

## How to deconstruct & utilize your moodboard

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*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

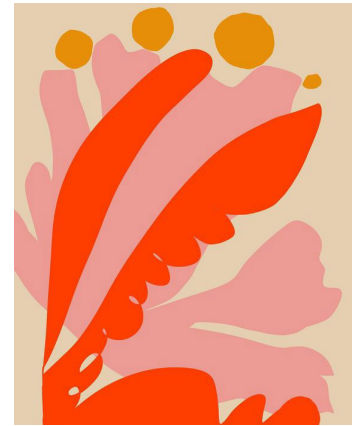
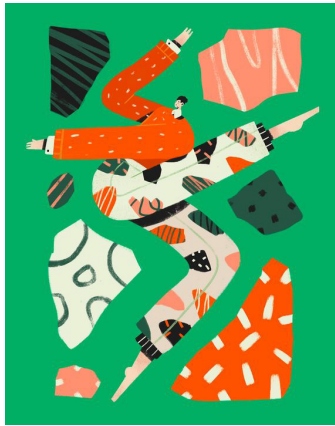
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PULL QUOTE

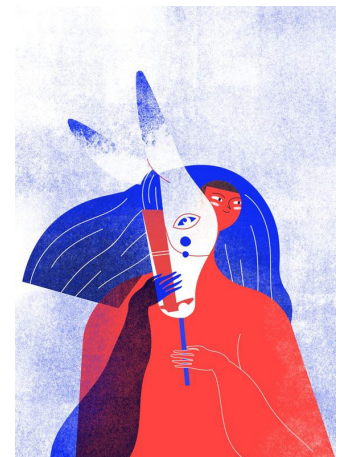
***"Avenir Next  
Medium italic"***



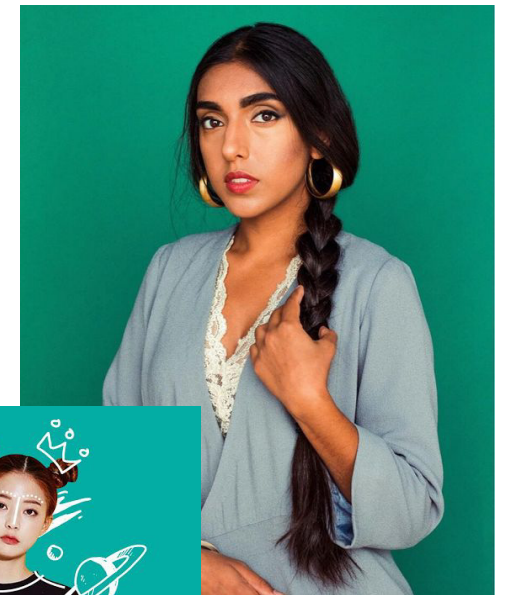
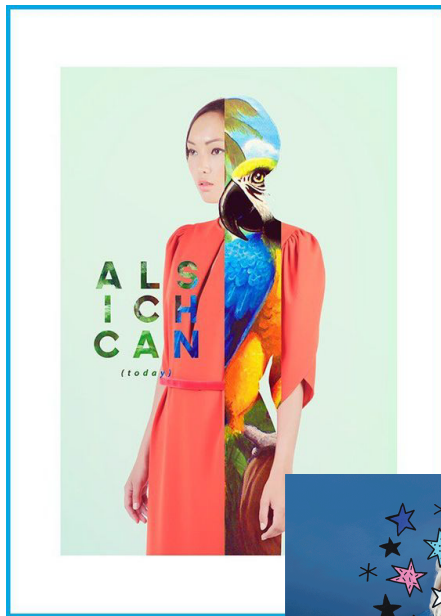


## ILLO STYLE

Bright, saturated colors  
Complementary colors  
Dynamic shapes  
Exaggerated  
Patterned



# ILLUSTRATION



## PHOTO STYLE

Mostly portraiture  
Illustrated elements  
Bold background  
Complementary colors  
One person

