



Building Healthy Habits

When you're truly
e x h a u s t e d

Harvard
Business
Review

Current State

Professional
Clean
Generic

Opportunities

Brand Distinction
Visual Variety
Play on rich History

Health And Wellness

Building Healthy Habits
When You’re Truly
Exhausted

by Elizabeth Grace Saunders

April 1, 2022



Solovyova/Getty Images

Summary. How do you form new habits when you’re exhausted? The key is to start small, to take a gentle, whole-person approach for long-term change. First, start by establishing a regular sleep habit, from going to bed at the same time to waking up at the same... [more](#)



Visual Direction

Mood board

Storyboards

Style Frames

Final Cut

Muted

Found Images

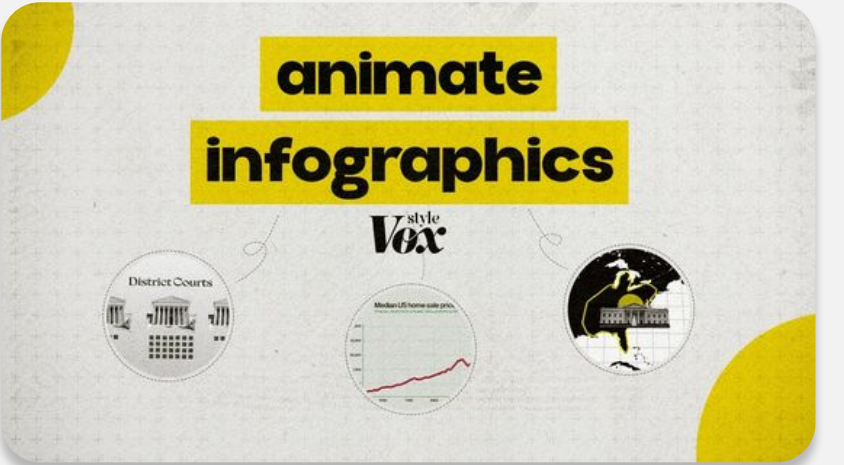
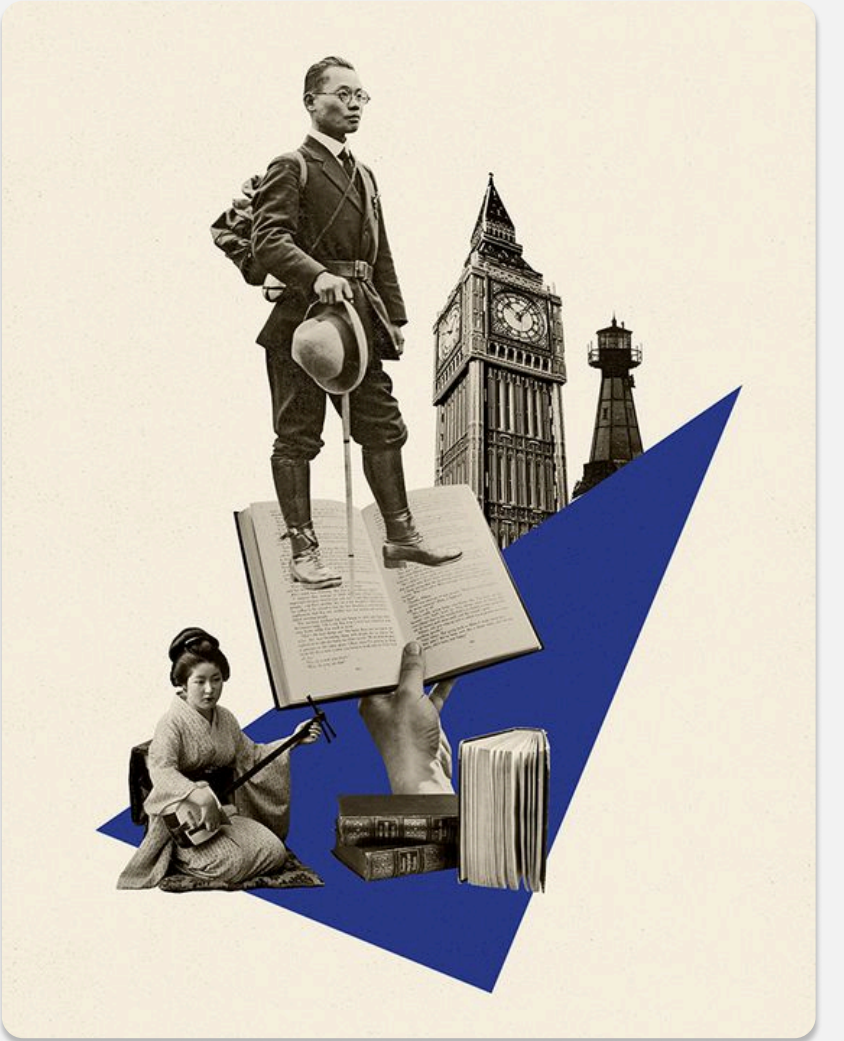
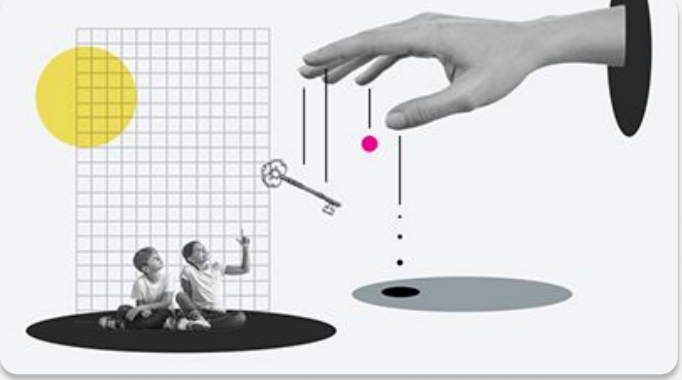
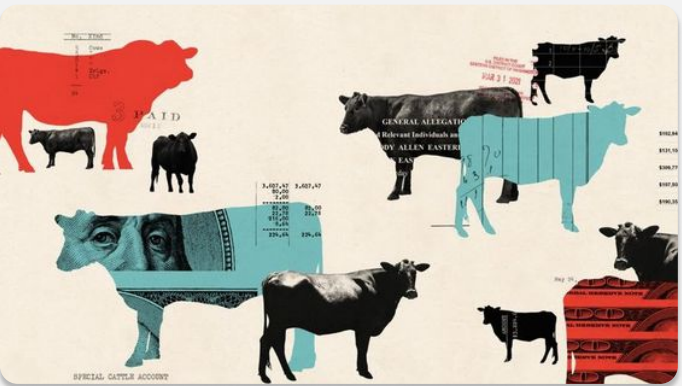
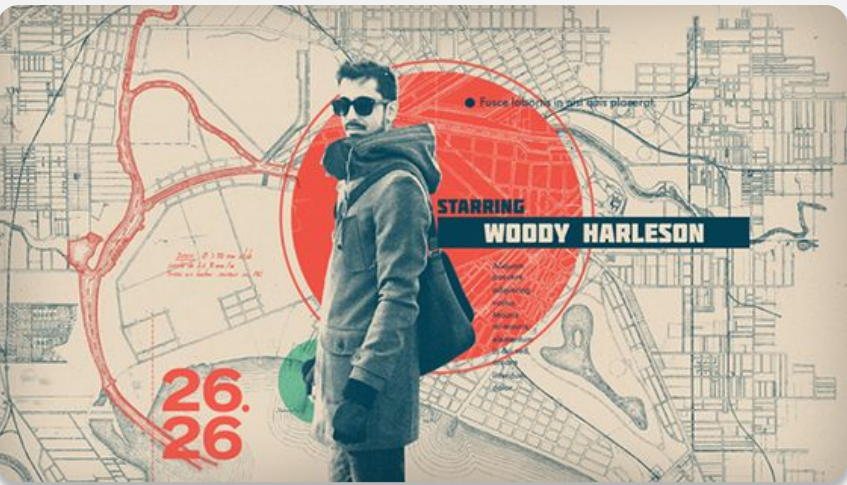
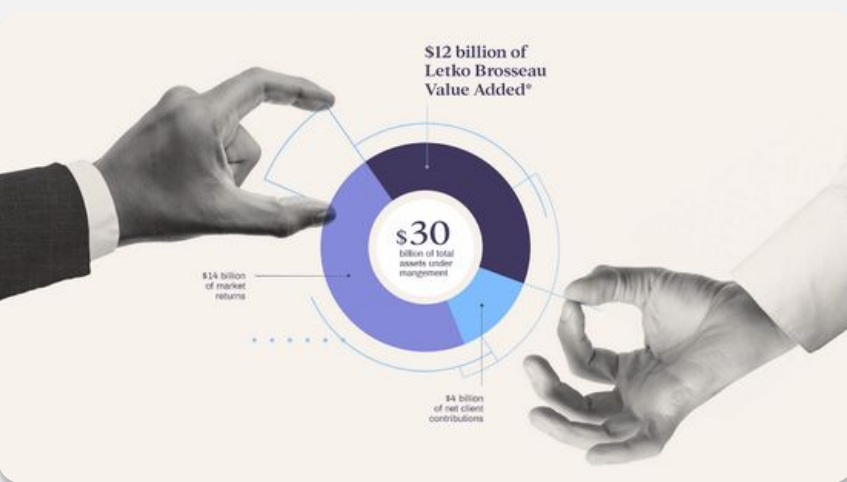
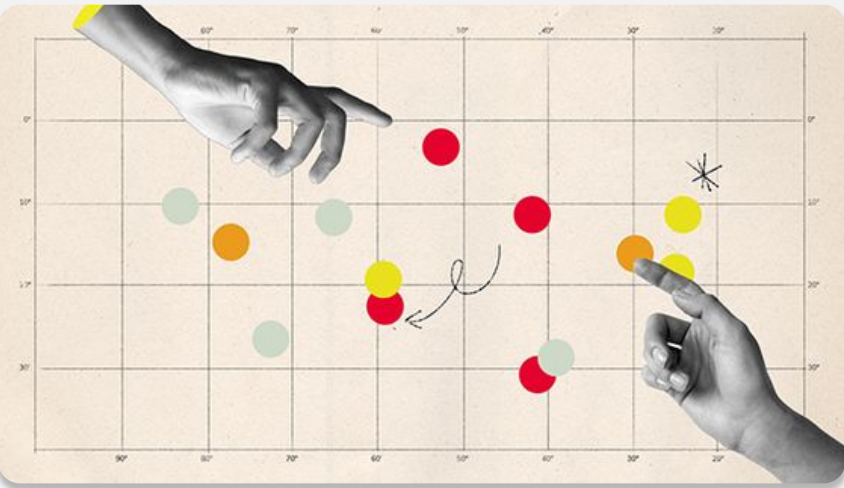
Grainy

