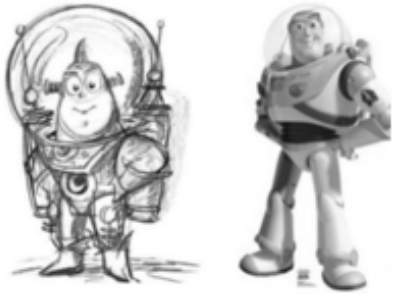


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A	Mood boards: Content
1	Images
2	Colours
3	Colour schemes
4	Fonts
5	Graphics
6	<i>(digital only)</i> Sound
7	<i>(digital only)</i> Video
8	<i>(physical only)</i> Fabrics
9	<i>(physical only)</i> Materials

B	Mood boards: Purpose	
1	<i>Generation of ideas</i>	
2	<i>Development of ideas</i>	
3	Communication of ideas with clients or colleagues	
4	Creating a mood or feel	
C	Mood boards: Key Vocab	
Generation	Creation	
Development	Gradual improvements	
Physical	On paper	
Digital	On screen	



D	Visualisation Diagrams: Content
1	Drawn images
2	Different viewpoints (eg bird's eye, plan etc)
3	Graphics (eg logos, <u>barcodes etc</u>)
4	Layout
5	Font and style of text (not necessarily the content)
6	Annotations 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	
Graphics	Images made of simple shapes and colours	
Layout	The way parts of something are arranged	
Interactivity	The way something reacts with something else (eg what a button would do on a webpage)	

Questions

What is typography?

What is copyright?

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Questions

What should a mood board include?

Questions

What should a visualisation diagram include?

Questions

What is the purpose of a visualisation diagram?

Why do we use mood boards in our planning?

Visual identity - a collection of visual elements that serve to represent and differentiate a brand (eg: a logo)

Typography – the style and arrangement of letters in a particular way to make sure that it can be read and fits the style of the document it is used in

Pixel – the smallest part of a digital image, each with a unique colour

Compression - reducing the size of a file by deleting unnecessary data.

Bitmap/raster graphic – a digital image composed of pixels

Vector graphic – a computer-made image made up of points, lines and curves

Pre-production – everything that happens before the production of a media product

Assets – the different images collected that will be used to make the final product

Copyright – A form of protection for the originator of creative work (intellectual property)