VISUALISATION DIAGRAMS

THE PURPOSE OF VISUALISATION DIAGRAMS

WHAT IS A VISUALISATION DIAGRAM?

Simply put, a visualisation diagram is a **rough sketch of what you want your end product to look like**

They can either be **hand drawn or created on a computer**

Being able to draw isn't important when creating a visualisation diagram, the idea is simply to **show your ideas, such as the layout and content of your product**

A visualisation diagram can be used for any *static* product. Static means that it doesn't move, such as an poster or flyer. It wouldn't be any good for a video as these have lots of different scenes

WHY DO WE USE VISUALISATION DIAGRAMS?

1. Visualisation diagrams are used to **plan the layout and design** of static products like posters, banners and flyers
2. They are used to **show how you intend your finished product to look**

The example on the right is from an exam - this student got full marks for this answer
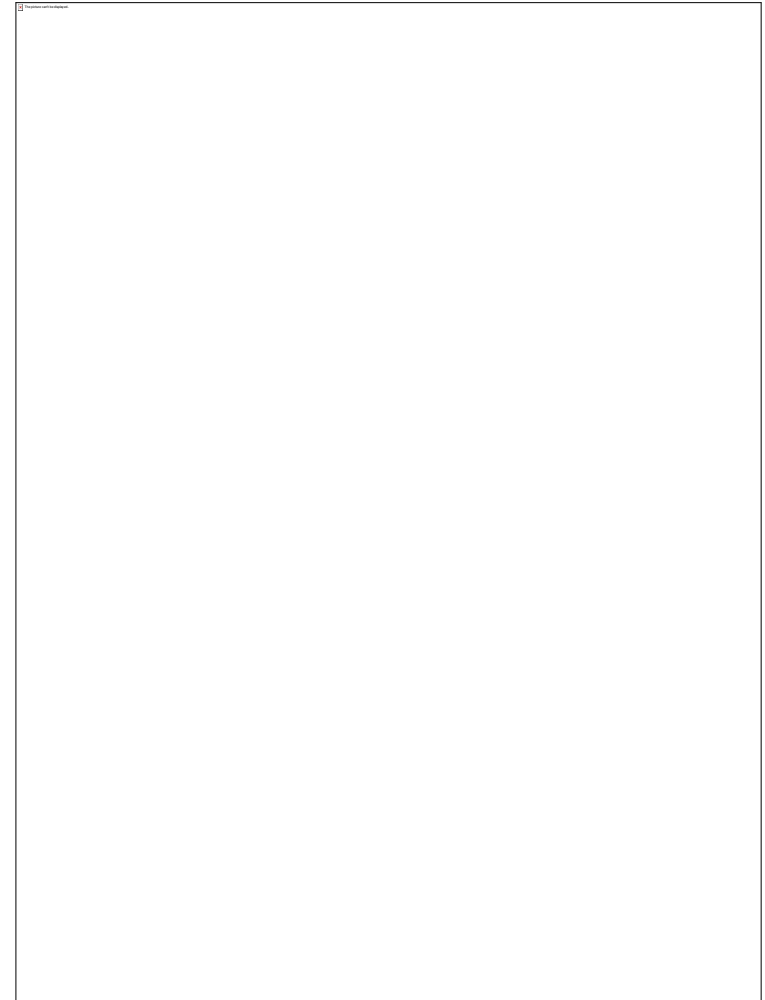
WHAT KIND OF PRODUCTS COULD I USE THESE FOR?

- ☐ Posters
- ☐ Flyers
- ☐ CD/DVD/Blu-ray/Games cover
- ☐ Book/Magazine/Comic book cover
- ☐ A scene or menu from a game
- ☐ Webpage
- ☐ Mobile app layout

- ☐ Videos/movies/TV adverts
- ☐ Audio/radio advert
- ☐ Animations
- ☐ Games cut scene/video scene

Discuss - why is it not suitable for the products listed above?

WHAT SHOULD IT INCLUDE?

It is a rough sketch that includes:

- Images/graphics (including logos)
- Colours and colour schemes - you will not colour in your design, you will label your colours instead
- Fonts, sizes and positions of text
- Annotations to explain the design
- Navigation (layout and style of buttons, menus etc.)