Historical

Authoritative

Infographic

Visual Direction **Mood board** Storyboards Style Frames Final Cut



The Pallette



Deep Orange
#FF4B33

Ivy Blue
#2A80AF

Off White
#F3F3F3

Off Black
#262626

Photo Treatment
B&W with off-white outline

Visual Direction

Mood board

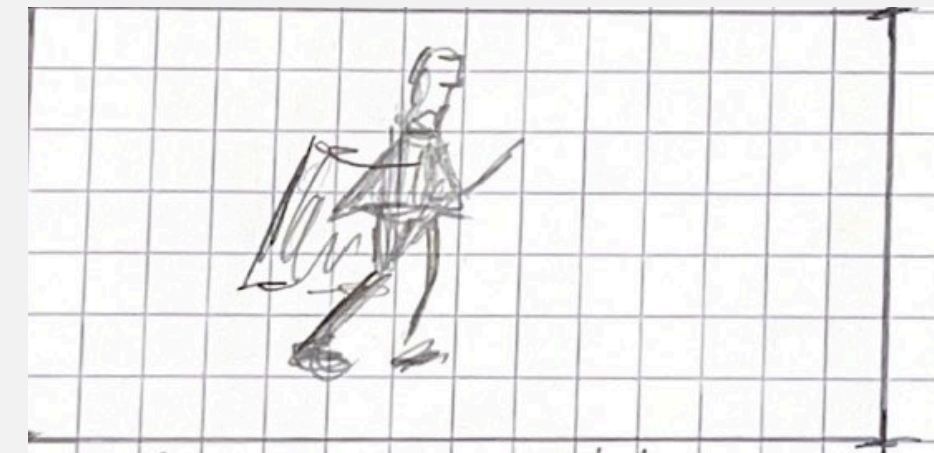
Storyboards

Style Frames

