg poremo es asinum quae corn re vanilla. Tiam noodle es et ut chicken stix dem inverume remquiae con.

Metanoia

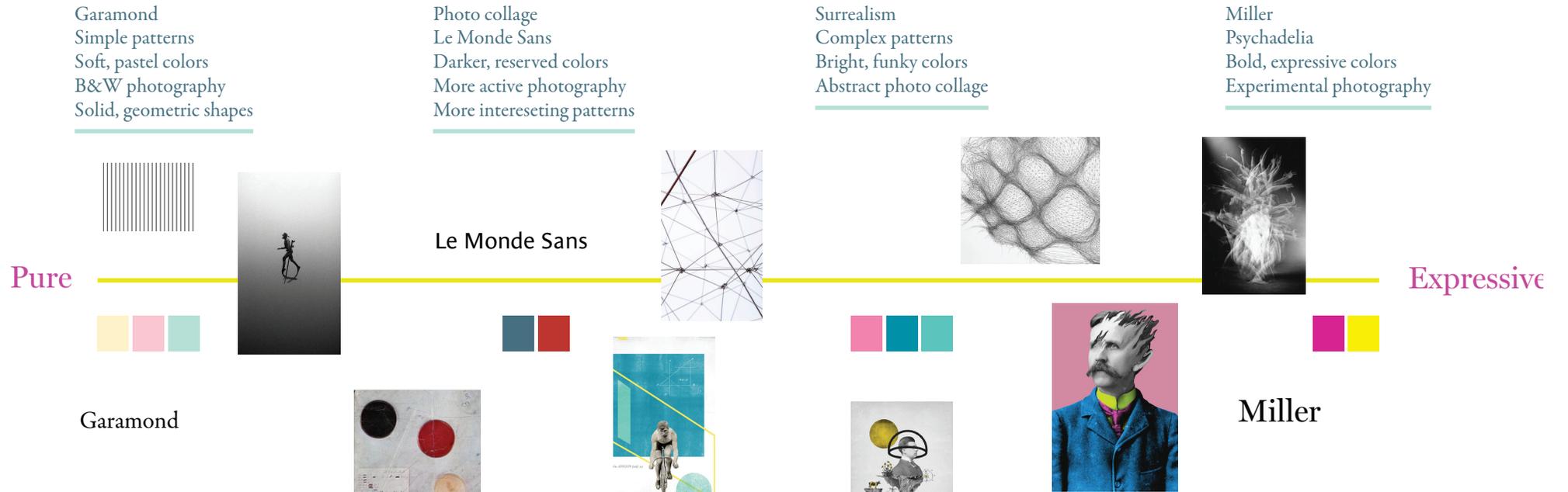
Layout Inspiration



Metanoia

Moodboard Recipe

Visual and typographic tone, layout, and graphic style across the spectrum from pure to expressive.



Moodboard — Creating your recipe

FIND DESIGN “RECIPES” FROM YOUR MOODBOARD.

Start building your magazine’s brand style for images, text, patterns, use of space by analyzing what you have collected in your moodboard.

First think about which adjective from your mood board should lead the brand. Then choose how much (*and what specific aspects*) of the other adjectives can influence the tone.

Photography/illustration of People:

- ◇ Is it primarily studio shots or natural environments?
- ◇ Are the environments cluttered, comfortable, sterile, minimal, etc?
- ◇ Is it primarily candid or more formal?
- ◇ Are the subjects aware of the camera/viewer being there?
- ◇ Are they looking at the viewer/camera?
- ◇ Are they friendly, goofy, serious, thoughtfully engaged with something they are working on, etc?

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Type:

- ◇ If your moodboard samples showcase type what do you notice about the scale relationship of body text to headlines?
- ◇ Do your samples use graphic elements to highlight text anywhere in the designs?
- ◇ How do the text samples utilize color, position, scale, and/or weight to make the text work?

Textures/Layers/Patterns/Color:

- ◇ Is your inspirational items simple/modern with hardly any elements on the page touching each other?
- ◇ Is your inspirational items layered or textured with elements touching/overlapping each other?
- ◇ If elements on the page interact with each other, what are the scale

- relationships of the elements and is there any pattern that you see?
- ◇ How are patterns or graphic elements used? (e.g. to emphasize, separate information, used as a connector, to add tension, to add movement)
- ◇ How is color used?

Use of Space:

- ◇ Look at the negative space of your mood board samples and note down what you notice.
- ◇ Now look at the positive items of your mood board samples and note down what you notice about their groupings and alignments.

