

## idea board

**overview** Use **InDesign** to create an idea board that is a hybrid of the traditional mood board and a brand board. A mood board is often more about color, pattern, and imagery while a brand board displays examples that are evolved from a developed identity.

Name the file **YOUR LAST NAME\_IdeaBoard**.

The idea board for which I am asking is somewhere in the middle. It should include the following:

- Typography
- Patterns
- Colors: at least 5 color boxes - *color breakdowns optional, not required*
- Textures - *digital and/or tangible*
- Imagery - *no logos or identity systems from other sources*
- Copywriting samples - *optional*
- Paper samples - *optional at this point*
- Your **Brand Positioning Statement**.

See next page and links on our FB page as examples close to what is expected. *Examples shown below do not include a Brand Positioning Statement.*

- specs**
- Tabloid: 11 inches x 17 inches
  - Portrait or Landscape - student's choice
  - .5 inch margins.
  - Use as many boxes as you would like.
  - Because printing (\$\$\$) is not necessary, please bring in any paper samples or tangible textures if desired. They could be part of the printed Brand Board later in the class.
  - Imagery should be high enough resolution to be viewed well. (150dpi at 100% minimum)

When finished, package the digital file as shown here. *Any places for tangible items, just leave blank.*

Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)  
 Copy Linked Graphics  
 Update Graphic Links In Package  
 Use Document Hyphenation Exceptions Only  
 Include Fonts and Links From Hidden and Non-Printing Content  
 Include IDML  
 Include PDF(Print)      Select PDF Preset: [High Quality Print]

- what is due**
- The correctly named **packaged InDesign file** in **SECTION 1 : IDEA BOARD** folder (of your shared Google folder for this class).
  - A **color printed Tabloid** size sheet. Mounting is optional.

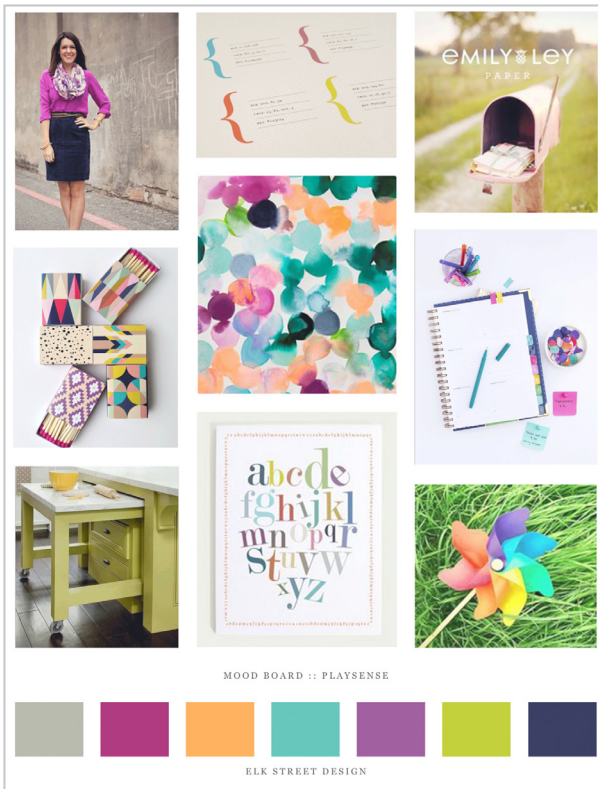
- evaluation**
- You will be graded on the following:
    - Directions were followed accurately with absolutely no errors.
    - Idea board explores visuals that support verbal Brand claims.
    - Idea board shows design skills and aesthetic awareness in the service of marketing.
    - Digital file packaged correctly and placed in folder.
    - Printed file created correctly.
    - **Ambition - How much did you challenge yourself?**
    - Time organization skills displayed.

schedule **Wed Jan 22:**

- Business Plan A DUE, discussed in class.
- Personal Mission Statement Worksheet DUE. Discussed briefly in relevance to brand.
- Required links on Slack DUE.
- **Begin Idea Board**, Brand, Job Hunt Journal, and Logo.
- Work on brand exercises and Brand Positioning Statement in class.

**Mon Jan 27:**

- **Idea Board DUE, 10:45am.**



<http://elkstreetdesign.com/blog/2015/4/14/branding-101-mood-boards>  
<https://brandingbytonik.co.uk/blog/create-a-meaningful-branding-mood-board/>  
<https://dribbble.com/shots/3460607-Moodboard-for-a-Couple-s-Travel-adventure-blog-logo>

