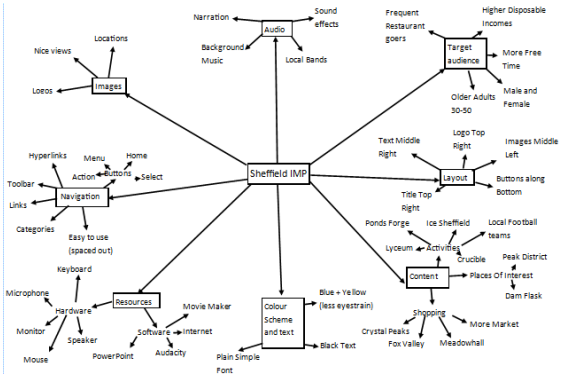
Y10-11 ICT

Pre Production and Planning Documents for iMedia projects

Use this booklet to revise key concepts

Key word and learning summary	Notes
Mood board Summary: ● are a visual tool ● all about the “mood” of the project ● produced in the design stage ● show how a project might “look” or “feel” and give ideas for the experience users might have ● help to make decisions about content and look of products	A mood board is a **pre-production document**. They are made during the **planning stage** of a product’s development. They are a **visual tool** used as a way of exploring the **theme** of a project and how it might **look** and **feel**. Purposes**:** - develop visual ideas for how a project might look or feel - let **designers** share ideas about the look or feel of a project - to show the **client** how a project might look or feel - show ideas for colour schemes to the **client** and **project team** - share ideas about fonts that could be used - collect ideas for part of a project (Possible audiences for mood boards are underlined above) Mood boards are **not** perfectly organised. They should be ideas “thrown” at the board They are visual tools Mood boards might include - colours - font samples - images/photos/pictures or sketches - keywords or quotes - logos - titles - textures (eg fabrics) on a physical mood board - Mood boards can be physical or digital A physical product is something you can create on paper or touch – produced on paper by sticking images or samples, or a pinboard with postits A digital product in something produced directly on the computer – produced on paper and scanning in using a scanner or photographed using a digital camera. Or produced using software such as PowerPoint, graphics packages such as Photoshop or online website tools

Mindmap



A Mind Map is an easy way to brainstorm thoughts organically without worrying about order and structure. It allows you to visually structure your ideas. It is a highly effective way of getting information in and out of your brain – it literally 'maps out' your ideas.
A Mind Map is a diagram for representing tasks, words, concepts, or items linked to and arranged around a central concept or subject (central node). They have a structure that branches out from the centre and use lines, symbols, words and colour to grow ideas.

Mind maps should contain:

- A central idea/ theme
- Nodes / sub nodes
- Branches / sub branches

Mind maps can be visual and include images

House style

Summary:
House style is CONSISTENCY

What is House Style?

The preferred look and layout for an organisation's documents and websites

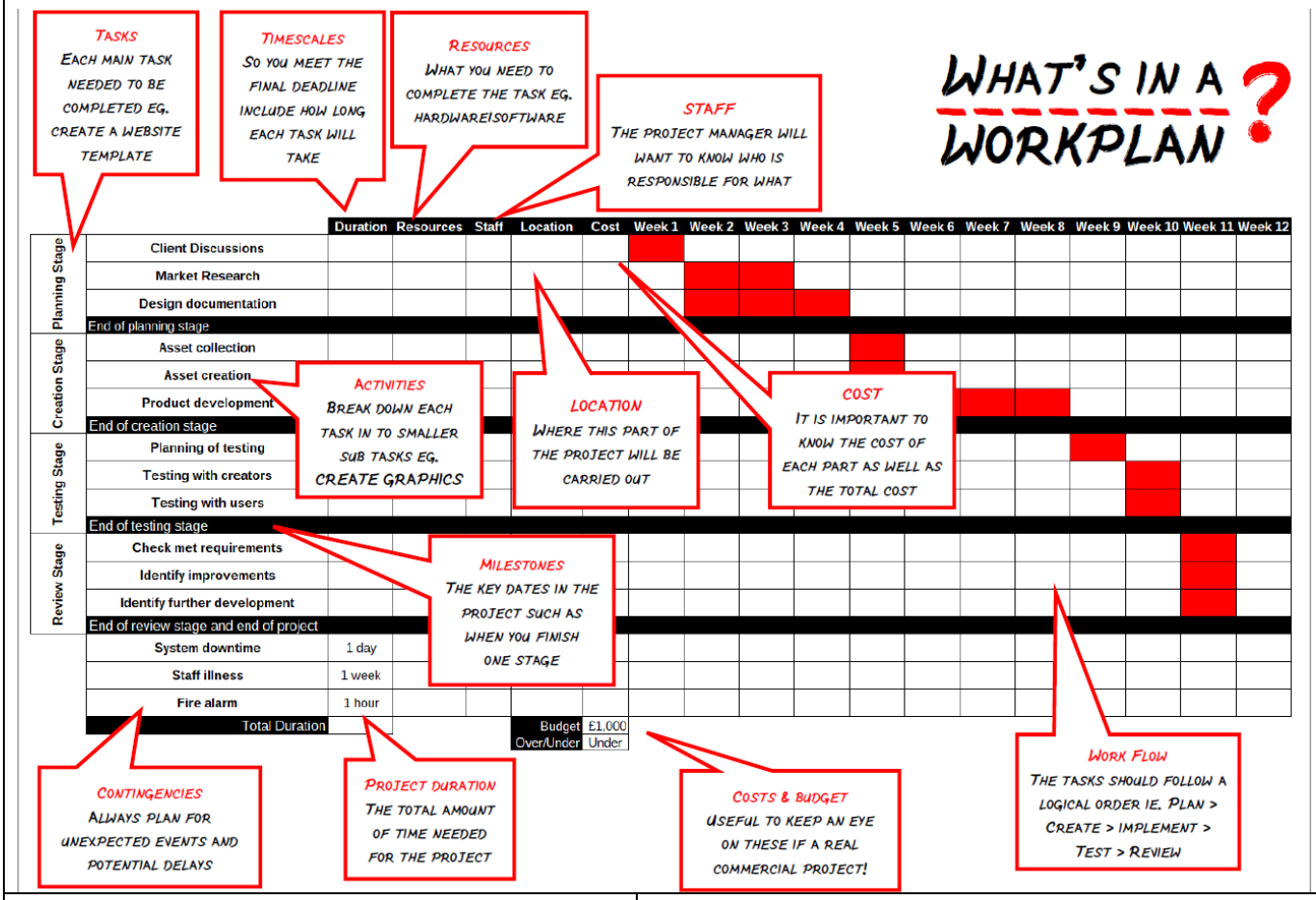
- This keeps things looking consistent across different pages
- It helps promote the organisation's brand
- It helps attract readers
- It gives people confidence in the brand