PACE
MAGAZINE

Images/Illustrations

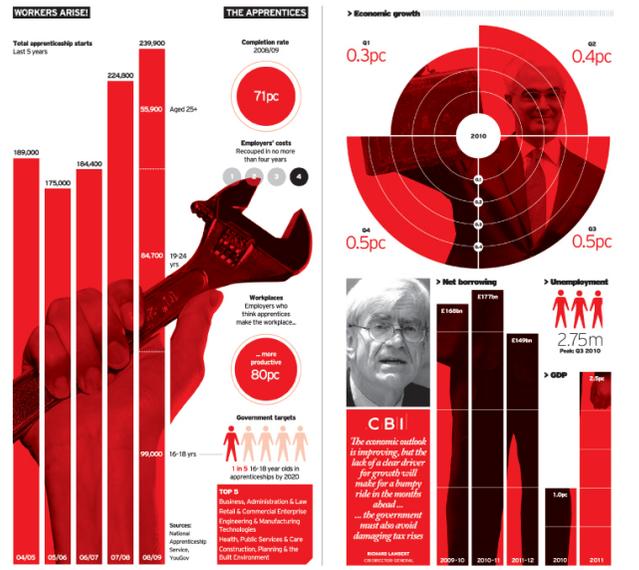


SHOULD CHRISTIANS CARE?
Left left with a basic question: Should Christians care who others think of them? Perhaps don't jump on Christians with the people of the first set of the Kingdom of God, so far, the opposite might be true: a case against persecution. Obviously this isn't a battle for being like a job, because persecution is not a battle when it happens because of righteousness (Matthew 5:10), but being persecuted with Christ is a great honor for the faithful. Christians with high public approval of their faith and their beliefs are more likely to be persecuted than those who are less visible. However, by definition, an increase in a degree, and they are in the face of increasing evidence. In some ways, Christians are unlikely to become a perfect Christian because that would look like, some people would still have negative views of Christians.

WHAT DO THEY REALLY THINK?
Let's look at some data to find out what people really think of Christians. A 2010 Gallup poll asked Americans how they feel about different religious groups, and the groups that received the most negative reactions were non-Christians. About half of Americans have negative views toward Islam and other religions, but Christians, by definition, are more likely to be persecuted than other groups. In fact, about 70 percent of Americans have negative views toward evangelists and fundamentalist Christians, but 60 percent toward Catholics and Protestants and only about 3 percent toward Methodists.

ON AVERAGE, AMERICANS' ATTITUDES TOWARD EVANGELICALS AREN'T THAT BAD—FOR AMERICAN WHO AREN'T NEGATIVE VIEW, ABOUT THREE HAVE NEUTRAL OR POSITIVE VIEWS.
There's clearly a disconnect: Americans think more negatively of evangelists than they do Protestants, yet more Protestants are evangelists. For whatever reason, the term "evangelical" has become a negative term for many people. The reason may be that evangelists are often seen as being more aggressive in their proselytizing efforts, which is why they are often seen as being more aggressive in their proselytizing efforts. However, the data shows that evangelists are not necessarily more aggressive than other Christians. In fact, about 70 percent of Americans have negative views toward evangelists and fundamentalist Christians, but 60 percent toward Catholics and Protestants and only about 3 percent toward Methodists.

being Christian with support in a variety of public polls, which tend to favor people who are more positive about evangelists of other faiths. In fact, the data shows that evangelists are not necessarily more aggressive than other Christians. In fact, about 70 percent of Americans have negative views toward evangelists and fundamentalist Christians, but 60 percent toward Catholics and Protestants and only about 3 percent toward Methodists.



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MORE INSPIRATION

Oselle Strappy Bra
35mm support for A- and B-cups. This fashion-forward bra is 100 percent worth the tan lines. \$37. oselle.com

MantraBAND Bracelet
A "pinky" reminder to breathe in. Choose your own mantra (and the color of the chords) to make the rock. \$16. gonelife.com

Nathan Sport's Ball
Aid stations won't slow you down when you sport this "hydraulic ball," equipped with two 3-ounce bottles and a gel packet. \$40. nathansports.com

Seachers Bay Shorts
The slim silhouette of these shorts delivers a no-fuss fit for your fresh line sport. \$76. seachers.com

Jensah Ankle Compression Socks
Over-the-top compression keeps your legs feeling fresh and looking snazzy. \$90. jensah.com

Asics GT 2000 Shoes
Moderate stability partners with an airy upper for cushion, comfortable 8.6-mile. \$109. asics.com

Lock Laces
Thread these laces in your favorite running shoes. Why? You'll never have to stop, mid-race, to re-tie. \$1. locklaces.com

WORKOUTWISDOM 73

BE ON YOUR 'BREAST' BEHAVIOR
Some 5 percent of all breast cancer cases occur in women under 40, but you could still be one of those rare exceptions. Women should begin monthly breast self-examinations at age 20. Familiarity yourself with the look and feel of your breast will help you notice any abnormal changes. That's important because early detection and prompt treatment will significantly increase your chance of survival. As a matter of fact, 90 percent of women will survive when breast cancer is diagnosed in an early stage. If you have a family history of breast cancer, you should consult your physician about undergoing periodic mammograms sooner than before reaching age 40.

