

Keywords & Moodboards

Keywords are influenced by a brief, using what the client has requested to inform what you create.

If coming up with creative without a brief, you develop your own inspiration.

For this example, I'll be creating inspiration for a poster design.

Here's a step-by-step, starting with keywords.

1. Brash
2. Vibrant
3. Claustrophobic

Next, I will assign a design element to each word.

1. Brash — Type
2. Vibrant — Color
3. Claustrophobic — Layout

Once I've determined what each element should express, I write down in "design terms" what that looks like.

1. Brash (Type)

- sans serif
- bold/black/heavy
- tiny counters
- tight leading & kerning

2. Vibrant (Color)

- neon
- minimal contrast

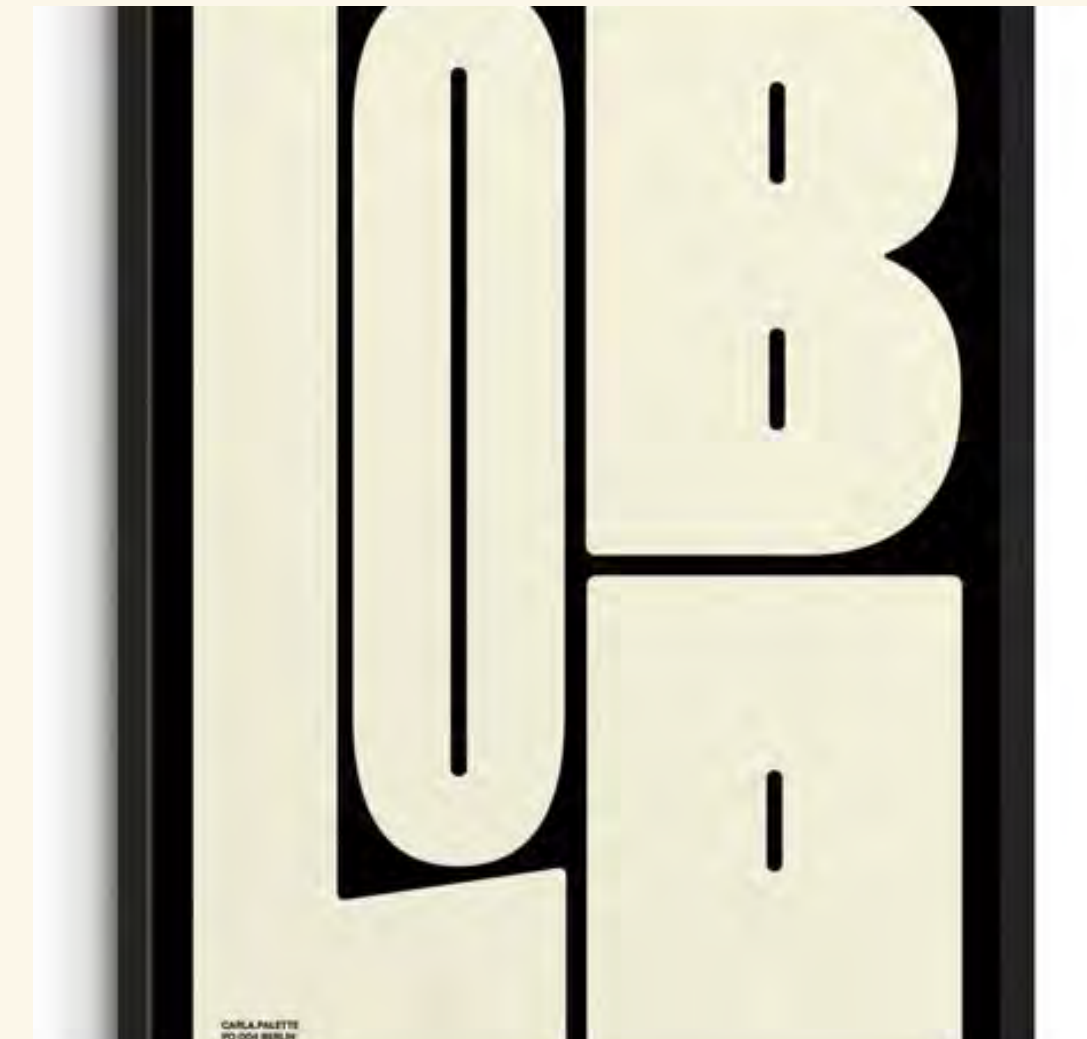
3. Claustrophobic (Layout)