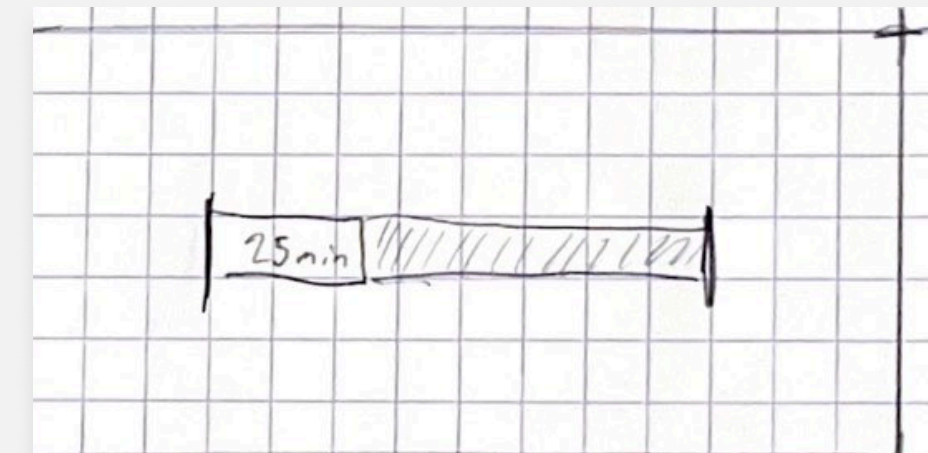
Final Cut



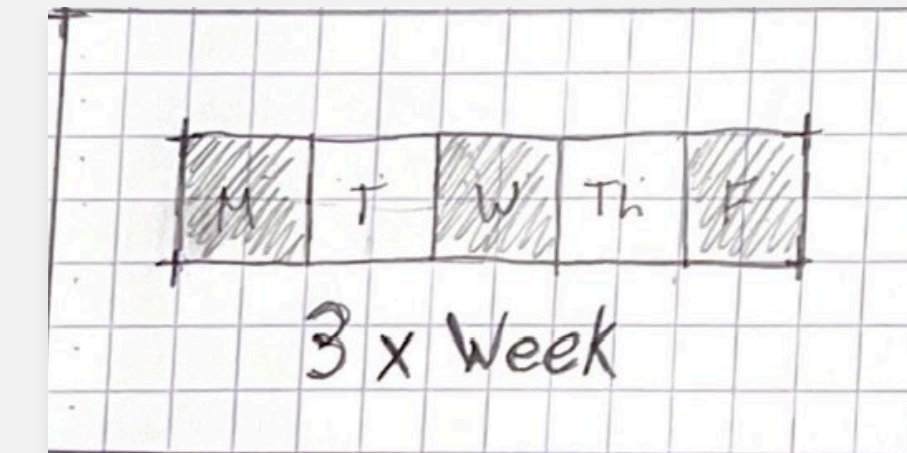
01
title sequence “exercise”



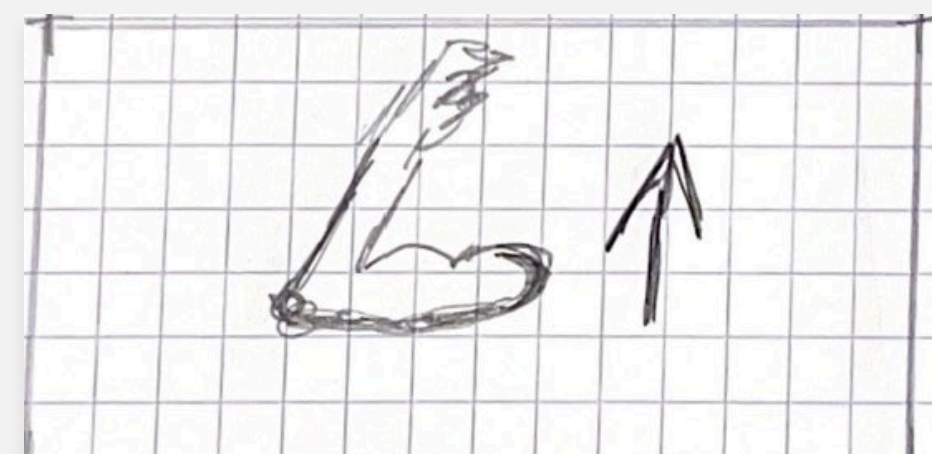
02
image of person running
animated



03
calculation of hour infographic
animation



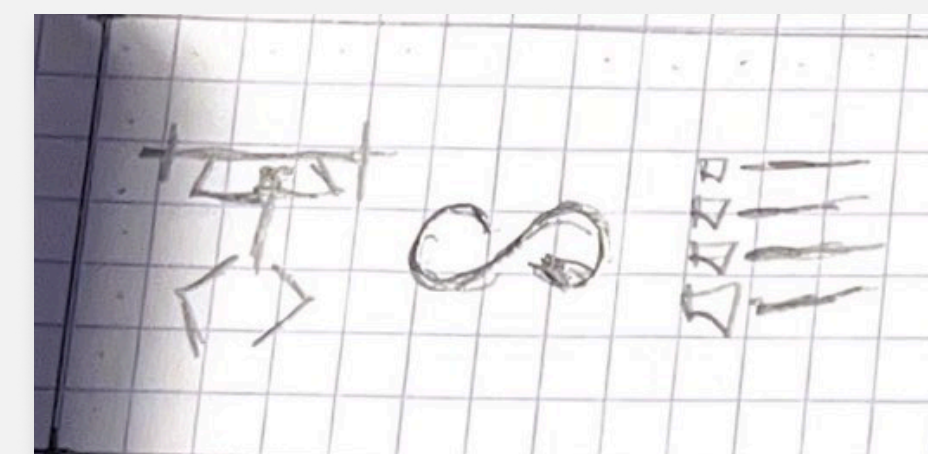
04
chunks of time from slide 9
animate into blocks throughout
week



