

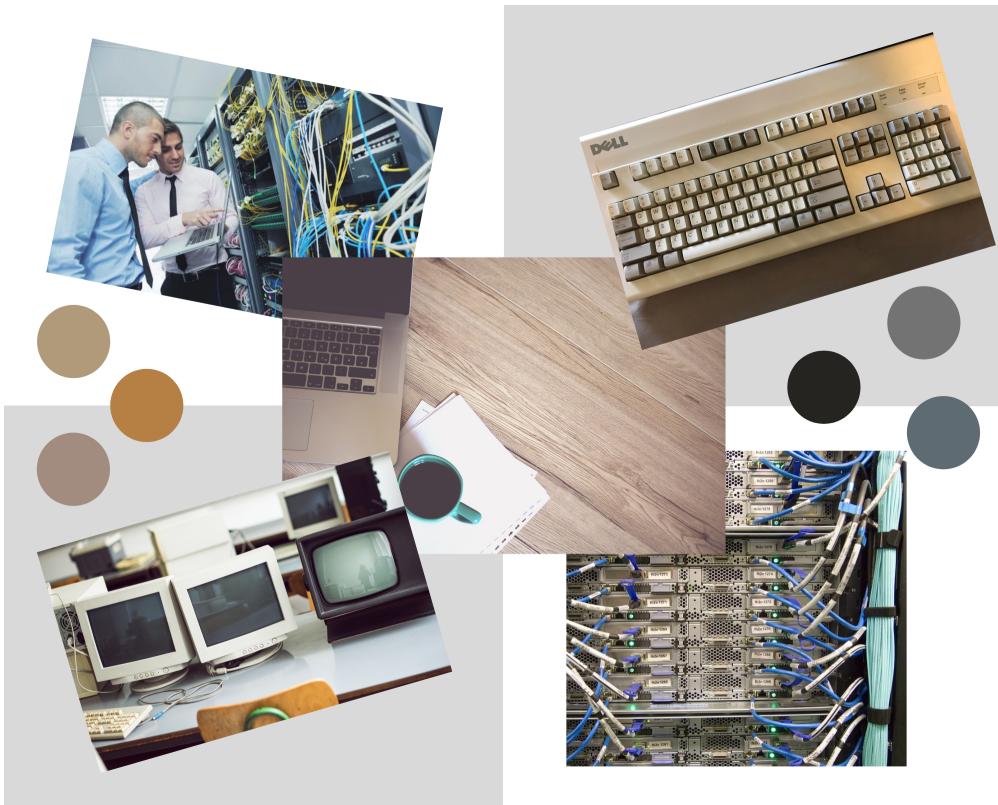
Moodboard

As a part of our design process, we created 3 mood boards to present to our client and get feedback on. The first was based on the main blue Telstra logo, the second was based on a more retro computer theme, while the third was based on one of the alternative colours the Telstra logo appears in. After creating each mood board from a collection of images sharing that colour scheme, we presented them to the client to get their feedback. Terrance liked both mood boards 1 and 3, the blue and green themed ones respectively, while Patrina liked the blue one. For mood board 2, their feedback was that it felt old, and wasn't the design they were going for. As such, we decided to use mood board 1 in our final digital prototype design.

Mood board 1 Theme: Classic Telstra Colours



Mood board 2 Theme: Classic Computers Colours



Mood board 3 Theme: Green Telstra Colours

