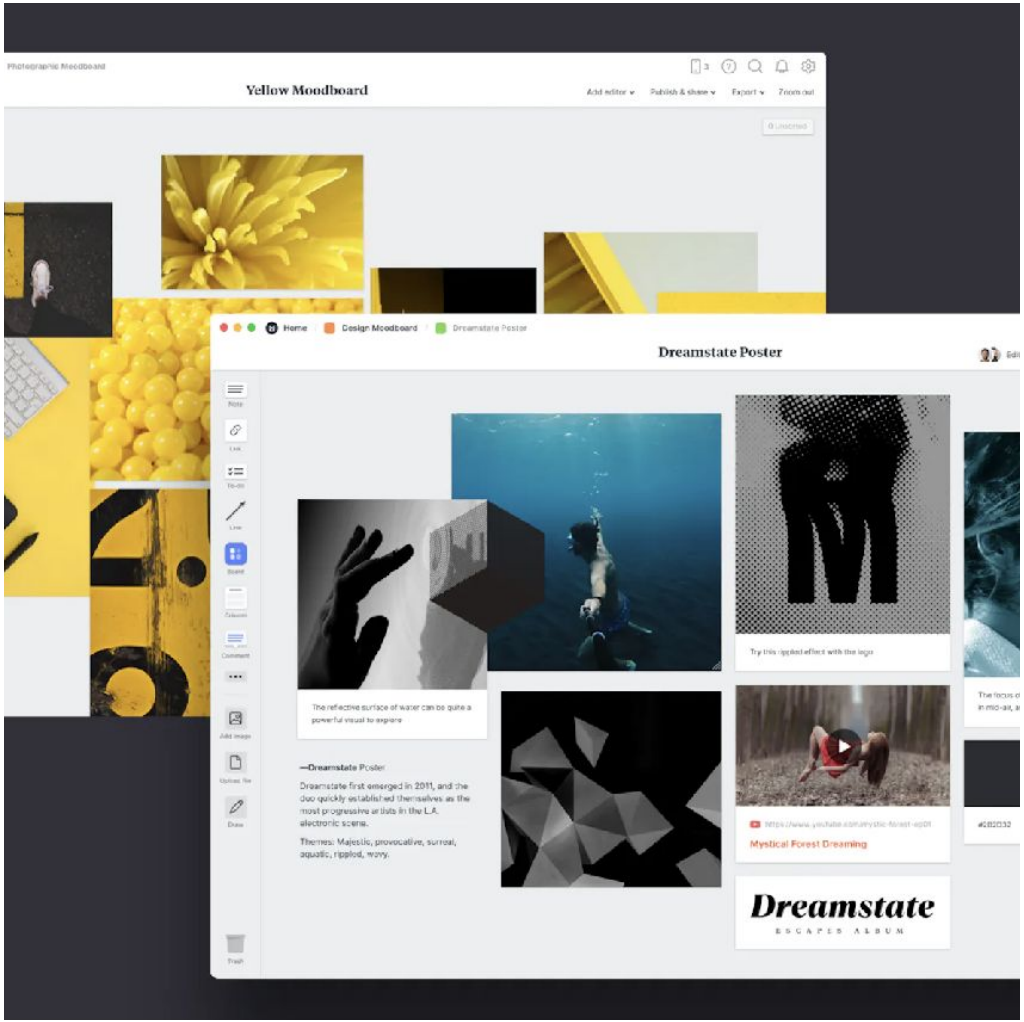


GD+M Research 3C

Workshop Mood boards

A tool used for visualising insights, directions for graphic design, branding, etc.

