Purpose of a Mood board:

Used to generate ideas for the look, colour and styles for a project Used to 'get a feel' for a project Used by the designers of a project

Content of a Mood board:

Images

CTIVE

PLANNING INTERA

- Logos
- Colours
- Text/fonts/styles/keywords
- Textures, fabrics and other materials
- Digital mood board may have sounds and video clips
- Annotations/labels

Purpose of a Mind map:

Generate ideas quickly Develop and show links between different thoughts and ideas

Content of a Mind map:

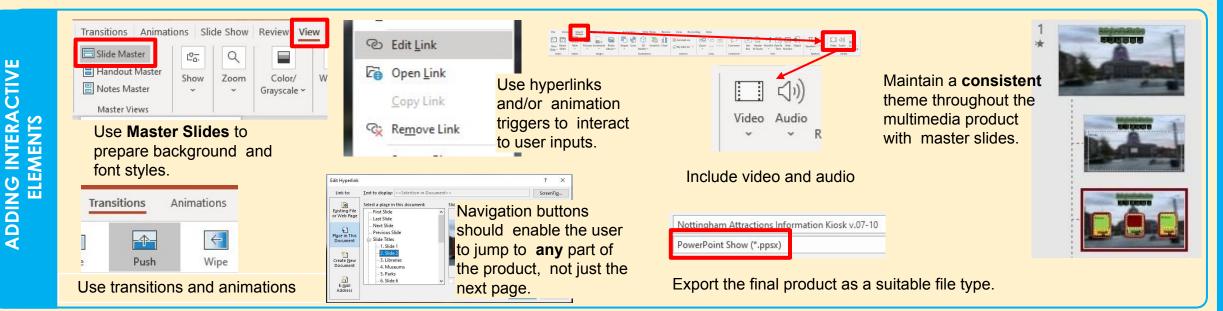
- · Central node with a main theme
- Nodes and sub-nodes
- Interconnecting lines and branches to link ideas together
- Text
- May include Images

Purpose of a wireframe diagram: Plan the layout of a product to identify the layout and the assets which will be used.

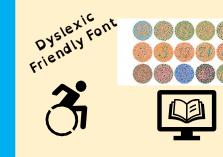
Content of a Visualisation Diagram:

- Image/Movie frames
- Colour/colour schemes
- Text headings, text lines
- Layout/position
- Interactivity
- Annotations and labels providing more details

LOGO TAGLINE		Loca II
HEZO IMAGE		
IDED PLANER		
FENEFIT #1	TENEPIT #2	PEWEFIT # 3
TESTIMA	DNIALS ESLIDER 3	-5 TESTIMONIALS]
FFATUEE 41	FEATURE # 2	FEATURE 4-3
SIGN UP/0	AET STARTED	
EMAL		SUBMIT



DESIGN PRINCIPLES





House styles - The Accessibility - Making the product easier to recognise the bbrand. readable fonts, icons.

common layout, colours and fonts. Is the same across mediums so audience



Graphical User Interface – how the user interacts with the visual layout, must make it as easy to use as possible.

Layout - where multimedia elements are positioned. Users are used to seeing familiar layouts of products.

For example: logos on websites in the top left that go to the homepage.



Colour scheme – This should suit the purpose for the audience and the product. The house style will often feature a colour scheme.

For example: green colours for a natural theme.



use with Language

options, colours,

Websites: available many platforms. on Users can interact with touch screens. computer mice and voice commands.



Information Kiosks: available in real life locations. Accessibility must be considered so a wide audience can use it.



Mobile Apps: available on smartphones and tablets. Touch screens needed but some will also use voice commands.



E-Learning Apps: available on many platforms. So will use the same inputs as websites or mobile apps.



Video games: available on many platforms, some of which are designed for them with their own peripheral. GUIs not always similar.

House Style:

American Red Cross

A house style includes a consistent use of fonts, colour scheme and a logo. Through the consistent use, the audience will be able to recognise the brand.

Brand identity at a glance



Red Cross	Drand fac	and y at a glance
Logo suite Logo files are available at re		
Button logo family	Classic logo family	Flat disc logo family
American Red Cross	American Red Cross	Amerikan Red Cross
American Rod Cross	American Red Cross	American Red Cross
The ballish Topo was inspired by a virtuge pin as an engaging synthet of enhances participation. It is a present, generating and unlose expression for the Bert Cross, Los this top in any of to three times for more private materiality and communications materials as well as selevision. Web and email.	The sharek logs should be used in disaster shutters, corporate materi exterior building signage or when the madeting wriented buildin logs is not appropriate.	ald, Use the fait data logis when you have a dark loadgeword or printing restrictions provide using the balance logis. Date that the solid circle baland the remose much be present, so this is not suitable for white backgrounds?
Print minimum sizes	Digital minimum sizes	Clear space Clear space internet (shown above with blue line) are built into the tight line. Separating builton graphic and wordmark As into an internet also movements an followed, the botto can
American Red Green 💷 . 84 inches (+1.8 mm)	📥 American Red Cross 🗆 8 pints	be asparated from the vordinark and acaded on its own. Remember to include the wordmark in the viewing area.
Color breakdowns		
Primay	With the second	
Secondary Decination and the second		
Color proportion Although individual pieces cumulative effect keeps the	may vary, notice that the overall brand color balance.	
Typography		Tone of voice
Information	Voice	How we talk is as

Colour Scheme:

The colour scheme not only has to meet the purpose of the product but also meet the expectations of the target audience. So a product aimed at a young audience will have many bright colours and one aimed at an older audience may use 3 dark colours and 2 bright colours.

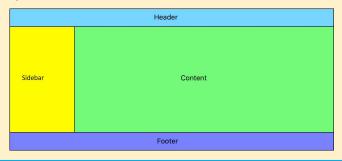
Graphical User Interface (GUI):

This is how the user interacts with the interactive multimedia product. A GUI uses Windows, Icons, Menus and the mouse pointer to help the user navigate around the layout. It is important that users find it easy to understand. For example: making a button look like something that should be clicked.



Layout:

This is how the multimedia elements are positioned, there are typical locations that users will expect content to be. For example, navigation will be on one side of the screen rather than be in the centre where content will appear. You need to keep a consistent layout throughout your product with a slide master.



Accessibility:

This is about making interactive multimedia products usable by everyone, regardless of ability.

If your audience is from a different country, you will need to add language options or use images **text**ead of

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If the product is using a large touchscreen, will your audience be able to touch all parts of the touchscreen? If not then your product may need an additional touchpad to allow all users to access the full product.



An older audience may have issues with reading meaning that the font size will have to be bigger so they can read it more easily.