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.

Start with photography:
Photography/illustration of People:
◊ Is it primarily studio shots or natural environments?
◊ Are the environments cluttered, comfortable, sterile, minimal, etc?
◊ Is it primarily candids 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 trend for lots of negative 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.