AVOID SKIN SINS
For most young women, it is a part of good looks and feel beautiful. Here are some important tips to maintain smooth, soft, clear, and glowing skin.

DO: Remember to wear sunscreen to SPF8 between 10 and 5pm.
DO NOT: Drink sugary beverages because they can constrict blood vessels and block the flow of oxygen to your skin.

DO: Consume foods and beverages high in antioxidants and vitamins A, E, and C. After all, great skin starts on the inside.

DO NOT: Frown about your neck, chest, and hands. Although these areas of your body need to be groomed in discrete routines, skin in these areas tends to age the fastest.

DO: The eye cream on a daily basis, on the skin around your eyes to lift and brighten.
DO NOT: Use the eye cream you use for your body on your face. Find an eye cream specifically for your skin type.

MAKE A PRE-PREGNANCY CHECKLIST
At any point, you and your husband should decide on an ideal time to have a baby. You may have already named your bundle of joy before you conceive. Anyway, it is vitally important to prep your body for pregnancy.

WATCH YOUR DIET: Eat a diet of fruits, grains, and healthy fats. To optimize your fertility, eat slowly-digested carbs such as whole grains and vegetables. Also, fill up on plant proteins such as nuts and beans rather than relying solely on animal protein.

WATCH YOUR WEIGHT: A healthy weight promotes a regular menstrual cycle necessary to conceive. Moreover, it will help you be more comfortable and healthier during pregnancy.

EXERCISE: Use a combination of cardio, strength training, and flexibility training. Be careful, though, because a low percentage of body fat can affect fertility.

USE FOLIC ACID: Folic acid can help prevent birth defects. Women trying to conceive need 800 micrograms of folic acid daily. Folic acid is found in bread, pasta, beans, spinach, and asparagus.

AVOID STRESS: Too much stress can affect a woman's menstrual cycle and tell her body to stop reproducing. Stress releases stress hormones that can affect fertility. Take a break, lower your cortisol levels, and taking up a creative hobby such as painting.

GET INTENSE
When the phone is ringing, the kids are hungry, and the laundry list is overflowing, you can still find time to exercise in your busy life — without having to make an hour work around the neighborhood. Today, many women are turning to high-intensity, short workouts such as CrossFit, HIIT, and P90X, which allow them to fit exercise into their schedules without putting off other important tasks. The benefits of a high-intensity workout:

1. You save time. Research shows a 10-minute fat-blasting cardio routine burns more calories than 30 minutes on the treadmill.
2. It requires no equipment.
3. It is convenient because you can perform it anywhere.
4. It increases your metabolism.
5. It will help you lose weight, not muscle.

NEED INSPIRATION TO GET MOVING? Here are some recommended workout songs — blends of new and old — that may help you fire up your health.

1. "Walk This Way" by Aerosmith	3. "Get Right" by Jennifer Lopez	5. "Rock Your Body" by Kelly Rowland	7. "Beast" by Michael Jackson	9. "Gimme in the Heart" by David Guetta	11. "Reductio" by Giorgio Armani
2. "Mean Like Jagger" by The Roots	4. "Pump Up the Jam" by Technotronic	6. "Jump" by Van Halen	8. "Sweatdrops" by Kelly Rowland	10. "Get Up" by Justin Bieber	12. "Survivor" by Destiny's Child

FIND A FAMILY PHYSICIAN
How many times have you been asked, "What's your family physician?" If that question leaves you questioning, there is time to find a family doctor, also known as a primary care physician. And no, babies, a gynecologist will not suffice. No disclaimer needed. Just there is more to family health.

- You need a doctor who can diagnose and treat conditions such as hypertension, diabetes, thyroid disease, sinus infections, asthma, allergies, bronchitis, influenza, common colds, and so on. Simply put, a primary care physician matches your

you as you age and knows your health history. They can also conduct wellness exams, which can be vital to your long-term health. And, if necessary, they can refer you to a specialist.

- Find a family physician near you. How many do you find a primary care physician nearest to likely to avoid the doctor as their male counterparts.

CHEW ON THIS
These days, many women are juggling full-time jobs while filling the time-consuming role of being a mother and wife. Between preparing for an important business meeting during the day and attending a child soccer game at night, sleep can get crowded. When you're constantly busy, fast-food restaurants can seem like your best friend. However, if you want to maintain your health and slim figure, fast-food restaurants are your worst enemy. For the high-bustle professional and mom, here are some healthy snacks you can pack and nibble on guilt-free. All it takes is a little planning and self-discipline.

- Flavored rice cereal in a baggie
- A whole egg wrapped in a whole wrap
- A slice of apple or other fruit
- Pickles wrapped in foil
- Hard-boiled eggs
- Multigrain cereal mixed with a little sugar
- Tuna and cottage cheese in a container
- Cups of yogurt
- Beccoli or cauliflower florets
- A combination of dried apricots, bananas, and raisins.



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