Mija Carlsson
mija.carlsson@mau.se

Today’s agenda

10.00-10.30 Working with Mood boards

10.30-10.50 Exercise instructions

10.50-11.00 Breakout into groups

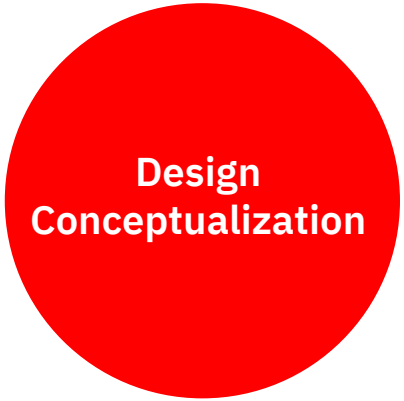
11.00-11.45 Start mood board exercise

11.45-12.00 Questions

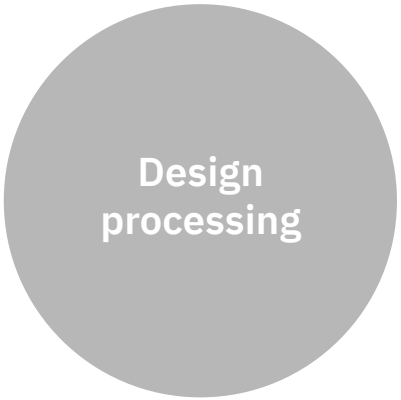
Recap: Example of Research phases in a Design project



- Desktop research:
  (Secondary data)
  - Overview of brand, current situation
  - Trend analysis
  - Competitors
  - Articles & surveys
- Interview target groups
- SWOT analysis



- Learnings from insights and visualise these with mood boarding
- What directions should we take with our design
- Collecting inspiration
- Make more mood boards to visualize the direction for the design
- Workshop with client



- Refinement of design
- Mock-up production
- Real Life tests
- Finalizing design for production phase



- Improve design
- Re-design
- Constant improvements
- Testings

How to work with mood boards

Feelings we want to convey

Organic shapes

Look and feel in imagery

Color palette



Handmade feeling

Hand drawn stripes

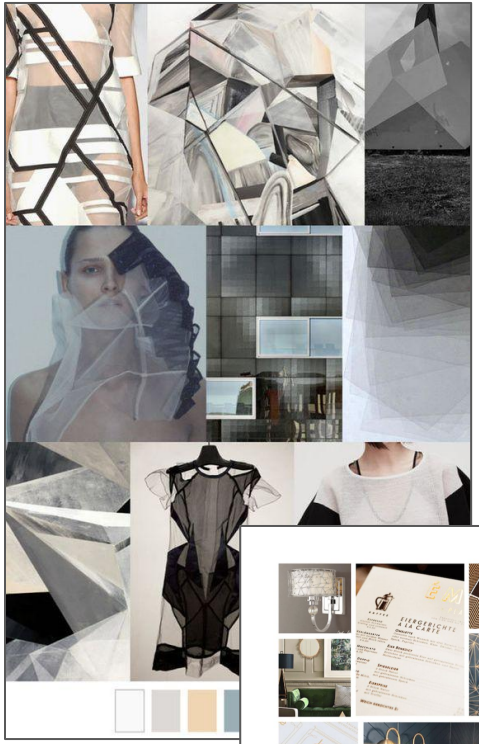
Playful typography and interior decoration

A mood board is a tool that you use to align with the client (and yourself) to make sure that you are on the right track before going into the details of the design process.

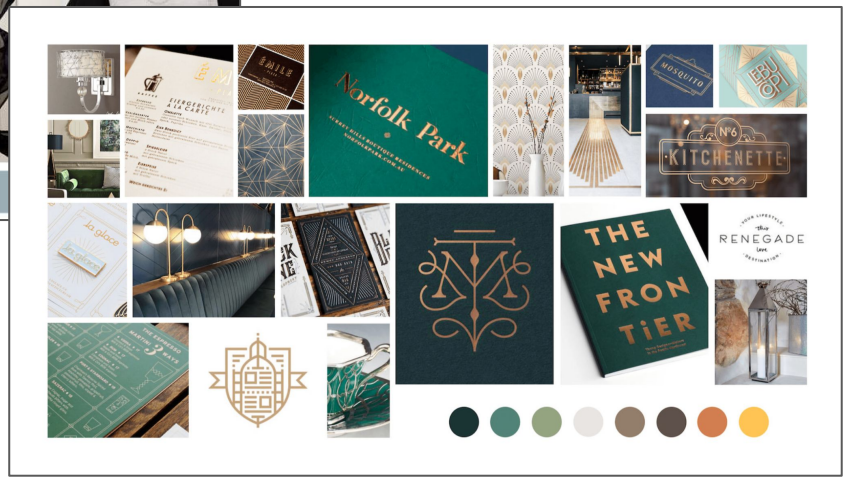
It should capture the look and feel of your design suggestions in a broader sense.

