Snapguide

Discover and Create on the Go

Moodboard
for Explainer Video

Tiffany Yan

Color Swatches

These are some of the colors that i found on the front page of Snapguide's website. I think vibrant colors shows new ideas and energy.Blue color is associated with science, there is a great experimental element to this. Brown is also used in their front page for the greenthumbs who likes to do their own gardens. You can learn anything from snap guide. Having a number of colors on the swatch shows the variety of projects you can find on Snapguide. Blue and White will be used as accent colors.

Font Style

This a font family i downloaded from Dafont.com. This font fits the DIY homemade feel of the brand image that Snapguide wants to convey their user.

Color Swatch

Font: Lemon Yellow Sun*

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
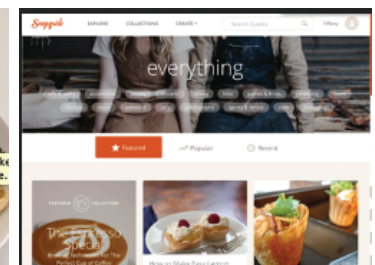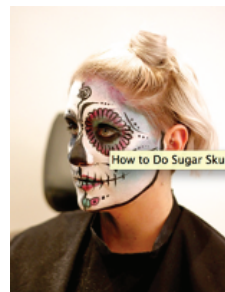ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

*Source: www.dafont.com

Snapguide is all about DIY projects,
you create, share, view and comment
projects that interests you. It's about homemade,
it's about things you do on the weekends or
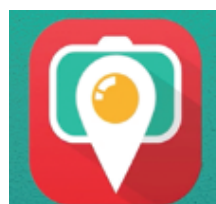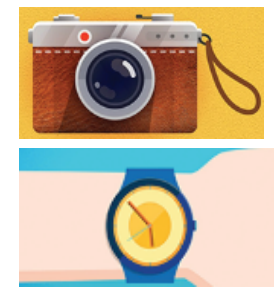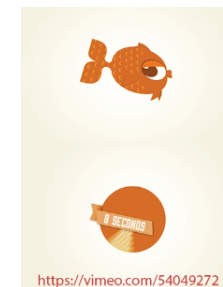whenever you have a little extra time.
So the pictures I picked inspires me to make
videos that willl convey the same philosophy,
it's airy, personal and fun!

I will re-illustrate some of these
reference photos using illustrator and make
it my own before incorporating them
into the video.

I'm more leaning toward the flat styles. It's clean and less distracting compare to the gradient realistic style that's often used to mimic 3D objects. Since this is a website that shows people fun, easy, creative ways to be creative. Having a cartoon style would be less threatening and give people the impression that it's easy to do and encouraging for beginers to start the hardest project.

https://vimeo.com/93376627

https://vimeo.com/54049272

Script

Have some free time to learn about some tips, nifty tricks and lifehacks to impress your friends?

SnapGuide is your one stop DIY how to guide for receipts, fashion, crafts, car fixing tips, home experiments and more.

SnapGuide allows you to browse through thousands of DIY projects crafty do-it-yourselfers have posted.

Click on a variety of categories by Snap guide fans.

View pictures and instructions posted, experiment how others solve everyday problems and learn tips and tricks and share your thoughts all on one page.

And when you find an inspiration, you may create your own DIY guide too. All you need is a camera, a computer and tools needed for your DIY projects. Snap a picture of the process, upload it, add a few lines of instructions, and click next and watch it come live!

If you have just learned about how to hooking up a battery all by yourself and want the world to know how awesome you are, snapguide allows you to share on facebook, twitters and pinterest.

Anyone can add a project on the snapguide. Share your home projects, a recipe or an emergency guide on how to fix cars, or if you are an expert at taking care of your pet dragon. Snapguide has it all. The sky is the limit.

Joins the others in the snapguide community to start sharing and creating your own DIY guide today! And watch your fans grow!