

Introduction to Mood Boards

Before putting these together, I undertook research to provide context for visual design, including:

- historically accurate Colonial color palettes from several sources,
- typefaces that would be in common use at the time, and
- any other visual motifs appropriate to Martha's time and status, such as textile and fabric patterns.

Then I considered the adjectives offered in the creative kick-off meeting:

"classical", "traditional", and took into account that the site is both about Martha, a well-to-do woman of her era, but also about life for women in Colonial times, so it makes sense to try to incorporate visual elements that reference the world of women.

This provided me context to pull together the two mood boards that follow.

These mood boards are just what their name implies: a way to suggest an overall feel to the design: tone, use of imagery, and typography. They are not meant to show detailed design mockups of pages or even information hierarchy.

With that said, take a look and see which one you respond to, and why (like the color palette, don't like use of background images, for example).

Along with each mood board are some screen grabs that show different types of visual styles that the design could draw on; these, too, give you some tangible design elements to respond to.

Mood Board I:The Dark Palette

THINGS TO NOTE

1. Color palette is weighted toward the “jewel tones”; drawn from research into historically accurate color palettes from the Colonial era

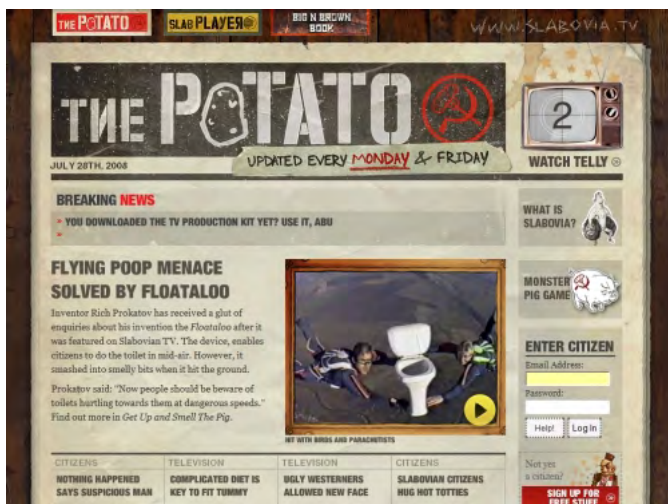
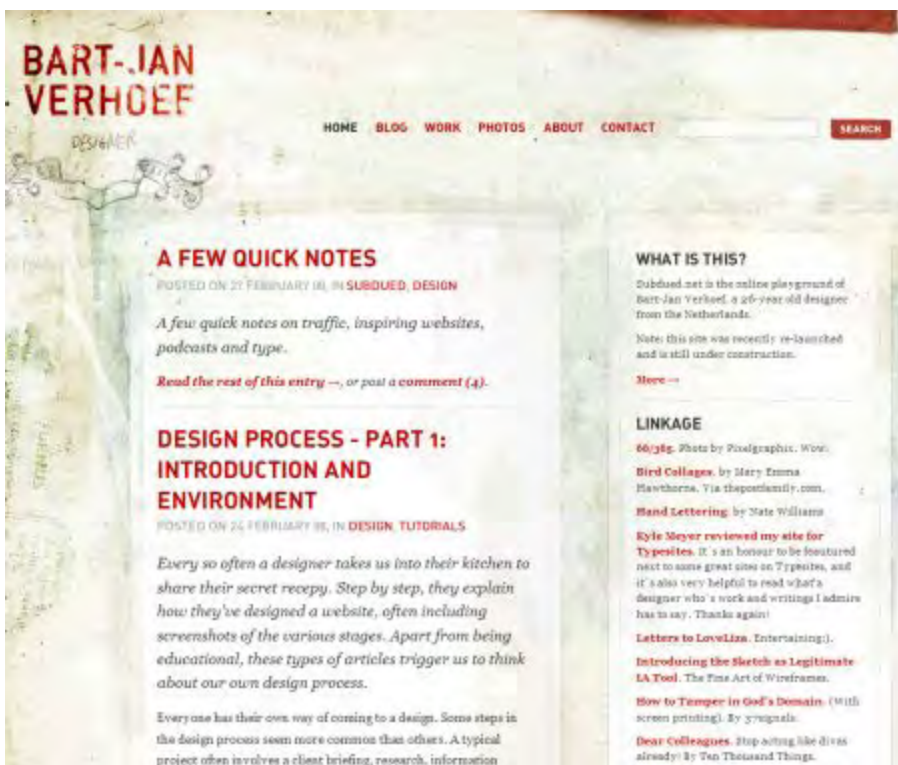
2. Overall, this look would visually reference history through use of background textures that look like aged paper.