When the mood board is approved by the client you can move ahead with more confidence into details with your design.

Types of mood boards







A mood board can look different depending on what you are designing. It is often used in interior design, fashion and graphic design.

You can also use it to gather different conclusions from insights and your recommendations on future actions based on these insights. This is to give a quick overview of the present and the future.

Strengths

- Well-known university
- Unique educational program
- Works hard for diversity and openness

Weaknesses

- Low recognition on Instagram and Facebook
- The logo is difficult to see against images/photos
- Few accent colors to choose from in brand book

Opportunities

- Amplify MAU's core values to demonstrate its uniqueness
- Use the diversity-strength and add it to the graphic profile
- Use physical meeting points in the region for communication

Threats

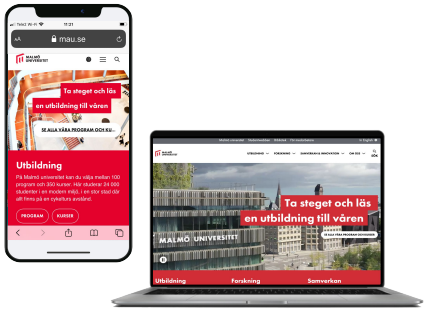
- With a weak recognition they may lose visitors
- The target group perceives MAU as static and not dynamic and forward looking.

How can MAU strengthen its brand by revising their graphic profile?

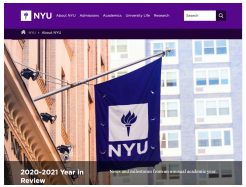
Summary of recommended actions:

- Keep the logo, but add more colors.
- Find a way to make the logo more visible on messy backgrounds.
- Add colors that feels fresh and up to date.
- Increase recognition on SoMe.
- Explore more readable fonts.
- More clearly communicate the work for diversity and openness.

Insight moodboard



The text is hard to read. Better legibility needed. New font/typeface required?



Inspirational trends from international renowned Universities. Is there anything in their look that we want use?



Target group spend a lot of time at cafe's.
How can we utilise that to reach our audience?

The target group's social media channels (Snapchat, FB, Instagram)
How can we make MAU more visible on these channels?

Competitors
Lunds University
Linnéuniversitetet
Do MAU stand out well enough?

According to interviews with people between 19 and 25 the red color feels powerful and pops out well in MAU's logotype.It also has good visibility.
Should we keep it? Can we upgrade it to enhance diversity which is a core value to MAU?

Core value: **Openness**

How can we convey "Openness" with MAU's graphic design?

A fictional example using Malmö University as client.

Gather images and notes on one board to give an overview of important insights that shows what needs to be changed or emphasized.

Future moodboard

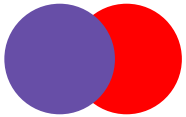
Headline

Graphik LC Bold

Body copy Henitis ent optas reperfe rnatibu sdanti blaci sed quiae dolupta conseror anduciis perepra ipiti dolorio officil igendae riatur alit

Graphik LC Medium

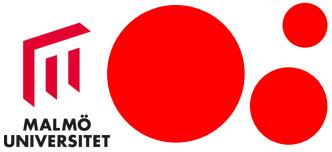
New font/typeface for better legibility - Graphik



Purple would make a good supplement to the red in MAU's palette. They are analogous but still quite different. Inspiration from New York University



By using the logo big and bold we can create great visibility on posters + flyers in public e. g, at cafe´s.



By adding red and use the logo more visible when possible we will create better visibility on Snapchat, FB, Instagram, and Twitter.



We recommend to start using the M in different colors to enhance diversity. It will still stand out well amongst MAU's competitors.