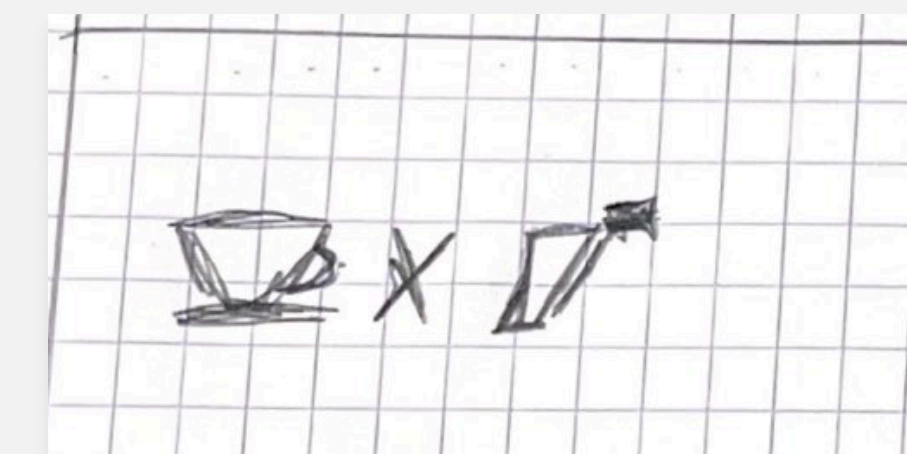
05
strong arm image, with scratchy
arrow pointing up



06
brain image, with scratchy arrow up

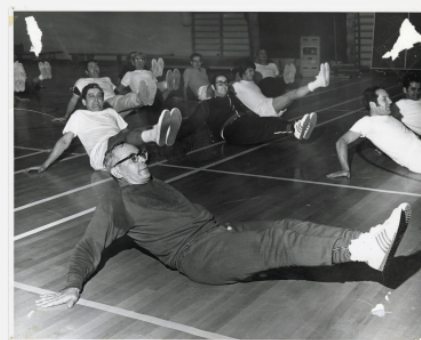


07
Image of person working out, link
image in middle, to a checklist of
daily routines animated

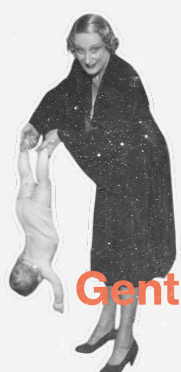


08
coffee cup image linked to
stretching image

Tip 03
Get moving.



**Start
Slow**



Light Walk

Gentle Stretches

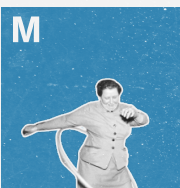


25
minutes a day.



1hr	1hr	1hr	1hr	1hr
1hr	1hr	1hr	1hr	1hr
1hr	1hr	1hr	1hr	1hr
1hr	1hr	1hr	1hr	1hr
1hr	1hr	1hr	1hr	

M



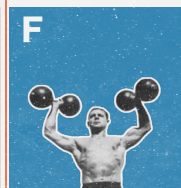
T

W



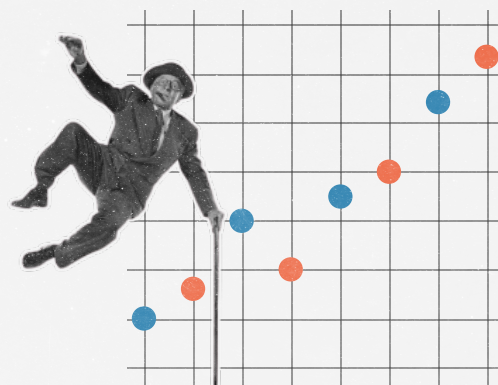
T

F



3x
per week.

Mood



Sleep



Focus.



Focus.



Visual Direction Mood board Storyboards Style Frames **Final Cut**



[Link here](#)