

# OCR Creative iMedia

## R081: Mood Board

Name: ..... Class: .....

Mark ..... / 71 x 60 = .....
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Grade
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### PROJECT BRIEF

You have been asked to create a full page advert in a magazine for a new fashion clothing store. The style of the clothes they sell are aimed at 18 to 30 year olds. The store sells high end fashion from leisure wear to formal wear. The name of the store is Now Look.

The magazine page size is 8" x 11" so your advert must be the same size at 300 dpi. The final product needs to be saved a high quality file type. A web version is also required that is 450 pixels wide.

### KNOWLEDGE

1) Describe the **purpose** of a mood board

.....  
.....  
.....

[2]

2) State **three** items that need to be included in a mood board.

1. ....  
2. ....  
3. ....

[3]

3) Describe how you would change a physical mood board into a digital version.

.....

[2]

4) Identify the target audience for the mood board.

.....

[1]

5) Explain how the mood board would be used for the Now Look magazine advert.

.....  
.....  
.....  
.....

[2]

6) Identify **two** items that you could include on a digital mood board that you can not include on a physical mood board.

1: .....

2:.....

[2]

7) Identify the **most** suitable software choice for creating a digital mood board.

.....

[1]

# **CREATE**

Using the project brief create a digital mood board for the Now Look magazine advert.

Marks will be awarded for:

- Layout
- Content
- Fitness for purpose
- Annotations to justify your decisions.

[12]

# EXAM QUESTIONS

- 1) EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time.

EmVeTion wants to launch an advertising campaign to promote the new comic and internet-based animation series. EmVeTion has requested that you produce a physical mood board for the Velocity Girl comic and animation series.

- a) Explain **one** reason why a mood board is a suitable pre-production document for the Velocity Girl comic and animation series.

.....  
.....  
.....  
.....

a) [2]

- b) Identify four items that could be included on the physical mood board for the Velocity Girl comic and animation series.

1: .....  
2: .....  
3: .....  
4: .....

[4]

2) 'Words from the Planet' is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. 'Words from the Planet' will use a variety of media to raise awareness of the issues faced.

You have been asked to create a number of pre-production documents to take to the first campaign meeting.

Explain the purpose of a digital mood board for the 'Words from the Planet' campaign.

.....  
.....  
.....  
.....

[2]

3) A new teenage fashion magazine, called BGStyle, is being published in March.

BGStyle wants to design a special front cover for the first edition of the magazine and you have been asked to create a mood board to show to a production meeting where the layout of the front cover is being discussed.

A physical mood board is also created by another member of the production team.

a) Identify two items other than images that could be included on the physical mood board.

1: .....

2: .....

[2]

b) The physical mood board needs to be sent to a number of other people in the production team.

Identify one piece of hardware that could be used to convert the physical mood board into a digital version.

.....

[1]

4) Three Oaks, a supermarket chain, is launching a Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream. You have been asked to develop the pre-production documents for the advertising campaign for this sale.

One of the main methods of advertising will be the use of printed adverts in magazines. Three Oaks has asked that you produce a mood board for the magazine adverts.

a) State one purpose of a mood board.

.....

[1]

b) State three items that can be included on a mood board .

1: .....

2: .....

3: .....

[3]

c) Explain one way the mood board can be used to plan for the magazine adverts.

.....  
.....  
.....  
.....

[2]

5) A new teenage fashion magazine, called BGStyle, is being published in March.

BGStyle wants to design a special front cover for the first edition of the magazine and you have been asked to create a mood board to show to a production meeting where the layout of the front cover is being discussed .



**Fig. 1**

Choose six images from Fig. 1 to create the mood board for the special front cover of BGStyle magazine.