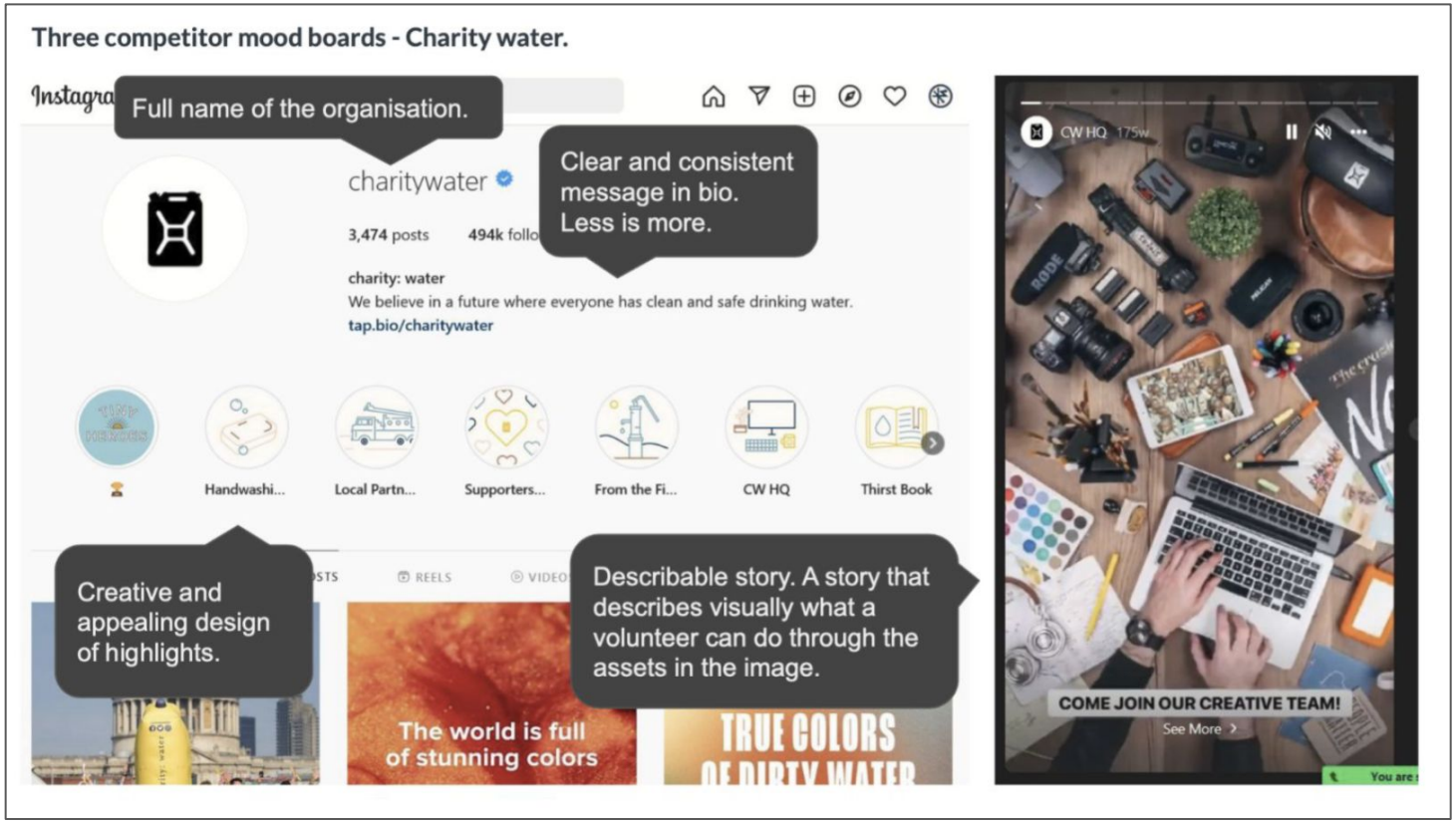


By opening up the M and make part of it transparent we can support the core value **"Openess"**.
By making the M negative it pops out well placed on a photographed background.

A fictional example using Malmö University as client.

Gather images and notes on one board to give an overview of changes recommended e.g. new colors, pictures, illustrations, icons etc.

Competitive moodboard



A mood board that maps a competitor's graphics and communication.

Inspiration















Mood boards from a presentation for Åhléns department stores in-store campaign areas.

Sometimes you might need to divide your mood board into more slides than one. In this example we wanted to cover both inspiration, graphics, colours and props.

