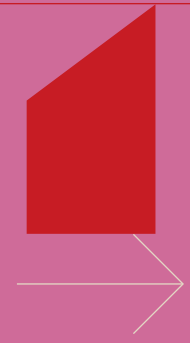


How to Translate Words & Ideas into Visuals

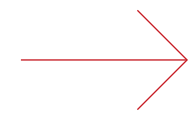
→ One of the main questions I get from brand strategists and designers is:



How do I translate words, and abstract ideas from strategy into images?

— **Graphic Designer & Brand Strategist**

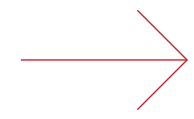
→ Follow the exercise
to unravel the
answer.



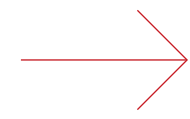
1. Think about 3 words that describe you.

The words can describe what you're passionate about, what's unique about you, or what you do.

Write them down.



2. Write a sentence for each word, describing what it means to you.



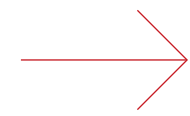
3. Think about each word and the sentence you wrote.

Close your eyes and imagine the first word.

What feeling does it evoke? What memories does it bring to mind? If you had to choose a shape for this word, what would it be? What texture does it have? What color? Does it remind you of a certain smell, a place, a sound? Say the word out loud. What does it taste like?

Write it down.

Do the same with the other 2 words.



4. Open your favorite program and Pinterest.

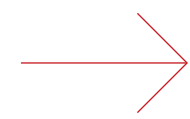
Look for images that reflect what you imagined for each word. Don't overthink it, go with your gut, with your intuition.

Collect the images in an empty folder.

Organize the images in your favorite program to create a mood board.

Spend 15 - 30 min on the mood board.

Just have fun.



5. Send your mood board to Diane.

Send Diane a jpeg of your mood board to diane@rechargingyou.com

Answer these questions in your email:

1. What will you take away from this exercise?
2. What possibilities does this exercise open for you?
3. Where will you take these possibilities?

Thank you