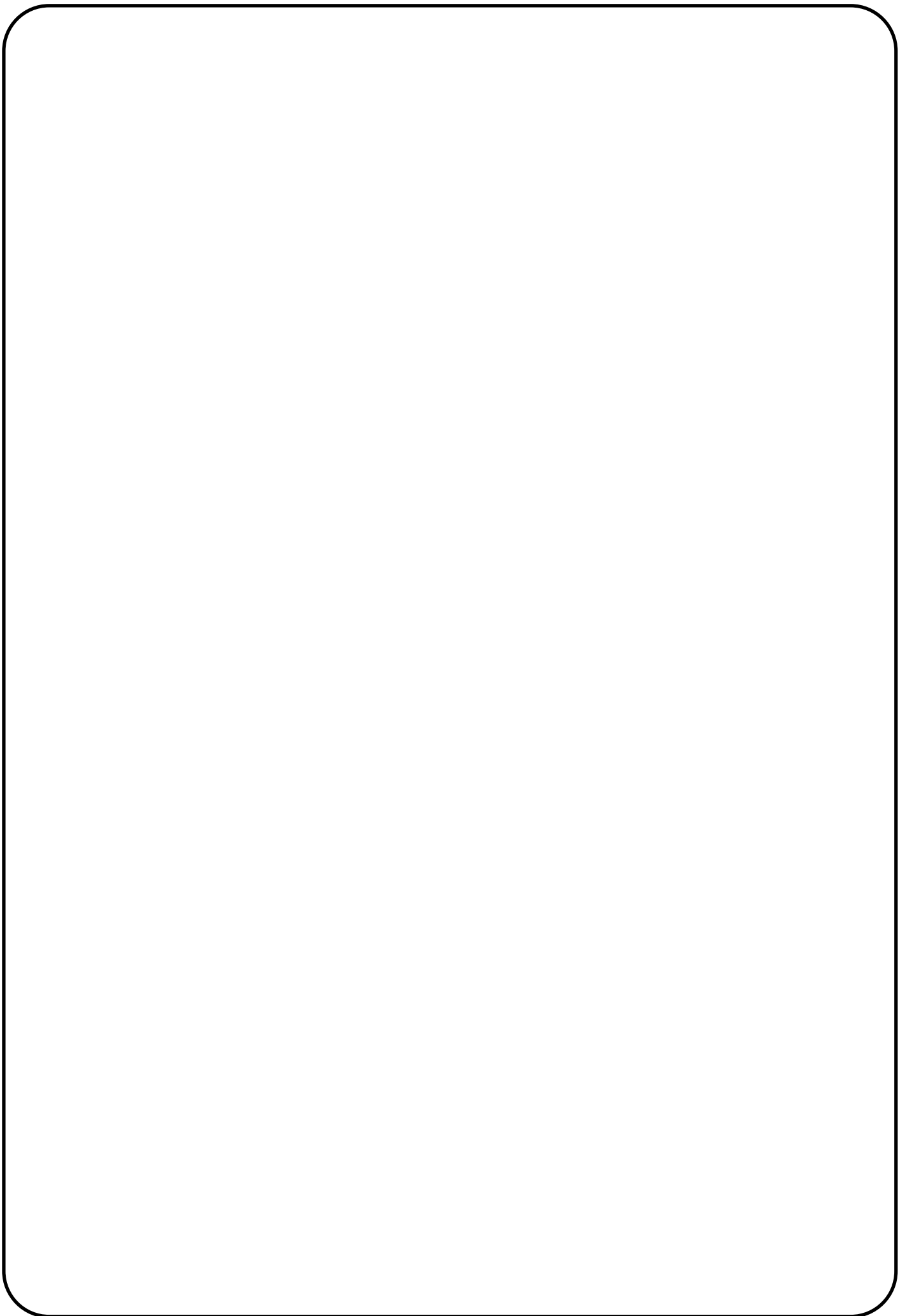
You do not need to draw the images. You must show which images you have chosen and where you would position them on the mood board.

Marks will be awarded for:

- fitness for purpose;
- annotations to justify your choices.

[12]






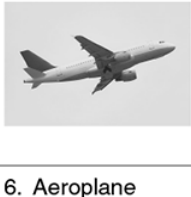








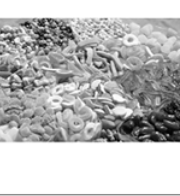





**Answer in the space provided on the next page.**





- 6) Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

You have been asked to create a mood board for the Kids-5-A-Day campaign.

				
1. Cheeseburger	2. Milk	3. Carrot juice	4. Girl shouting	5. Aa
				
6. Aeroplane	7. Warning sign	8. Measure waist	9. Child on rope	10. Fig tree
				
11. Fruit	12. Fried chicken	13. Vegetables	14. Broccoli	15. Sweets
				
16. Alphabet	17. Bored boy	18. Kayaks	19. Girl and boy	20. Woman drinking from bottle

Choose six images from **Fig. 1** and create a pre-production mood board for the campaign.

You do not need to draw the images. You must indicate which images you have chosen.

Marks will be awarded for:

- fitness for purpose
- layout
- annotations to justify choices.