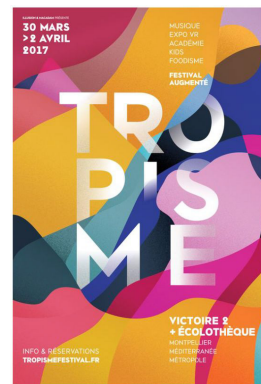
# PHOTOGRAPHY



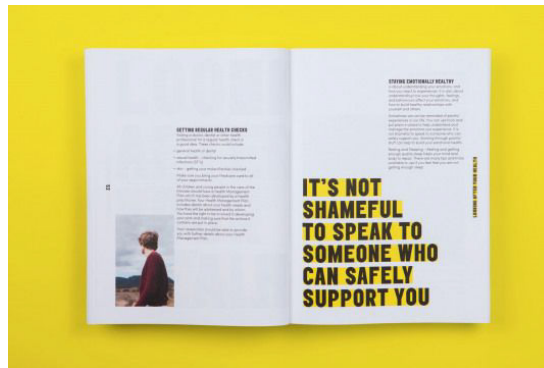


### TYPE STYLE

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

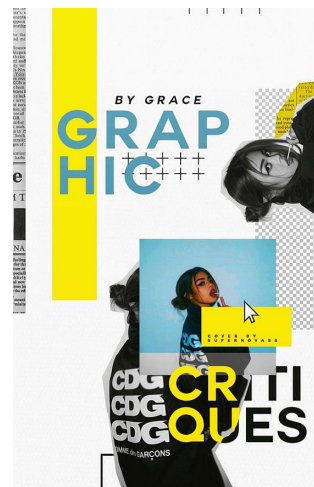


# TYPOGRAPHY



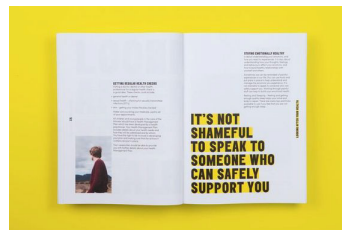
## LAYOUT STYLE

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**

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# OTHER PEOPLE

**GET SUBCULTURED**

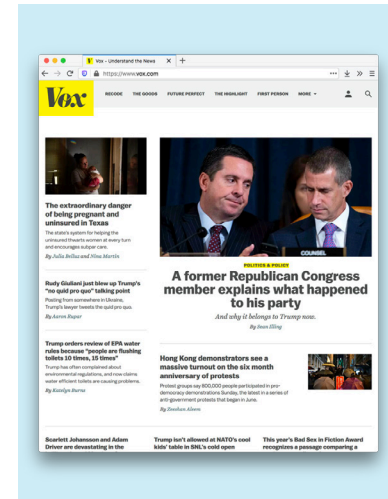
A NEWSY SPECIAL INTEREST MAGAZINE



## Other People — Get subcultured



HIP & WACKY

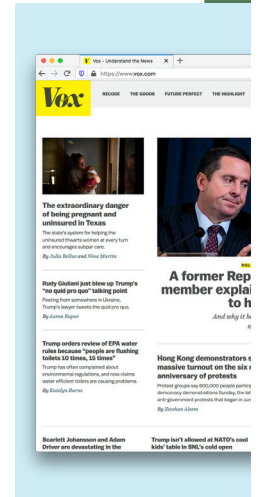


INFORMATIVE

## Other People — Get subcultured



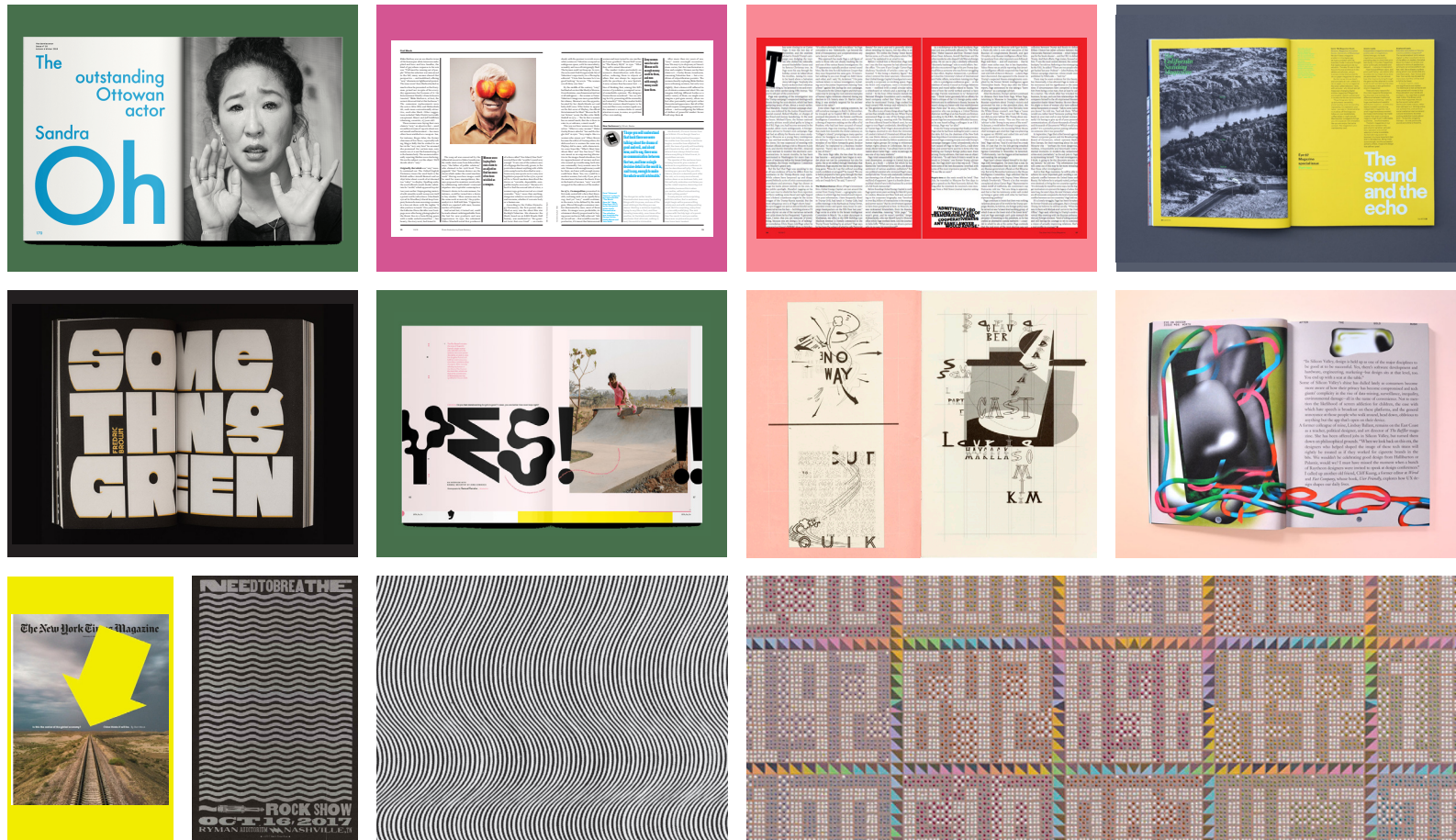
HIP & WACKY



INFORMATIVE



## Other People — Get subcultured



INFORMATIVE EXPRESSIVE EXPERIMENTAL BOLD INTELLIGENT