- Filled in space with minimal negative space

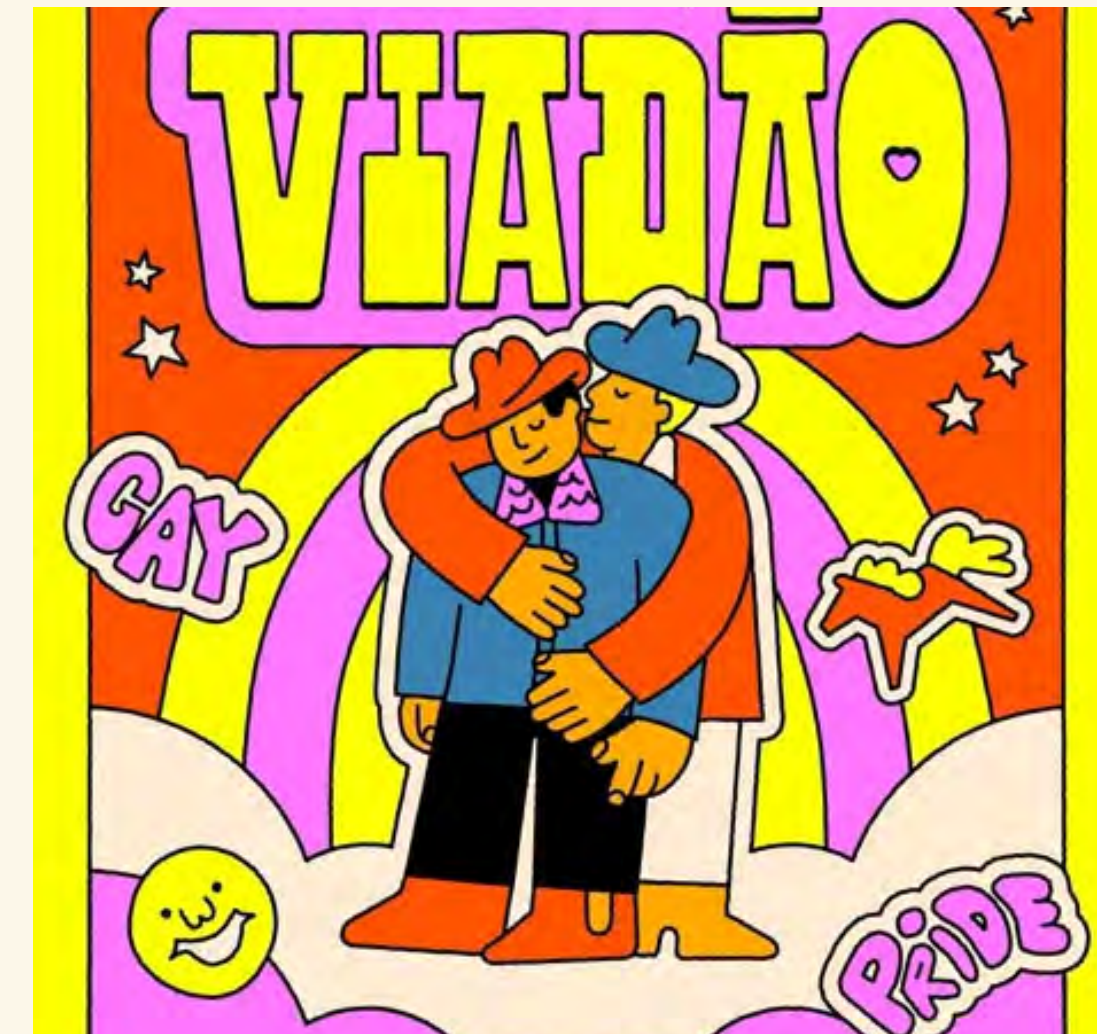
Once I have a large collection, I cull out what's relevant, focusing on specific examples (type only posters, etc).

