

UXD

User Experience Design

Lesson 3: Creating a Mood Board and Style Guide

A mood board (inspiration board) is a collage of ideas that expresses the mood you are striving for. In this case you will be developing a mood board for your Mobile app idea. What mood are you looking to strive for? Don't forget, the mood should reflect your users.

Lesson Objective:

- Collect creative information (colors, photos, typography)
- Create and illustrate icons using Illustrator
- Select and identify appropriate typography
- Explore color theory
- Design professional layouts using design software

Create a Mood Board

- First, as a team decide what the mood should be for your Mobile app. What is the feeling you want to convey? (remember color plays an integral role — recap on color psychology)
- Next, collect photographs, textures and colors that convey that mood
- Create a digital collage, save as a pdf and upload to the classroom

Remember, teamwork!!!



Example of a Mood Board for Explore - travel app

Create a Style Guide

A style guide catalogs specific colors, type, logos, imagery, patterns, taglines, etc. of a brand. Having a style guide enhances continuity throughout a company. Lots of companies will have style guides that must be followed exactly — you cannot sway from the color palette, typography etc. and may even have strict logo specifications.

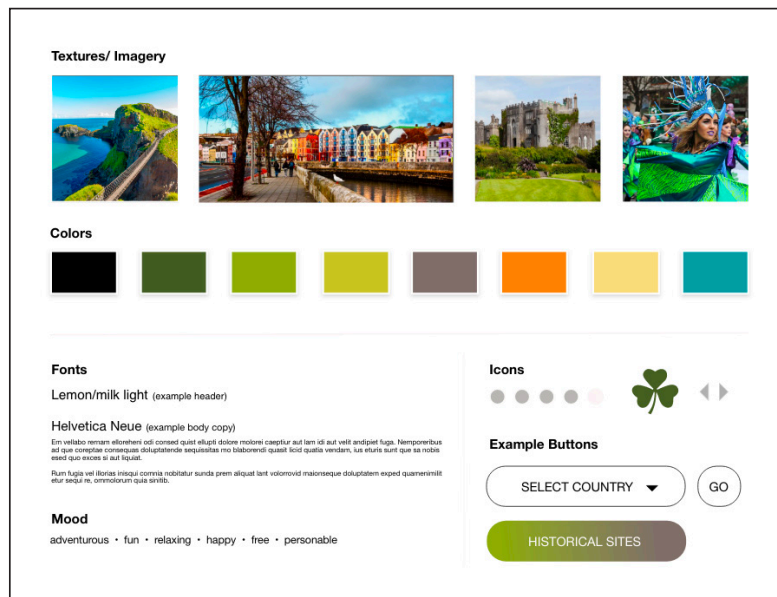
You will be creating a style guide for your Mobile app.

(Remember, your final app will reflect your style guide so take the time to really think this through — get inspiration from your mood board)

As a team:

- Choose the appropriate colors, imagery and textures that will work best for your app
- Choose appropriate fonts and label (Headers, body copy etc...)
- Create icons for your app
- Design and develop buttons
- Identify the mood you are trying to achieve
(Think modern, bright, simple, bold, youthful, clean, fun)
- Consider your navigation and don't forget to list all styles
- Design a template that includes all the above in InDesign, save as pdf and upload to classroom
- Critique mood board and style guide

Remember, teamwork!!!



Example of a style guide for Explore - travel app