

You will
learn
about the
following:



a mood board



mind maps/spider diagrams



visualisation diagrams



Storyboard



scripts

Mood Boards

A mood board is a type of poster design that may consist of images, text, and samples of objects in a composition of the choice of the mood board creator.

Designers and others use mood boards to develop their design concepts and to communicate to other members of the design team.












What is the purpose of a mood board?

- Mood boards are a great way for designers to present their take on a theme to clients.
- By putting the ideas on a mood board first, the designer can make sure the client likes the ideas.
- You don't have to be a professional designer to create a mood board
- It creates discussion

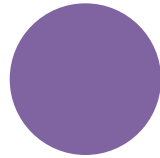
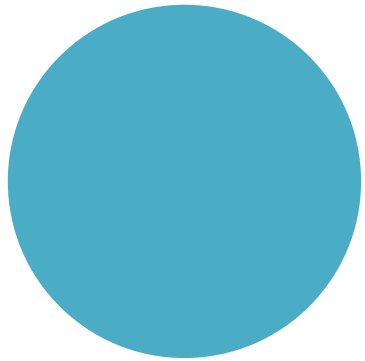
Sources of Mood boards

- Make one from scrap!
- Use a slide in PowerPoint
- Photoshop
- Paint
- Paper and magazines
- Draw it
- Online



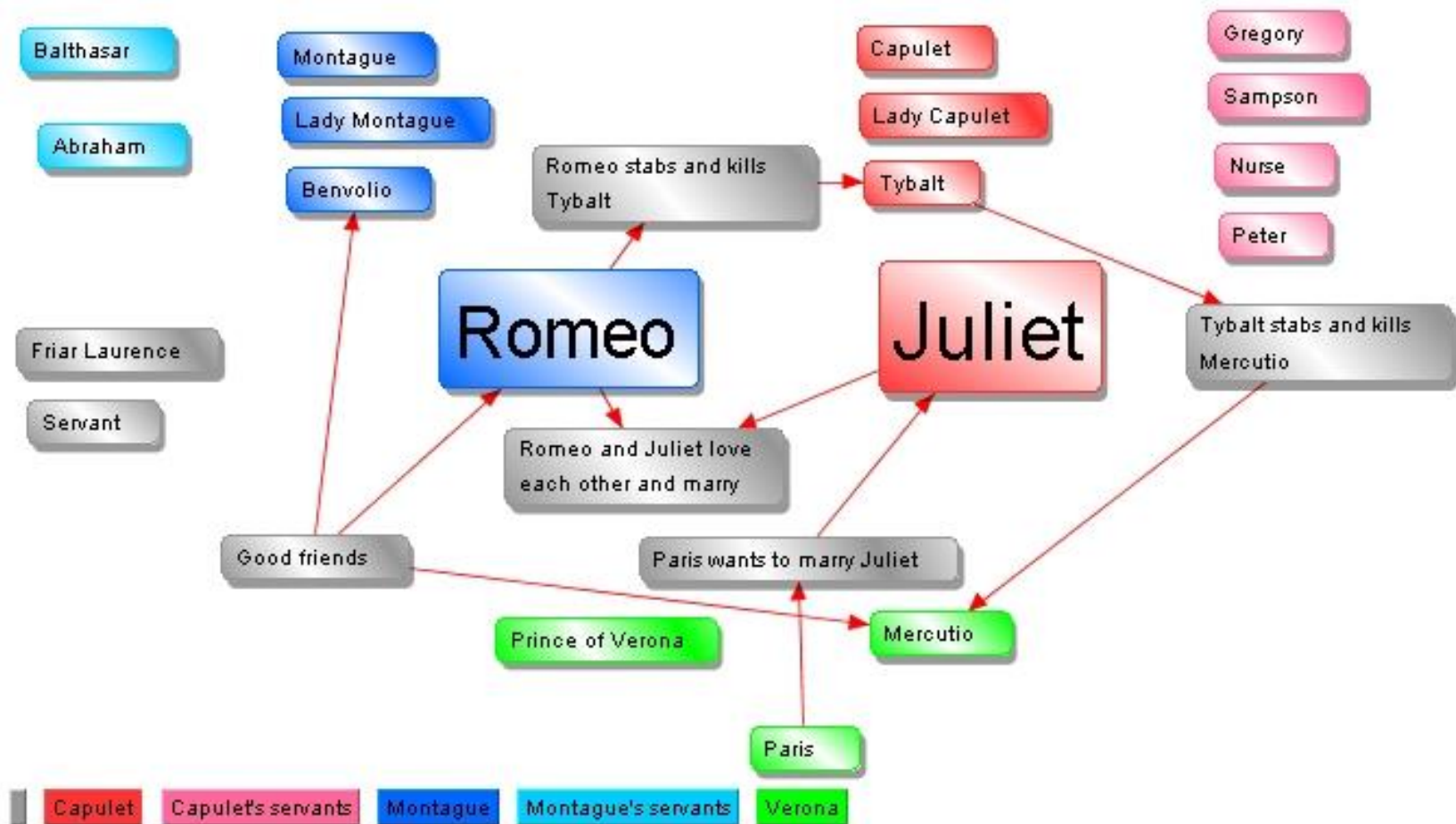
Create a mood board for a client

1. Children's Party Planner
2. Gardner
3. Cake Maker
4. Bike Repairs
5. Another
 - Use any method, electronic / paper based
 - Bring it next lesson
 - It must have a clear purpose
 - Be prepared to share the concepts and discuss the ideas behind it



Spider Diagrams /
mind maps





What is it?

- a diagram in which information is represented visually, usually with a central idea placed in the middle and associated ideas arranged around it.

Why?



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 to help with analysis and recall.

Benefits

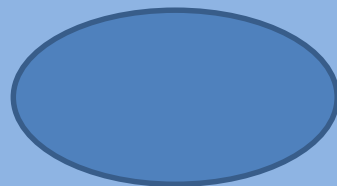
Help brainstorm and explore any idea, concept, or problem

Shows the understanding or relationships and connections between ideas and concepts

Make it easy to communicate new ideas and thought processes

Helps to plan.

Make it easy to organize ideas and concepts



Create your own for a Bank

<https://bubbl.us/>

How close are you?

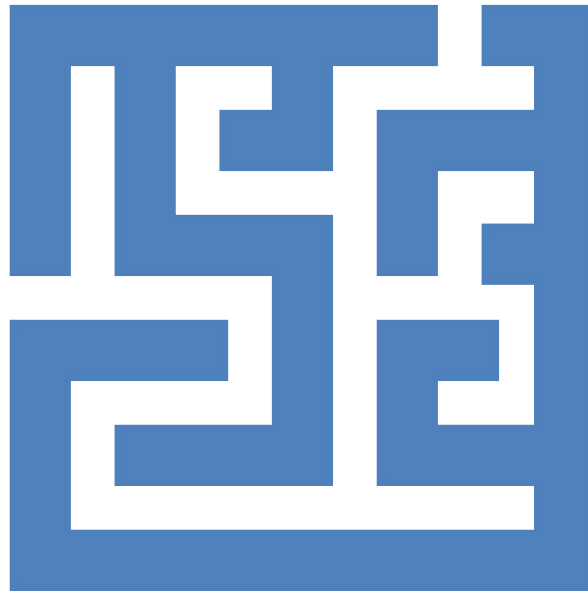


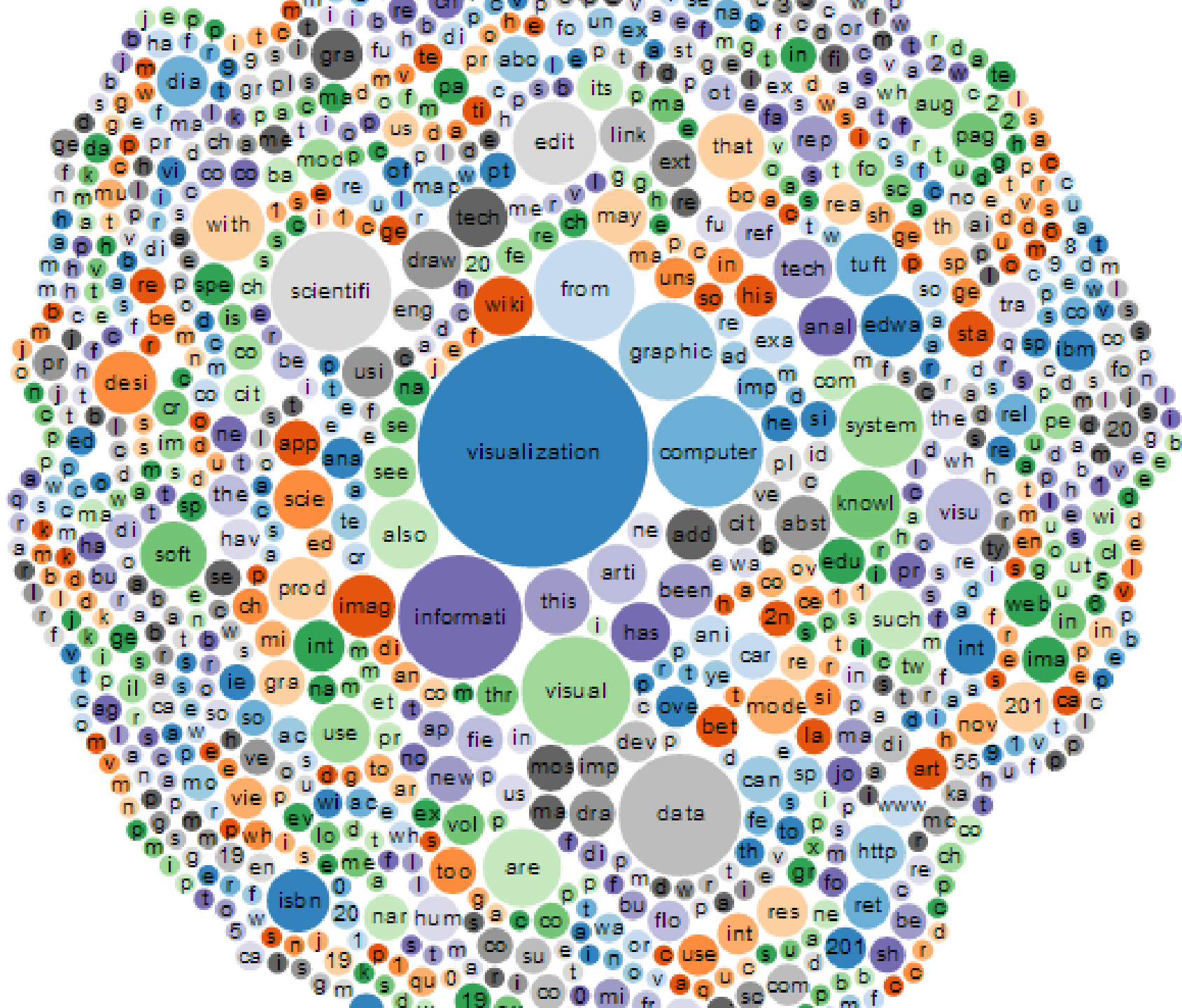
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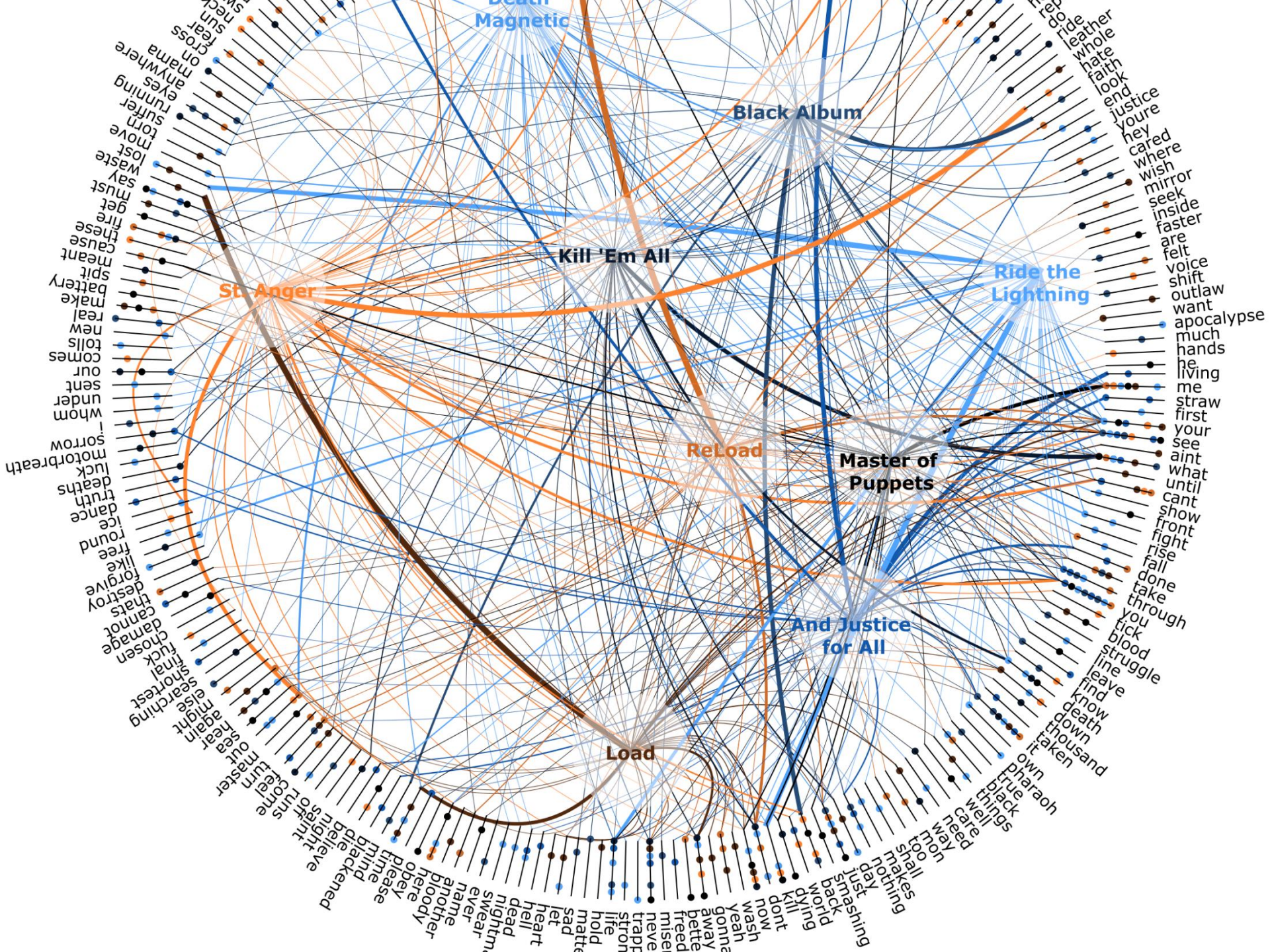


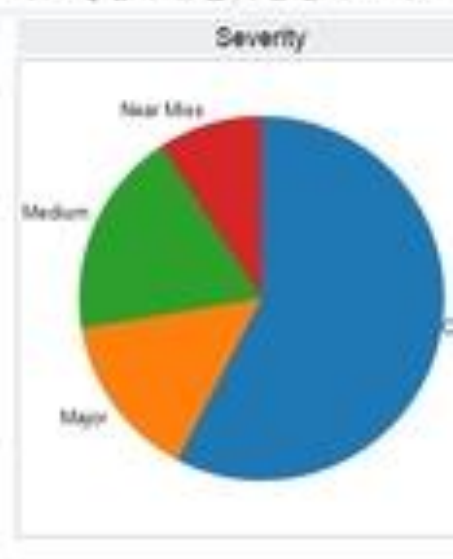
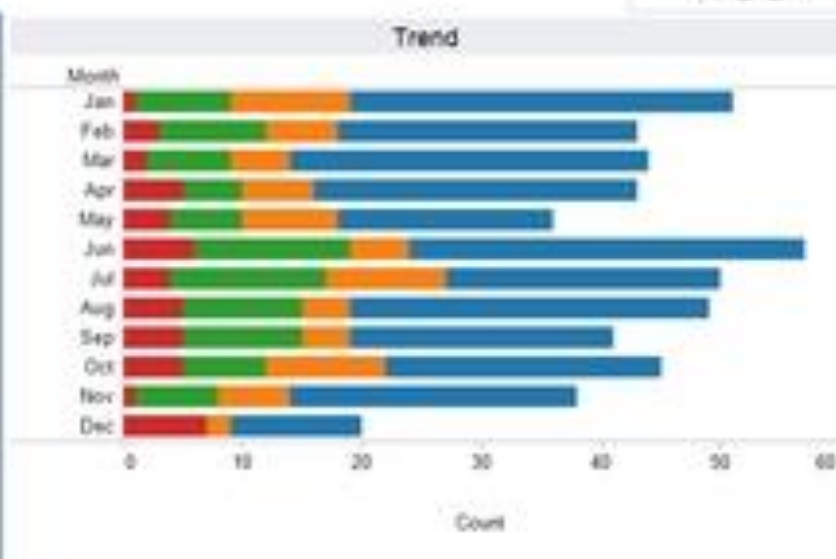
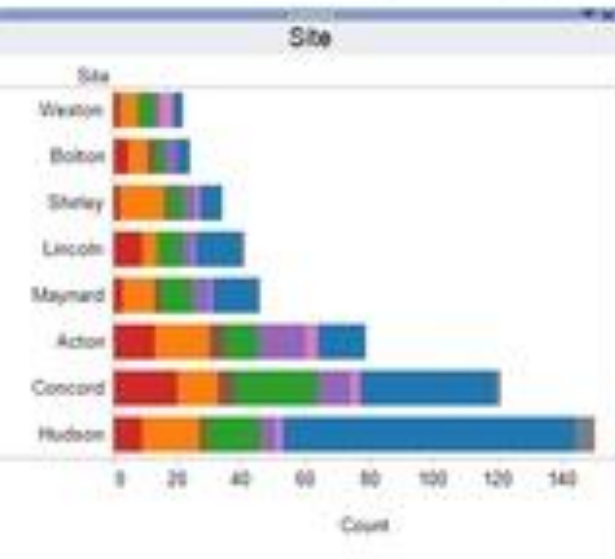
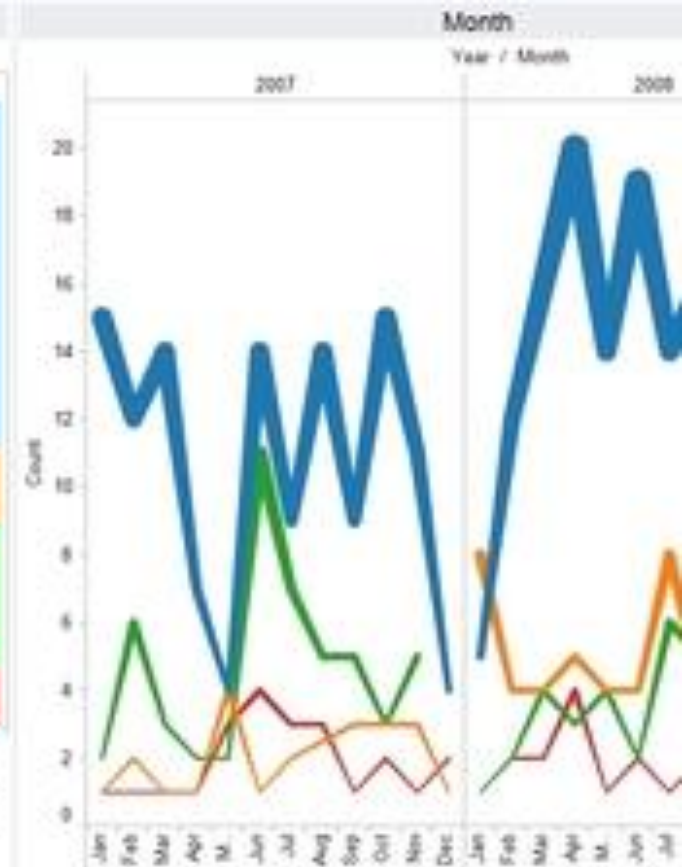
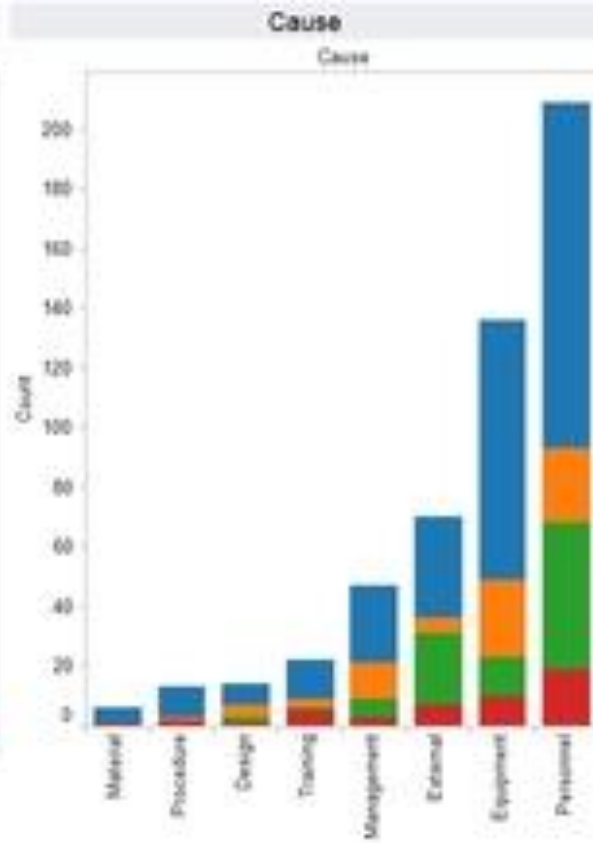
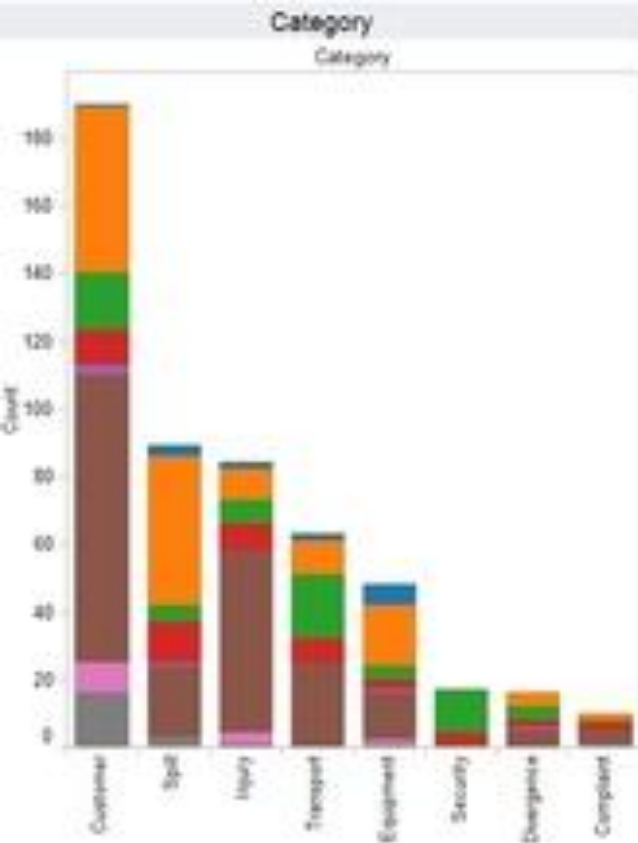
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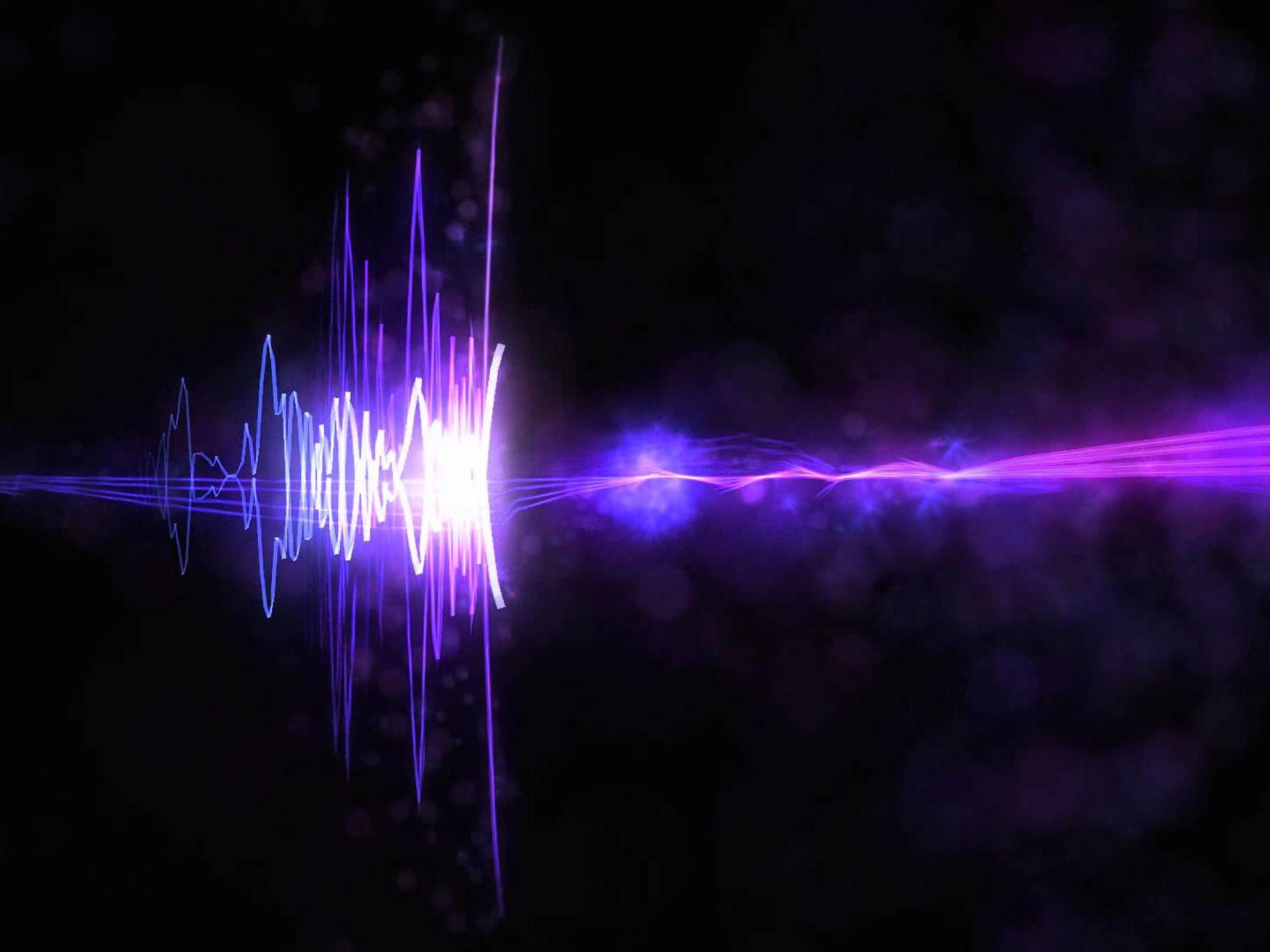
Visualisation













What is it?

- **Visualization** is any technique for creating images, **diagrams**, or animations to communicate a message

Why?



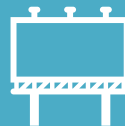
Share ideas.



To see what the product
may look like



Create discussion



Visually represent the
product

Create a
visualisation
diagram for



AN ACTION FILM



A ROMANCE

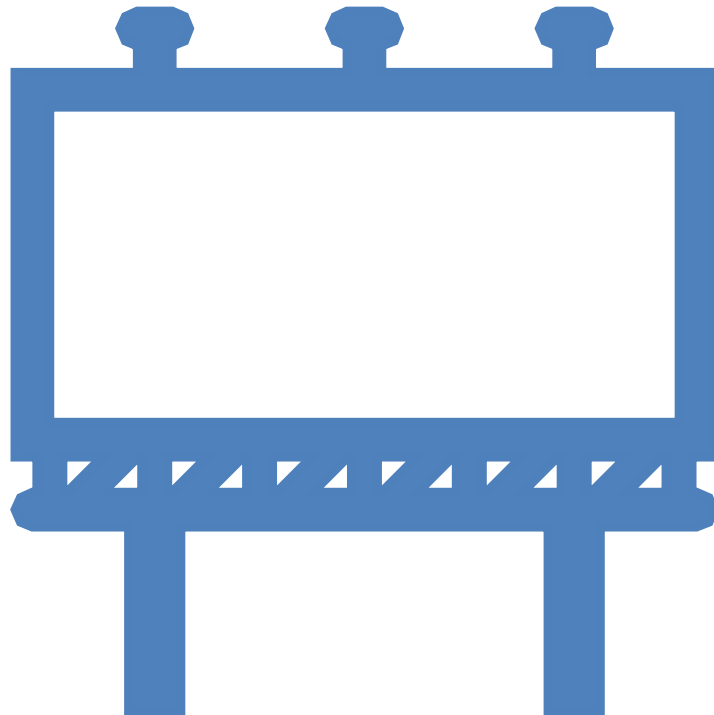


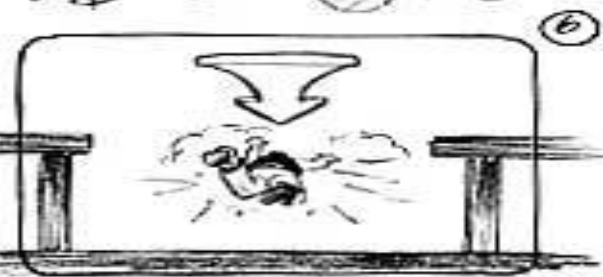
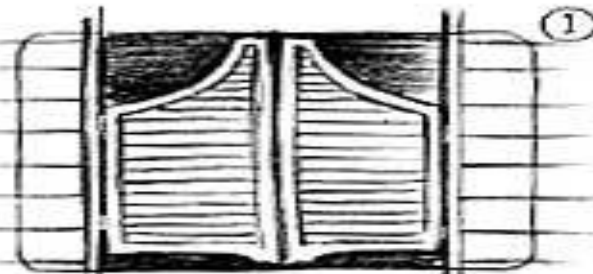
A COMEDY



A NEW RAP
SONG

STORYBOARDS





finders keepers?

Definition

- A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a movie or television production

Purpose



One advantage of using storyboards is that it allows (in film and business) the user to experiment with changes in the storyline



evoke stronger reactions or interest.



The process of visual thinking and planning allows a group of people to brainstorm together,



They can place their ideas on storyboards and then arranging the storyboards on the wall.



This fosters more ideas and generates consensus inside the group.



Allows all involved to visualise what is happening in the video

Sources of Storyboards



Make a template
(Word)



Use the storyboard
provided

Storyboards
must
include

An image

Sounds

Narration

Length of clip

Camera angles

Description of the scene

What is said

TASK

Create a Story board
for a client's advert,

- Children's Party Planner
- Gardner
- Cake Maker
- Bike Repairs
- Another

Answer the following questions

- **Describe what a is**
- **Describe the purpose and uses of a**
- **Give examples and screen shots**
- **Insert your**
- **Advantages of using each method**
- **Disadvantages of using each method**