Brash (Type) — sans serif, bold/black/heavy, tiny counters, tight leading & kerning

- Stretched out letter forms
- Missing counters

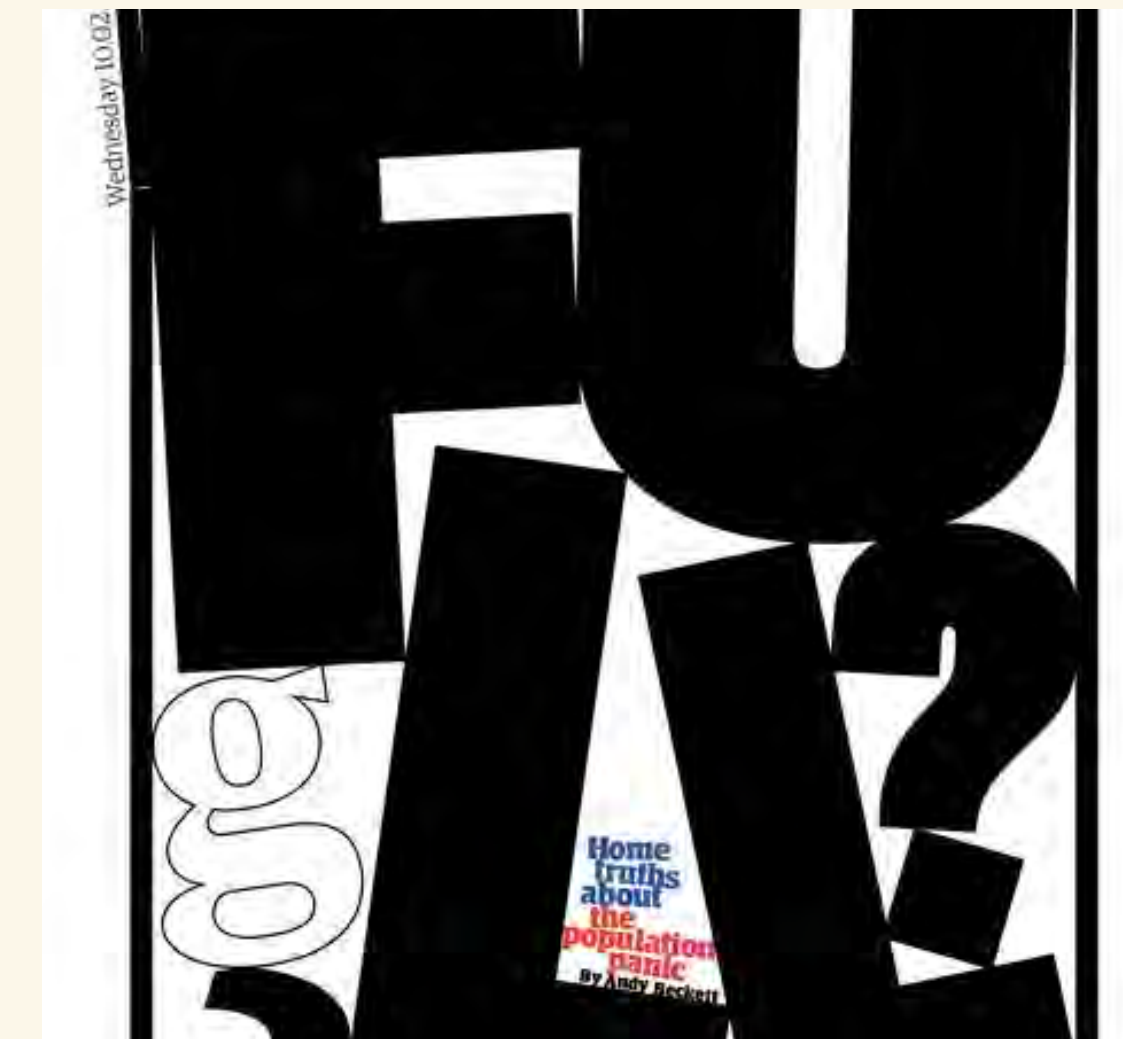


- Bright yellows and pinks
- No black
- Sometimes outlines



Claustrophobic (Layout) — Filled in space with minimal negative space.

- Non-linear baselines
- Letter forms in different sizes.
- All caps



I then create layouts inspired by these moodboards.

