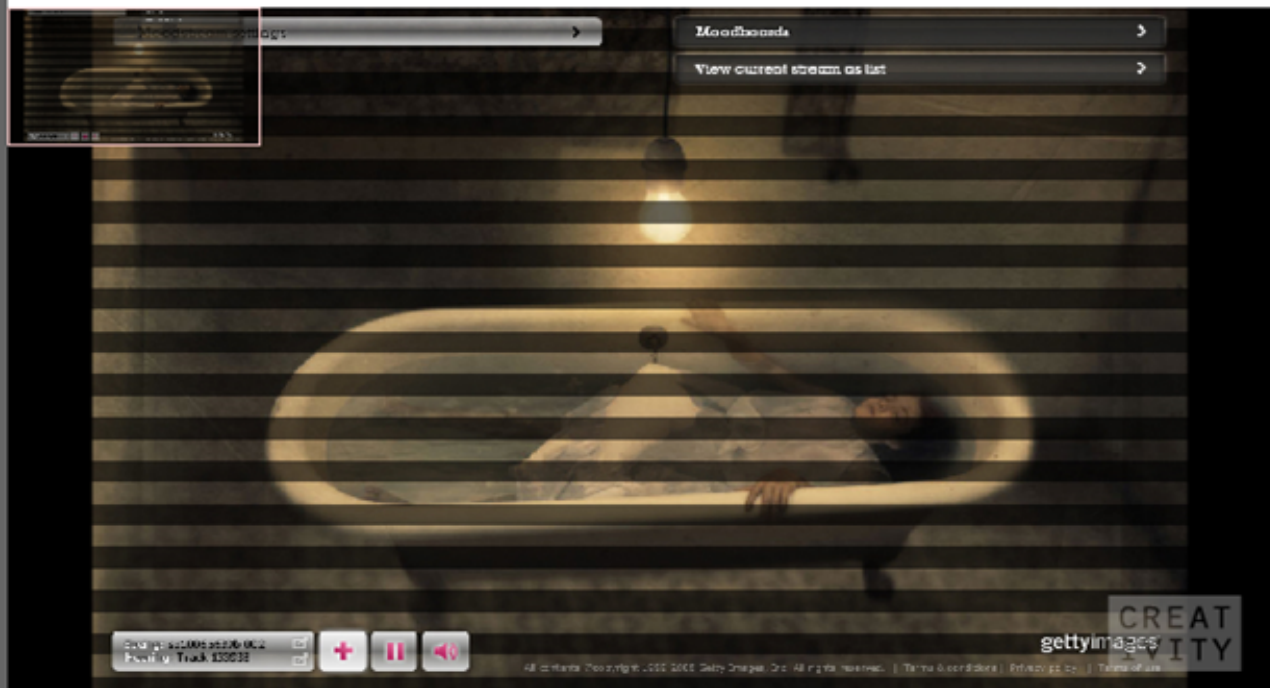


## Getty Images: Moodstream



ZOOM: - +

Getty's call to industry creatives to help fine-tune their moods through a variety of sounds and images is the 9th most viewed Interactive campaign of o8.

Debuting at an installation after last night's Webby Film & Video Awards, Getty Images' Moodstream project's web destination is now live.

The highly inventive site lets visitors create a series of "moodboards" that consist of a customized soundtrack and Getty images and video, based on sliders describing tagged asset attributes. The Getty crew and The Barbarian Group have initiated what they call a brainstorming tool for industry creatives that inspires ideas and design--in just over a month and a half from conception.

Users are given an interface of settings that includes sliders to describe a variety of moods and transitions, which will then adjust the multitude of Getty images streaming in the background as well as the music. A presets wheel lets you also adjust music and art based on a variety of action terms including intensify and simplify. After you're through, you can save and add your opus to a personalized moodboard.

E-mail to a Friend



[Go to the Web site](#)

## Full Credits

Client: **Getty Images**  
Website: **Getty,**  
**The Barbarian Group**

## Tags

visual, music, user generated content, North America, U.S.

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