Mood



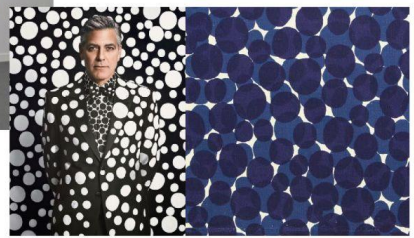


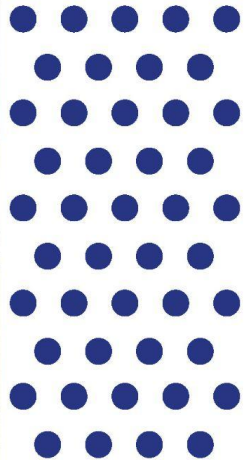






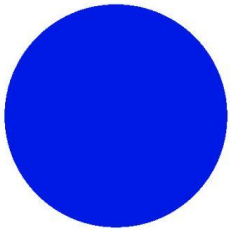




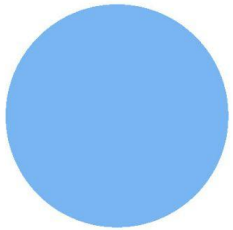


Färgpalett

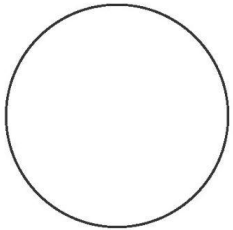
Bakvägg



C 100 % M 90 % Y 10 % K 0 %



C 50 % M 25 % Y 0 % K 5 %



VIT

Props



Tambur, pall fint med ränderna.



Randig badboll



Randig beach bag



Badlakan i blandade blå mönster

Example

SPÅR 1



Maner illustration







Fin grön färg!





OLIVEBRANCH







OKOMPLICERAT
& FOLKLIGT

SPÅR 2





Medelhavs bröd
OSÖTAT

HAVSSALT & OLIVOLJA

Olives

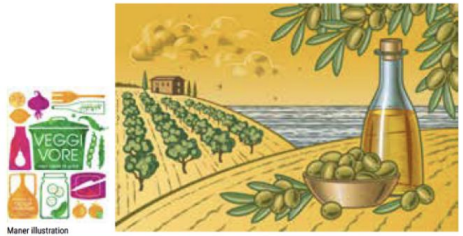
Carolina Wild

Butter Toffees



Enkelheten i designen! Ej premium!





Maner illustration

Fin grön färg!


Pågen
OSÖTAT
Italienskt
Lantbröd
Olivolja från Italien
Havssalt
SVENSKT MJÖL
FRÅN EGEN KVARN
Pågen
Italienskt
Lantbröd

Example


DEN HÄR VÄRLDEN BEFINNER VI OSS I:
• UNGA – UPP TILL 44 ÅR
• OFTARE KVINNOR ÄN MÄN
• OFTARE STORSTAD
• EJ PRISMEDVETNA
• STARKT HÄLSOMEDVETNA – OCH MILJÖMEDVETNA!
VAD SKA DESIGNEN FÖRMEDLA?
• NATURLIGHET
• URSPRUNG
• LANDET/ODLING (?)
• HÄLSA/BRA FÖR MIG
• RENHET/MODERN NATURLIGHET
BOMULLS BOLLAR
WHITE WINE
OSÖTAT
EKO
LANTBRÖD
eko
LANTBRÖD

Example

SPÅR 1

















SPÅR 1

Ren
Livfullt mönster
Illustrationer av sädesslag, ej perfekta
Grön bakgrundsdekor med olika nyanser
Variant med vit bakgrundsdekor och gröna detaljer
Blanda typsnitt
Blanda versalt/gement
Mönster antingen dominerande eller mer subtilt
Pappersstruktur med växtfiber

TYPOGRAFI

OSÖTAT
EKO
LANTBRÖD



OSOTAT
eko
LANTBROD



SPÅR 2















SPÅR 2

Ursprung
Naturlighet
Starka bakgrundsfärger i dekoren
Returpapper på en del av banderollen (rivet/perforerat?)
Oregelbunden form på etiketten?
Blanda typsnitt
Blanda versalt/gement
Typografi i olika färger?