# Metanoia

Science for changing minds

Tyler Sporer | Fall '19 | Magazine

# Metanoia

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*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.

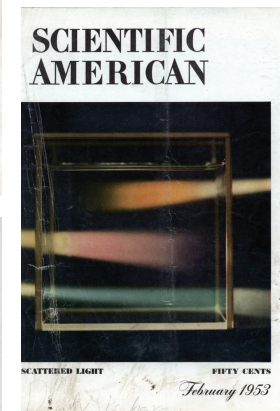
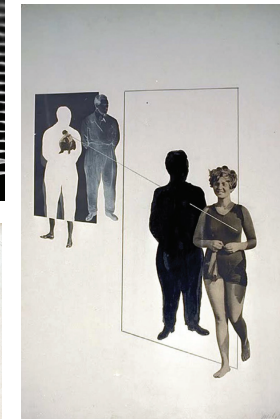
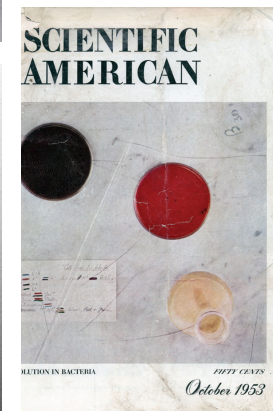
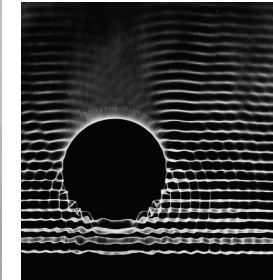
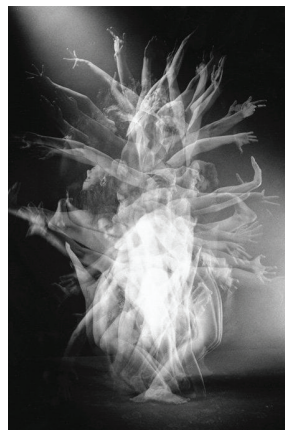
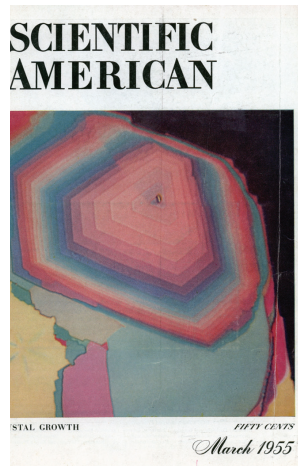
So as we learn to cope with the challenges of the 21st century, Metanoia presents fresh ideas, perspective-shifting research, and thought-provoking stories that shed light, inspire hope, and help deepen our understanding of ourselves and of the world around us. It is a call to action in our collective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



