


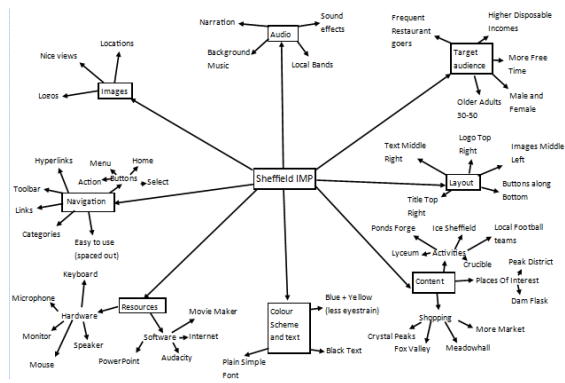
Y9 ICT

Pre Production and Planning Documents for iMedia projects

Use this booklet to revise key concepts

Key word and learning summary	Notes
<p>Mood board</p>  <p>Summary:</p> <ul style="list-style-type: none"> ● 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 	<p>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.</p> <p>Purposes:</p> <ul style="list-style-type: none"> - develop visual ideas for how a project might look or feel - let <u>designers</u> 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 <u>client</u> and project team - share ideas about fonts that could be used - collect ideas for part of a project <p>(Possible audiences for mood boards are underlined above)</p> <p>Mood boards are not perfectly organised. They should be ideas “thrown” at the board They are visual tools</p> <p>Mood boards might include</p> <ul style="list-style-type: none"> - colours - font samples - images/photos/pictures or sketches - keywords or quotes - logos - titles - textures (eg fabrics) on a physical mood board - <p>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 is 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</p>

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

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]

Define the key words

What is a mind map?	
What is a mood board?	

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.

Possible key word bank:

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

Answer the following:

- Who uses a mind map / mood board?

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