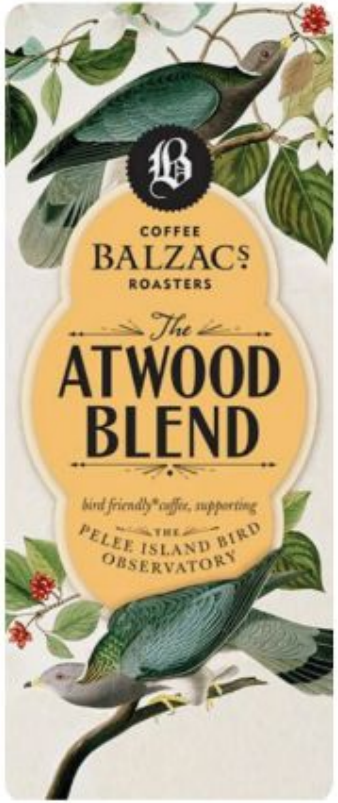
TYPOGRAFI

OSÖTAT
EKO
LANTBRÖD

ORGANIC
100% Juice Smoothie

OSÖTAT
eko

Example



SPÅR 1





Känsla typsnitt:

Balans

Nytta

KÄNSLA: Naturtroget. Premium.
Illustration/mönster: Organiskt som växer sig uppåt från sidorna (svetsen)
TYPSNITT: Condensed med karaktär/läsbar skrivstil.
BANDEROLL: Om vi har banderoll så inte rak.
BERIKNING: Visas tydligt på ovansidan.
Berikat med:
Vitaminer: B6, B9, B12, D
Mineraler: Zink, Selen.
Stärker ditt immunförsvar* (skrivs ut eller som splash)

* Hänvisning till baksidan "Bidrar till immunförsvarets normala funktion". *På baksidan kommer vi behöva skriva ut vad de olika mineralerna, vitaminerna gör för nytta (ersätter vackertext)*

Namn

Gräddat Nyponbröd
Balans

Example

SPÅR 2







Känsla typsnitt:

NYPON

NYPON

KÄNSLA: Kraftfull, modern o lekfull.
Illustration/mönster: Enkla platta illustrationer i lager på lager.
TYPSNITT: Condensed linjär.
BANDEROLL: Om vi har banderoll så inte rak.
BERIKNING: Visas tydligt på ovansidan.
Berikat med:
Vitaminer: B6, B9, B12, D
Mineraler: Zink, Selen.
Stärker ditt immunförsvar* (skrivs ut eller som splash)

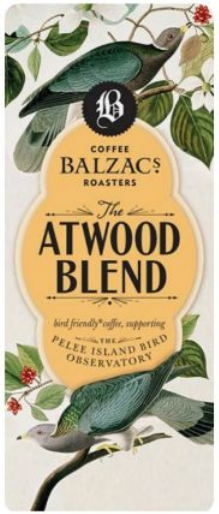
* Hänvisning till baksidan "Bidrar till immunförsvarets normala funktion". *På baksidan kommer vi behöva skriva ut vad de olika mineralerna, vitaminerna gör för nytta (ersätter vackertext)*

Namn

Nytta
Nyponkraft

Example





SPÅR 1





Känsla typsnitt:

Balans

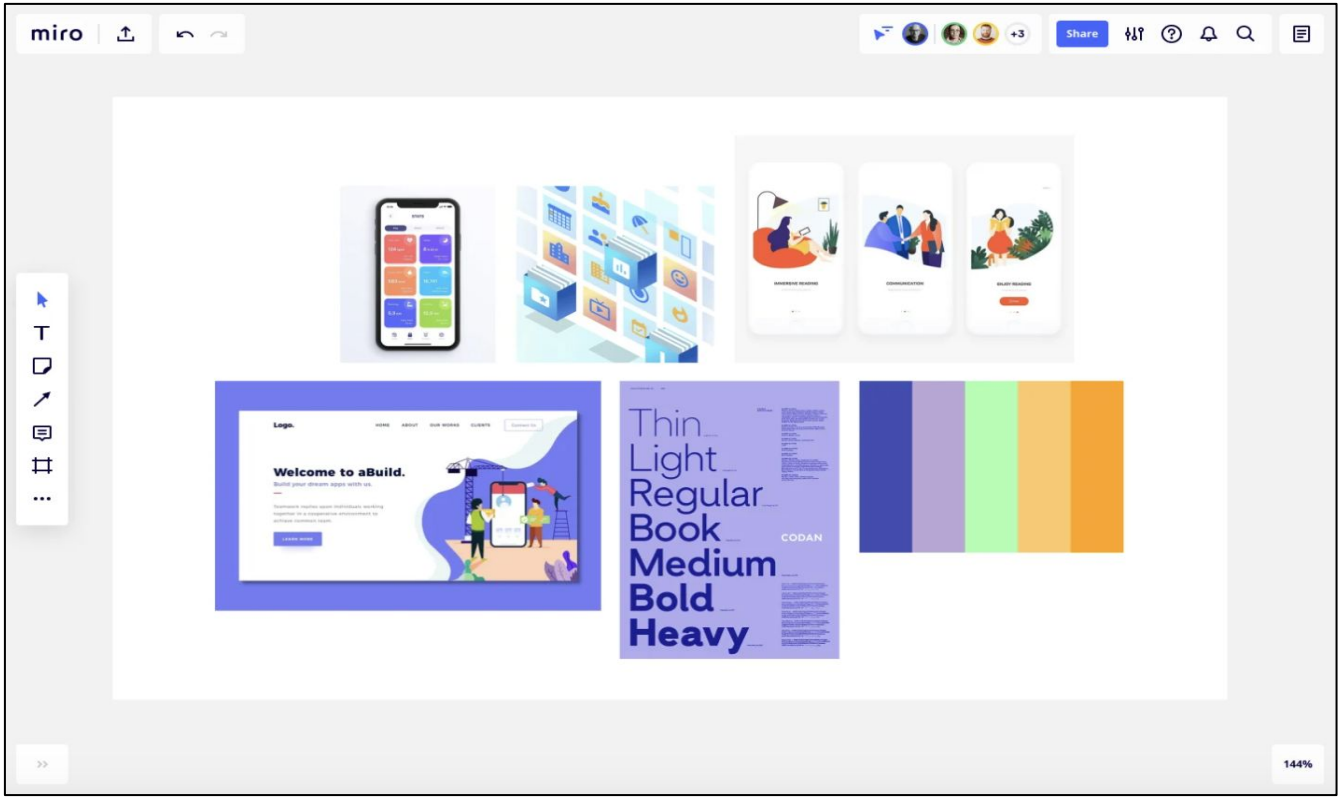
Nytta

KÄNSLA: Naturtroget. Premium.
Illustration/mönster: Organiskt som växer sig uppåt från sidorna (svetsen)
TYPSNITT: Condensed med karaktär/läsbar skrivstil.
BANDEROLL: Om vi har banderoll så inte rak.
BERIKNING: Visas tydligt på ovansidan.
Berikat med:
Vitaminer: B6, B9, B12, D
Mineraler: Zink, Selen.
Stärker ditt immunförsvar* (skrivs ut eller som splash)

* Hänvisning till baksidan "Bidrar till immunförsvarets normala funktion". *På baksidan kommer vi behöva skriva ut vad de olika mineralerna, vitaminerna gör för nytta (ersätter vackertext)*

Namn: Gräddat Nyponbröd
Balans

Tool for mood board-model



Miro mood board template

Case study

HIGH FIVE GIRLS



For Exam it is mandatory to do:

Exam Case Study



3A – Desktop Research

Map out how High five girls appears and acts in their digital media channels today by making a current situation analysis.

OR

3B – SWOT analysis

Identify if there are any changes you would recommend in order to become visually stronger and clearer. What are the Strengths, Weaknesses, Opportunities and Threaths?

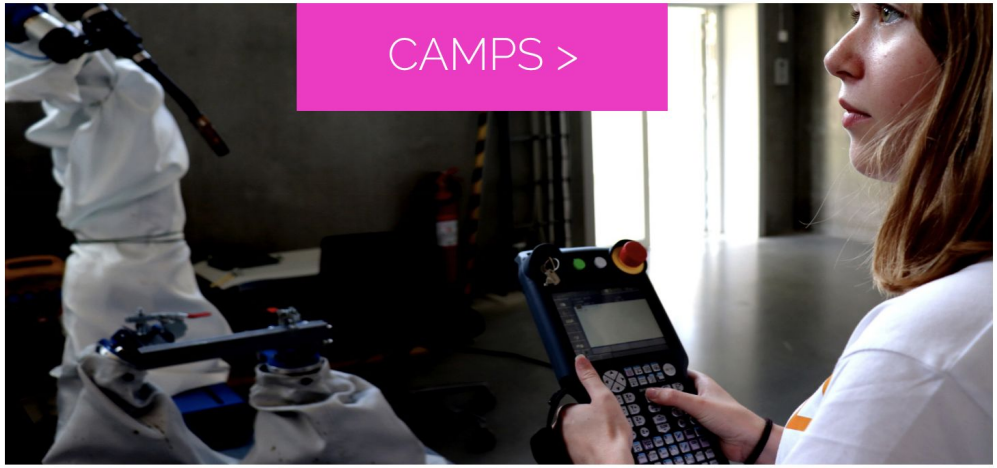
OR

3C – Moodboard

By gathering components such as images, notes, quotes, etc. in the layout of a mood board you will get an overview of important insights that can help illustrate a what needs to be changed or emphasized.

