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| **C** | **Mood boards: Purpose** |
| 1 | *Generation* of ideas |
| 2 | *Development* of ideas |
| 3 | Communication of ideas with clients or colleagues |
| 4 | Creating a mood or feel |

Name:

R081: Mood boards and Visualisation Diagrams

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

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| **D** | | **Mind maps: Purpose** |
| 1 | Generate ideas | |
| 2 | Develop ideas | |
| 3 | Visually display how ideas might relate | |

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| **B** | | **Scripts: Purpose** |
| 1 | Show the dialogue and delivery directions for actors | |
| 2 | Indicate sound effects and scene requirements for production crew | |
| 3 | Outline of a production for clients, advertisers or any other stakeholders | |

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| **E** | | **Story boards: Purpose** |
| 1 | Show how a moving visual product will look | |
| 2 | Help to plan camera positions, scenery, setting and props in production | |