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WoDiLab

VISUAL COMMUNICATION

Discovering your visual direction

ACTION CHECKLIST

☐ **Step 1: How should your course *feel*?**
Choose up to 3 words that describe the *feeling* you want your course to create

☐ **Step 2: Inspiration – what do YOU like visually?**
Find 3–5 visual examples that feel inspiring to you

☐ **Step 3: Examples that resonate with you**
Find three strong examples of visual style

☐ **Step 4: Visual Moodboard (Simple Version)**
Create a simple moodboard

Step 1: How should your course *feel*?

Choose up to 3 words that describe the *feeling* you want your course to create:

☐ Calm, ☐ Feminine, ☐ Confident, ☐ Fun, ☐ Elegant, ☐ Natural, ☐ Energetic, ☐ Warm, ☐ Bold, ☐ Creative, ☐ Other: _____

Imagine your course is a physical space.

What colors, light, and atmosphere would it have?
Write 3–5 sentences.

Step 2: Inspiration – what do YOU like visually?

1. Find 3–5 visual examples that feel inspiring to you.

   You can use:

   - Pinterest
   - Instagram
   - Google Images
   - Even screenshots from courses you've taken

2. Save the images **in a way that feels easiest for you**:

   - Word or Google Doc collage
   - Screenshot collection in a folder
   - Printed out and glued on paper
   - (If you're comfortable – Canva.com)

3. Write: What do these images have in common?

   - Are they soft or bold?
   - Do they use light colors or dark?
   - Is the style minimalist or decorative?

Step 3: Examples that resonate with you

1. Find **three** strong examples of a visual style that appeals to you or matches the mood of your course (for example, websites, social media profiles, or pages from other courses).

2. Make notes on what makes these examples attractive. Pay attention to colours, fonts, placement of elements, and overall feel.

Step 4: Visual Moodboard (Simple Version)

1. Using the images from Part 2 — create a **simple moodboard**.

   Choose *any method* that works for you:

   - Word document with images inserted
   - Google Slides
   - Printed collage on paper and photo of it
   - Screenshot layout in PowerPoint
   - Or Canva, if you're curious

2. Name your moodboard
   Add a title like "My Visual Feeling" or "Style for My Healing Course"

3. (Optional) Add your 3 key feeling words to the moodboard

Bonus (optional):

Share your moodboard in the WoDiLab Facebook thread "My Visual Feeling" — and **get 2 XP!**

You'll get encouragement and ideas from other women, too.