3. A sample typographic treatment. Page Titles would be executed using image replacement techniques so we could use Baskerville Old Face, a typeface popular in America at the time (aside: Ben Franklin brought it over from Europe, where they weren’t so thrilled with it). Suggest using Georgia, a web font, for body copy because it’s most appropriate to the content/historial era.

4. A sample font for the website name. Would be refined.



visual samples showing the “worn/aged/historical” look and/or a collage approach to imagery; going in this direction, we could perhaps do photo collages of time-specific images for each era of Marth’s life and use them in the page banners, along with creating an “aged” look to the content components



Mood Board I:The Dark Palette

THINGS TO NOTE

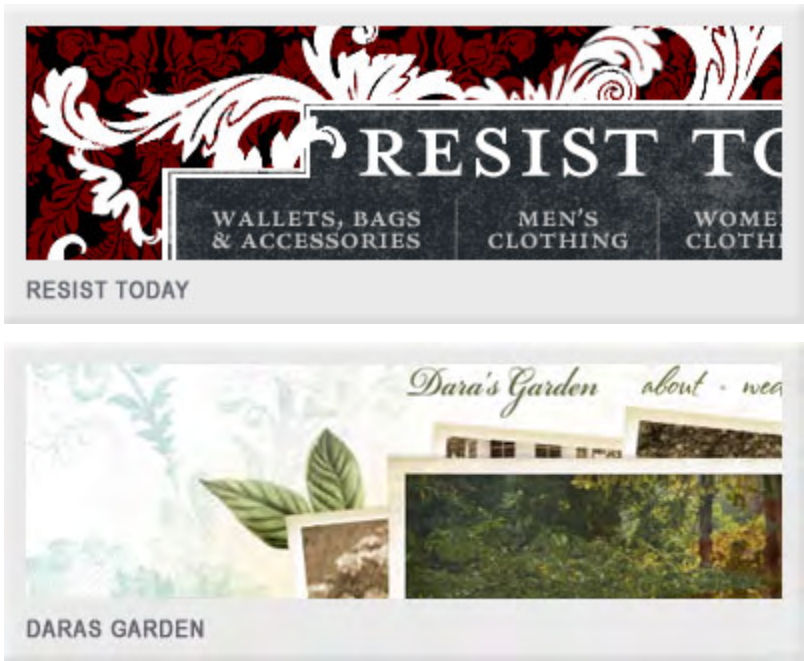
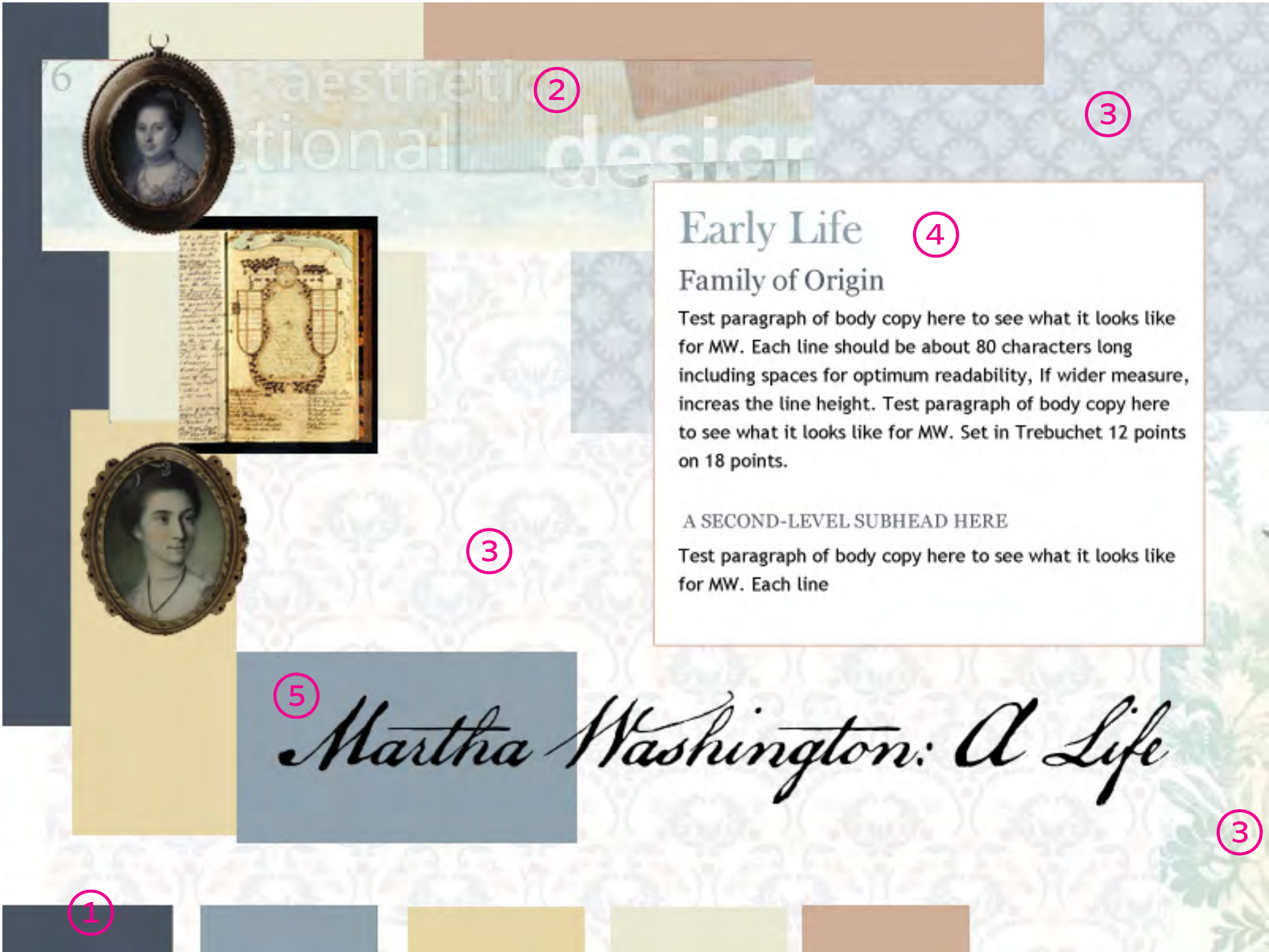
1. Color palette is much lighter, more “feminine”, but also drawn from research into historically accurate color palettes from the Colonial era

2. A sample of possible visual style—layering textures, color, and text.

3. Could perhaps use patterns relevant to the times as backgrounds for the sections, or just one throughout with perhaps different tint colors. Shown here are two different backgrounds with subject matter typical for the era, and one
- using flowers (from a website, shown for style/feeling). Martha prided herself on her sewing and embroidery talents.

4. A sample typographic treatment. Show use of a san serif for body copy, but it seems out of character.

5. A sample font for the website name. Would be refined.



visual samples from websites, showing use of background pattern

visual samples showing a “minimalist” approach: relying mainly on a clean grid, typography. Obviously, color palettes and imagery not relevant, but this is an overall visual approach to consider; going in this direction, the site would rely mainly on the logo, typography, layout, and perhaps a simple rotating image area of Martha portraits.