What is House Style?

House style can include:

- fonts
- font size and the use of headings
- colours
- layout
- navigation bars or buttons
- use of a logo
- headers and footers
- consistent use of images, icons and sounds

Work plan



Client brief / requirements

This is a document that stablishes what the client would like to be made

- They will tell you what they want you to plan, design or create for them
- The client will set out requirements that they want you to follow when you plan the project

From a brief you should be able to identify:

- Target audience
- Purpose
- Content
- Theme
- House style
- Genre
- Timescales
- Constraints

Questions

1. Describe the purpose of a mood board [2 marks]

_____

_____

2. Make on the timeline below with an 'X' at what stage in a project is it most suitable to create a mood board [1 mark]

3. Identify 4 components of a mood board [4 marks]

1.	3.
2.	4.

4. Study the mood board below. Discuss its suitability for use to plan the creation of an advertisement poster for a new coffee shop opening [6 marks]

_____

_____

_____

_____

_____

_____

_____

_____

5. Describe the purpose of a mind map [2 marks]

_____

_____

6. Make on the timeline below with an 'X' at what stage in a project is it most suitable to create a mind map [1 mark]

7. Identify 4 components of a mind map[4 marks]

1.	3.
2.	4.

8. A new fitness club is opening in Sheffield just in time for the new year January 2nd, with everyone's new years resolutions. You have been asked to create a poster to advertise the opening of the new fitness club. In the space below, create a mind map for the poster [8 marks]

9. Describe the house style of the following company [2 marks]

_____

_____

Exam question practice:

> We at Youth# want a new multimedia website that is modern in its look, is dynamic and interactive and appeals to the young people of the local area. The website needs to provide its users with enough information about the youth centre so that they know what is happening and when.
>
> The youth centre has a coffee shop, basketball courts, table tennis, computer access and a music studio. It is open every evening, Monday to Friday, between 6 and 9 p.m. There will also be visits to other places such as ice-rinks and ten-pin bowling.
>
> The website needs to launch on 5 July in time for the summer holidays. We also want to enable people to sign up to email alerts about news and events at Youth#.

5 **(a)** Identify **four** client requirements, other than the launch date, for the finished website.

1 .....

2 .....

3 .....

4 .....

[4]

Three Oaks has provided you with a written client brief for the Summer Bank Holiday Sale advertising campaign. In this client brief, Three Oaks has set out its requirements for the campaign.

(a) (i) The client brief has defined the colour scheme. Identify **three other** pieces of information that you could expect to find in this client brief.

1 .....

2 .....

3 .....

[3]

(ii) Explain **one** reason why Three Oaks would state the colour scheme to be used in the advertising campaign.

.....

.....

.....

..... **[2]**

Define the key words

What is a mind map?	

What is a mood board?	
What are client requirements?	
What is house style?	

Fill in the blanks using the key words (below)

A mood board is a _____ document.

They are made during the _____ stage of a product's development.

They are a _____ tool used as a way of exploring the _____ of a project and how it might _____ and _____.

A Mind Map is an easy way to _____ thoughts organically without worrying about order and structure. It allows you to visually _____ your ideas. It is a highly effective way of getting information in and out of your brain – it literally 'maps out' your ideas.

A Mind Map is a diagram for representing tasks, words, concepts, or items linked to and arranged around a _____ concept or subject (central node). They have a structure that _____ out from the centre and use lines, symbols, words and colour to grow ideas.

House style is about design _____.

Possible key word bank:

Branches	Central	Pre-production	Organise
Brainstorm	Planning	Look	Visual
Feel	Mood	Arrange	Consistency

Answer the following:

- Who uses a mind map / mood board?

  _____
  _____

- What is the difference between a physical and digital copy?

  _____
  _____

Why do we need work plans?	Describe a work plan
Describe a Gantt Chart	Describe a production schedule
What items should be included in a work plan?	
Why do we need contingencies when we are planning a project?	Contingency Item 1: