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BY—

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**A BRIDGE BETWEEN IMAGINATION AND  
REALITY; A TOOL FOR FINDING FLOW  
AND BRINGING DREAMS TO LIFE.**

# MO OD

**INTRO**

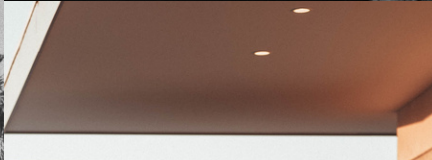
**TUMBLR**

**PINTEREST**

**CANVA**

**MISC. THOUGHTS**

*Tap to jump.*



# M O O D

## INTRO: A VISION, A MOOD, A LIFESTYLE — A METHOD FOR RITUAL.

*Let's be real.* Mood boarding is nothing new. In 6th grade, I cut pictures out of magazines and glued them inside of my journals. In high school, I went digital with Pinterest and Tumblr. Around college, making mood boards became a trendy manifestation tool. No matter the platform or medium, I have always loved the process of curating images. This is a practice — a ritual — where I can effortlessly access a state of *pure flow*. Finding your personal catalyst for this state (*flow*) is a life hack. I could talk about the magic of flow state for days, but that's not the point of this.

The majority of my mood boards are kept private, although many end up being shared on my Instagram Stories. Mood boards were actually the initial inspiration behind my handle, [@ellasmoodxo](#). Some of the most commonly asked questions I receive are:

*How do you make your mood boards?*

Or:

*What platform is this on?*

It's a lot more simple than people think. I normally just use [Pinterest](#), Canva or most often: [Tumblr](#). This little e-book wasn't created to be a revolutionary resource on the power of mood boarding or designing rituals to improve your life. But, it does share my method behind the mood boards I post on social and always get so many questions about.

I hope this inspires you to duplicate my process, make it your own, and find a flow, a ritual, a mood.

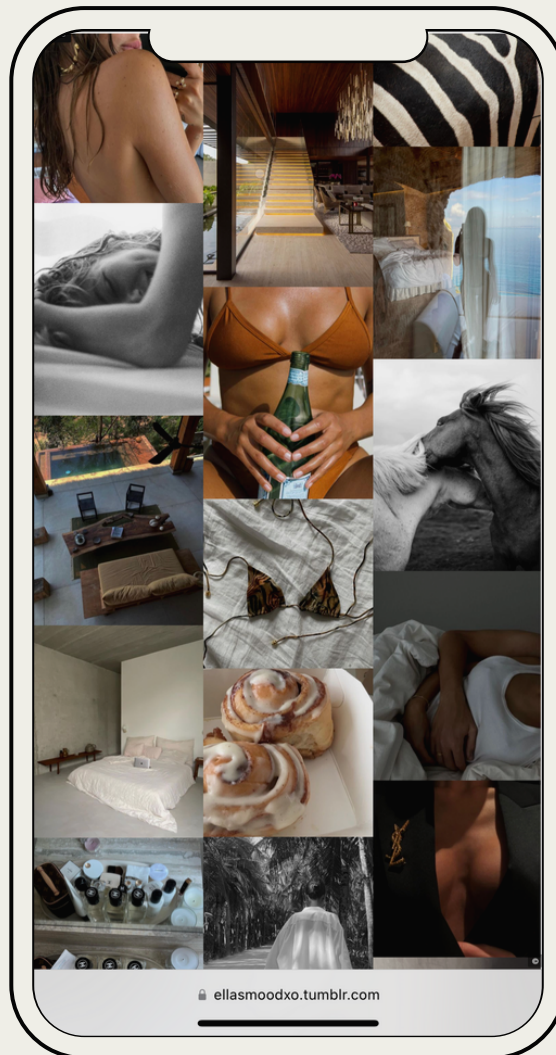
xo, ella.

## TUMBLR

We're starting with my tried, my true, my favorite: Tumblr. This layout is the one I get the most questions about. My secret? It's the theme, a.k.a. template. It's visual forward, mood board-esque and IMO, a total vibe.

It's called *Melvin* — and it's created by a company called Zen-Themes. It's free, and you can customize it to your liking and aesthetic with the basic Tumblr editing tools or even custom code.

[CLICK HERE](#) to download *Melvin*.



This is a screenshot from Tumblr, therefore, I do not own the rights to the images above. The purpose of the screenshot is a visual representation and real life example of what the template and platform look like.

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**IT ALL STARTS IN THE MIND.  
IT ALL STARTS WITH A MOOD.**

## PINTEREST

Next up — Pinterest. To this day, I think a lot of people see Pinterest as a platform mostly for foodies or DIY-ers. It's great for those niches, but I've curated my following, feed and algorithm to be my own little world of everything I love and all things *LIFESTYLE, DESIGN and MOOD*. I think Pinterest has one of the best interest-based algorithms out there.

When I share my Pinterest mood boards to social, I make sure my phone is on dark mode and I just take a screenshot. Yes, it's that's easy. Done.



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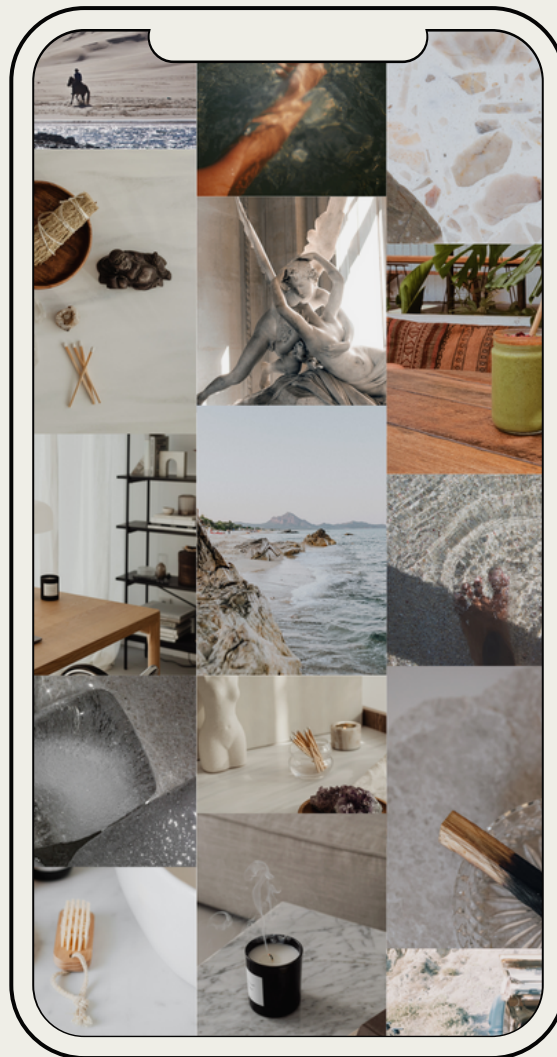
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**THOUGHTS BECOME THINGS.**

## CANVA

I never went to school for graphic design, but I've dabbled in some the more technical tools like Illustrator and Photoshop. To this day, I prefer Canva for quick projects like mood boards because it's such an intuitive, user-friendly platform.

Click [HERE](#) for free mood board templates by yours truly. Just note that you need to have a Canva account — the free version works fine. Go to File --> Make a Copy --> and it will save to your profile. You can then swap out images and make the boards your own.





## THOUGHTS ON MOODING

1) *Just flow.* Don't worry about curating images that are a specific lifestyle, topic or niche. I think the best mood boards have a versatile mix of what makes someone unique. It's a visual representation of their mind that day. A visual journal of sorts.

2) *Post-board editing.* Okay, the above holds true... don't totally worry or overthink the vibe when creating. BUT. When you're done, you can screenshot or save the mood board and then go in and edit it as a whole in an app like VSCO. Applying the same filter to the entire board can make it all look a little more cohesive. I love a dark, warm aesthetic so I bump down the exposure, amp up the contrast, and use A4 or M5 filters in VSCO.

3) *Vision.* This entire PDF is about mood boards. I like them because they are 'less permanent' and more of a daily practice for me. You can take it to a deeper and more intentional level with a vision board — highly curated images that represent your dream life.

4) *Possibilities.* As with everything in life, there are infinite ways to do anything. And that's exciting if you ask me. If you're just starting out, I hope my process can act as a starting place for you to create your own mood ritual. There are truly so many ways to make your own — whether you want your images to overlap more, have balanced spacing, graphic elements, the list goes on. Make it your own. Make it *your* MOOD.

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**MOOD BOARDING IS THE ART OF  
STORYTELLING, A VISUAL LANGUAGE  
THAT SPEAKS TO OUR DEEPEST  
SELVES.**

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