

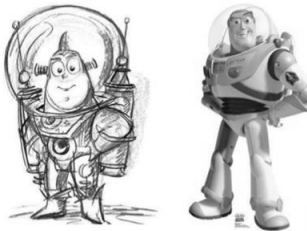
Name:

## R081: Mood boards and Visualisation Diagrams

A	Mood boards: Content
1	<b>Images</b>
2	<b>Colours</b>
3	<b>Colour schemes</b>
4	<b>Fonts</b>
5	<b>Graphics</b>
6	(digital only) <b>Sound</b>
7	(digital only) <b>Video</b>
8	(physical only) <b>Fabrics</b>
9	(physical only) <b>Materials</b>

B	Mood boards: Purpose
1	<i>Generation</i> of ideas
2	<i>Development</i> of ideas
3	Communication of ideas with clients or colleagues
4	Creating a mood or feel

C	Mood boards: Key Vocab	
<b>Generation</b>	Creation	
<b>Development</b>	Gradual improvements	
<b>Physical</b>	On paper	
<b>Digital</b>	On screen	



D	Visualisation Diagrams: Content
1	<b>Drawn images</b>
2	<b>Different viewpoints</b> (eg bird's eye, plan etc)
3	<b>Graphics</b> (eg logos, barcodes etc)
4	<b>Layout</b>
5	<b>Font</b> and style of text (not necessarily the content)
6	<b>Annotations</b> showing details (eg size, interactivities, colours etc)

E	Visualisation Diagrams: Purpose
1	Show how a finished item may look
2	Plan layout of a product visually
3	Show actions or interactivity

F	Visualisation Diagrams: Key Vocab	
<b>Graphics</b>	Images made of simple shapes and colours	
<b>Layout</b>	The way parts of something are arranged	
<b>Interactivity</b>	The way something reacts with something else (eg what a button would do on a webpage)	

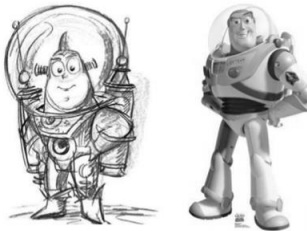
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