# Metanoia

## Visual Tone

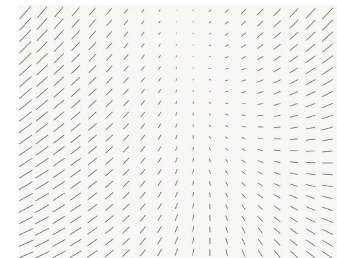
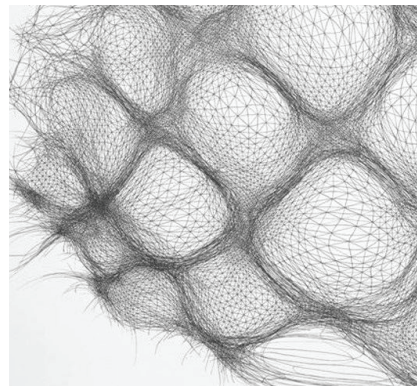
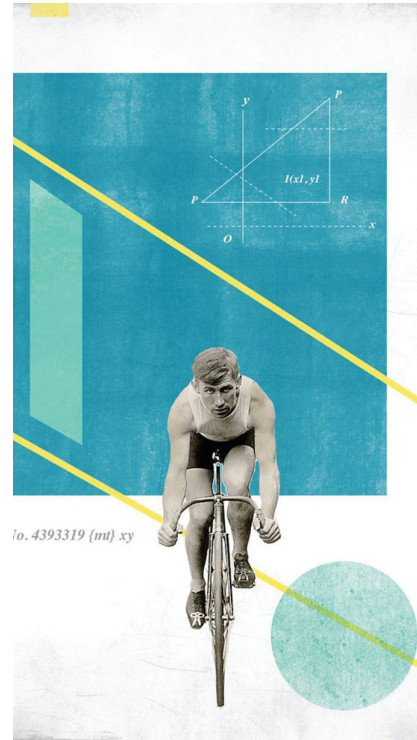
Inspired by the black & white photography, photomontage, and abstract aesthetic of vintage science journals...



# Metanoia

## Visual Tone

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

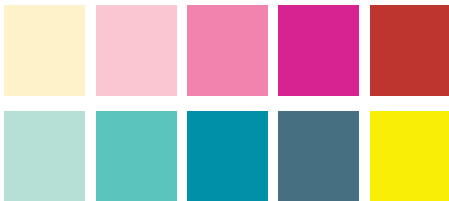




# Metanoia

## 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

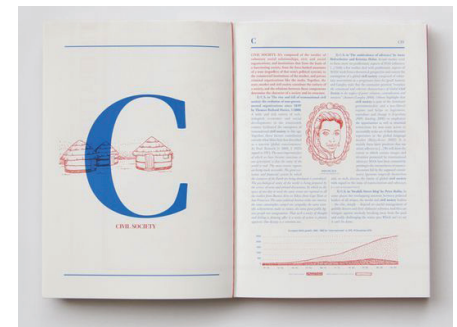
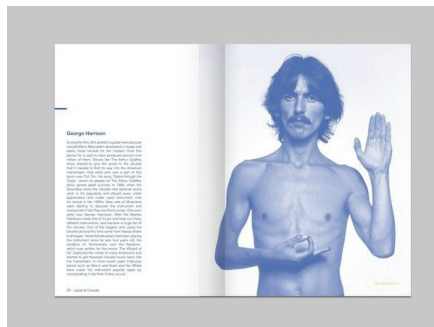
## Garamond Premier Pro

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

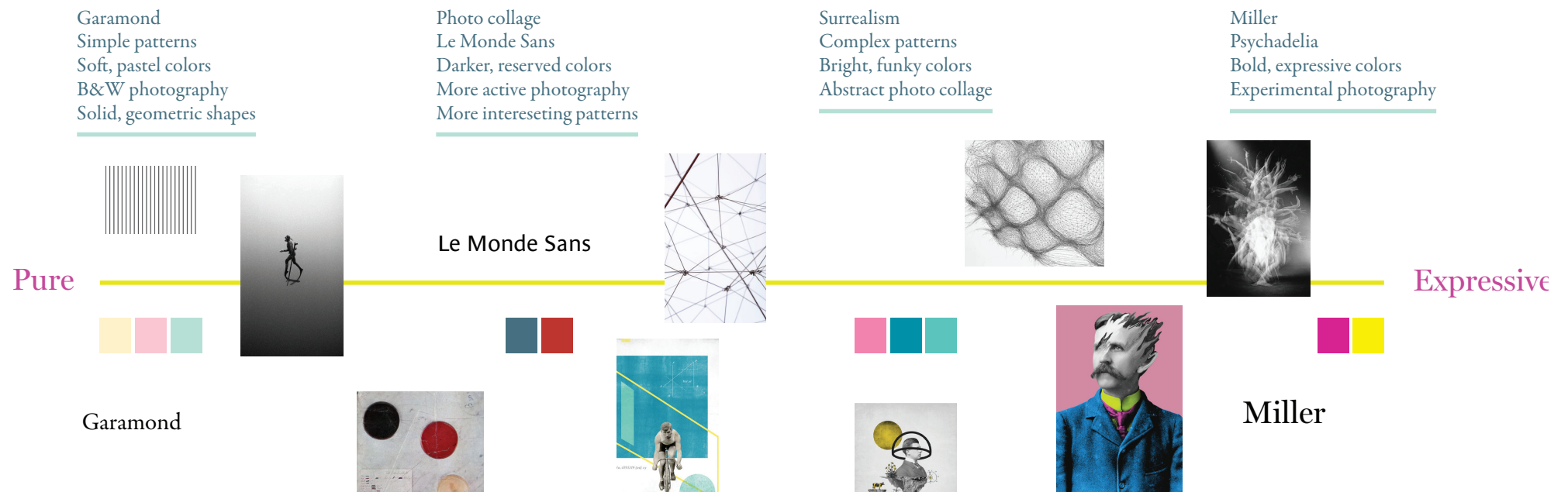
## Layout Inspiration



# Metanoia

## Moodboard Recipe

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





### 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?

#### *Photography/illustrations in general:*

- ◊ Is there a trend with how photos/illustrations are cropped?
- ◊ Is there a trend with simple, single object in the frame shots?
- ◊ Is there a trend for minimal color palettes, or are they varied?
- ◊ Is there a tendency for lots of negative space / empty space or does it feel active and cluttered?
- ◊ Is there a trend for unique camera angles or perspectives?
- ◊ Is there an entry point for the viewer into the picture or is the viewer more of an outside observer. Do the photographs invite the viewer into the spaces?

- ◊ Do many of the photographs/illustrations have a similar stylistic approach?
- ◊ Look at your photography/illustrations for sources of light. Is the light often directional, illuminating something, soft/fuzzy, filled with texture, morning light, evening light, etc. Is there a pattern you can recognize?

#### *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?

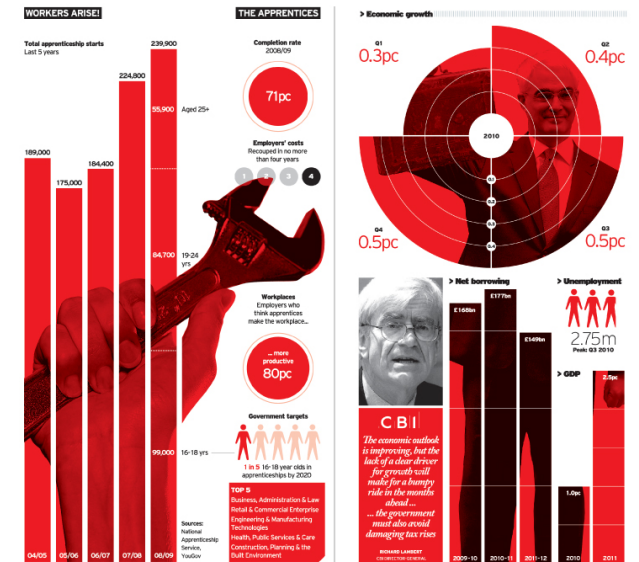
#### *Use of Space:*

- ◊ 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*

## Moodboard — Creating your recipe — We'll try it out together

## Images/Illustrations



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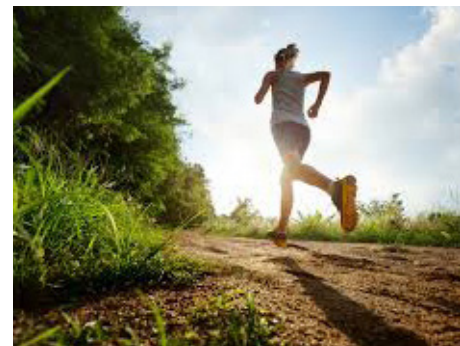
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MORE INSPIRATION



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