Kemnal Technology College. Creative iMedia Kemnal Key – Year 11 Term 3

Visualisation diagrams
Purpose of a visualisation diagram: Plan the layout a product to see what the design will look like.

Storyboard
The purpose of a storyboard is to provide a visual representation of how a media project will look along a timeline to show the order of the scenes and how they fit together.

Mood boards
Purpose of a mood board: Used to generate ideas for a client. Used to create a mood or a feeling or a product.
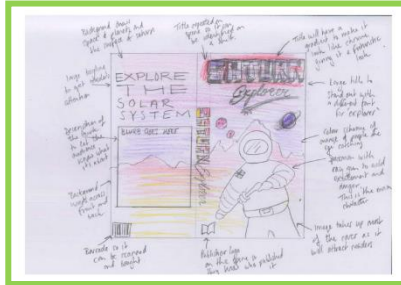
Scripts Purpose of a script
This is to provide stage directions for actors and production crew. Provide dialogue for actors so

KEMNAL KEY QUESTIONS

1. What is the purpose of a visual identity?
2. What elements make up visual identity?
3. What is the metaverse?
4. Which companies use the metaverse?
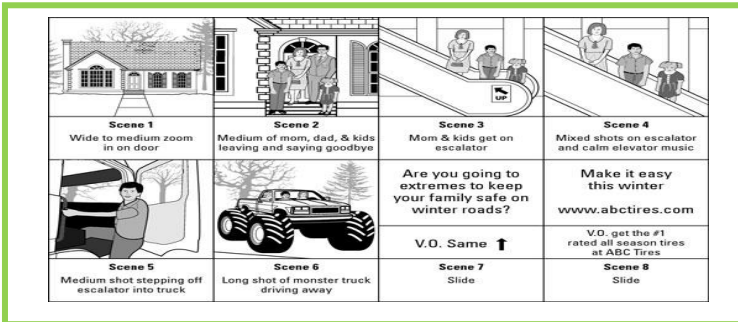5. What technology is needed to use the metaverse?

Target audience
You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions and many more will help you better understand the people you are designing for.
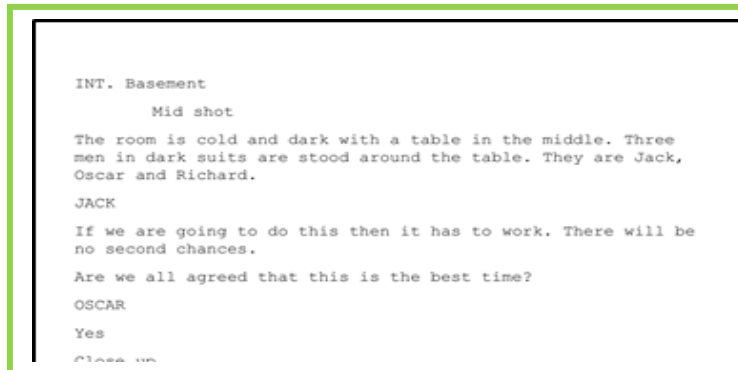

Visualisation diagram

Storyboard

Moodboard

Script

Purpose of a Digital Graphic

- To Entertain
- To Convey a Message
- To Persuade
- To Advertise
- To Inform
- To Educate

The client brief includes:

- Information about the client
- Information about the target audience and purpose of the web product
- Technical information about product
  - Site structure of a website
  - Functionality
  - Content
  - Design