We do recommend doing all exercises to get the most out of the Research Module.

Canvas Exam







Mission Case Study

HIGH FIVE GIRLS

Explore how High five girls can strengthen its brand visually in digital channels by using tools such as Desktop research, SWOT analysis, and Mood boards. It is optional to focus on one selected digital channel if preferred.

https://high5girls.dk

Exercise

Research 3C — Moodboard Workshop and Exercise

Workshop:

- **Group work —** group listed here (Only name the group members that participated. If you can not make contact with your group you can submit your exercises indvidually.)
- Discuss what is Moodboards within groups.
  - Read article: Online mood boards – find inspiration and grab your template

Concept:

- Create one or more moodboards, Insight moodboard and or a Broad moodboard within your studio groups for the case study (logo, icons, fonts, colors, layouts, photography, illustrations, campaign visuals) using a Miro mood board templates or on Figjam and share the template with ALL group members to add content from each group member. If you have done exercises 3A and 3B, we suggest that you do an insight moodboard to use the findings from those exercises).
- The Moodboard is centered on the case study, High5girls.dk with the design perspective, such as logo, color, type, layouts from a variety of channels (website, facebook, instagram, etc.).
- Mission: Explore how High5girls.dk can strengthen its brand visually in digital channels by using the tool moodboarding. It is optional to focus on one selected digital channel if preferred.
  - *Insight moodboard*, you will create an overview of important insights that can help illustrate and present what needs to be changed in High5girls.dk graphic design. By gathering components such as images, notes, quotes, etc.
  - *Broad moodboard*, you will create an overview of High5girls.dk overall graphical expression. By gathering components such as images, notes, quotes, etc.If you have not done exercise 3A or 3B, the advice is to create a *Broader moodboard* with visuals from how High5girls.dk looks today.
- A question to ask yourself when creating your moodboard is:
  How does the design of today match with the words that High5girls.dk stands for? See below:
  - Empowering: They aim to empower young girls by building their confidence and skills in STEM areas.
  - Inspirational: Their activities are designed to inspire girls to consider careers in STEM.
  - Educational: They provide educational resources and experiences related to STEM.
  - Inclusive: Their approach is inclusive, aiming to reach girls from diverse backgrounds and abilities.
  - Innovative: They employ innovative methods and ideas to engage girls in STEM.
  - Community-Focused: They work on building a community of young girls interested in STEM.
  - Supportive: They offer support and guidance to help girls navigate STEM fields.
  - Motivational: Their programs are designed to motivate girls to pursue their interests in STEM.
  - Engaging: Their activities are engaging and hands-on, making learning fun and interesting.
  - Empathetic: They understand the challenges girls face in STEM and work to address them.

Exercise_moodboard_Canvas

Exercise

Submission for optional teacher written feedback:

- The first page of the pdf should include your studio group number, student names and date.
- Only include the group members name that participated.
- If you have any problem joining your group you can submit the exercise individually and do the work by yourself.
- Upload 1 pdf per group (multiple pages if needed) on Canvas no later than Monday 8 April by 23.59.
- Provided in writing through Canvas following the submission date.

Exercise guidance:

- Provided live on Zoom Thursday 4 April January with Mija at 10.00

Research 3 Exam:

- Remember only one of the Research exercises (3A, 3B, 3C) is needed for the Research 3 exam. However, feel free to do all the exercises to learn more.
- If this exercise is selected to be used for the Research 3 Exam, it is due in completed form by Friday 12 April by 23.59
- Submit separately through the Research 3 exam module here.

Feel free to email questions to: Elizabeth — elizabeth.jensen@mau.se

Exercise_moodboard_Canvas

Thanks!



Mija Carlsson
mija.carlsson@mau.se