A good visualisation diagram should be able to show the client what you're planning to make. There needs to be enough information for them to make a decision as to whether to go with your ideas
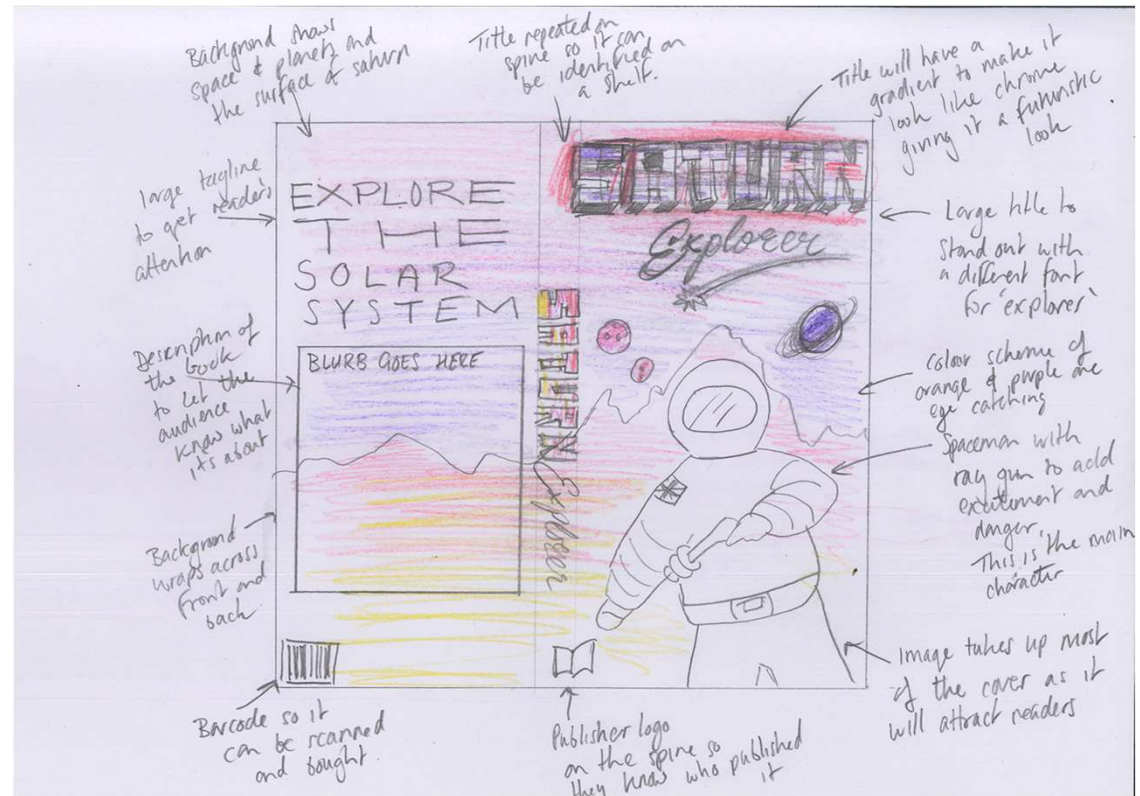
WHAT IF THE END PRODUCT DOESN'T LOOK THE SAME?
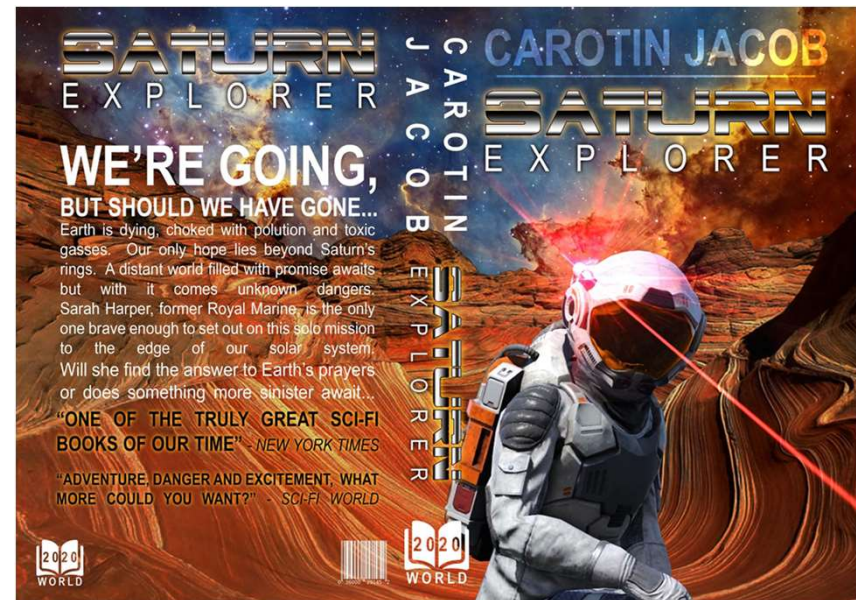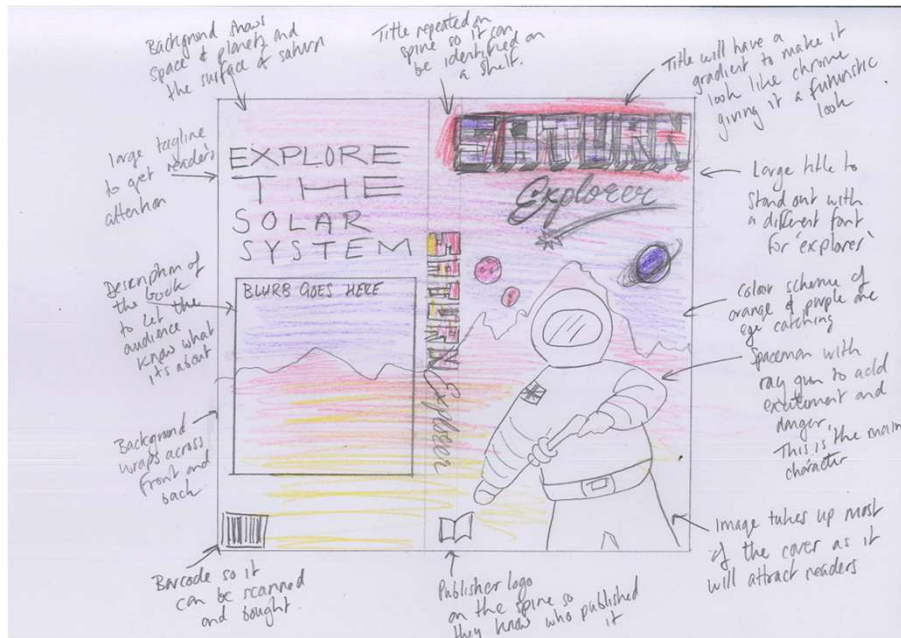
A visualisation diagram is a type of plan - it shows what you *intend* to do. Your ideas will naturally develop over time and it is usual for you to make changes during the creation of your product e.g. you might decide the original font idea isn't legible so needs changing
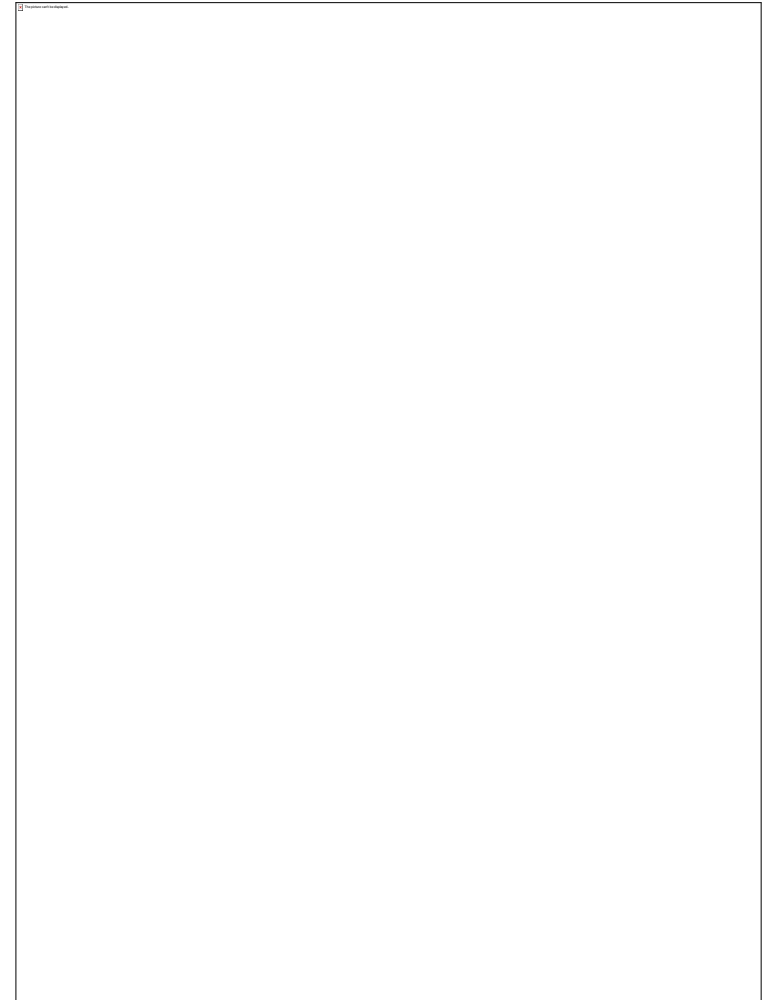
ACTIVITY 6.1

Have a go at the warm up questions on **activity 6.1**

You have 5 minutes to answer these questions

WHAT DOES A GOOD ONE LOOK LIKE?

The example on the right was awarded full marks

Discuss with the person sat next to you why you think this was

WHAT DOES A GOOD ONE LOOK LIKE?

The layout is fully suitable for the front cover of a comic book

All the content (images, text, tag line, title, barcode etc.) is fully suitable and you'd expect to see this on a cover

They have clearly shown colours and justified their choice of colour (you don't have to actually colour it in, you're better saving time and annotating it instead)

The annotations are clear, detailed and fully explain (justify) their choices

They have clearly thought about the purpose of the product and their target audience and this is also seen in their justifications
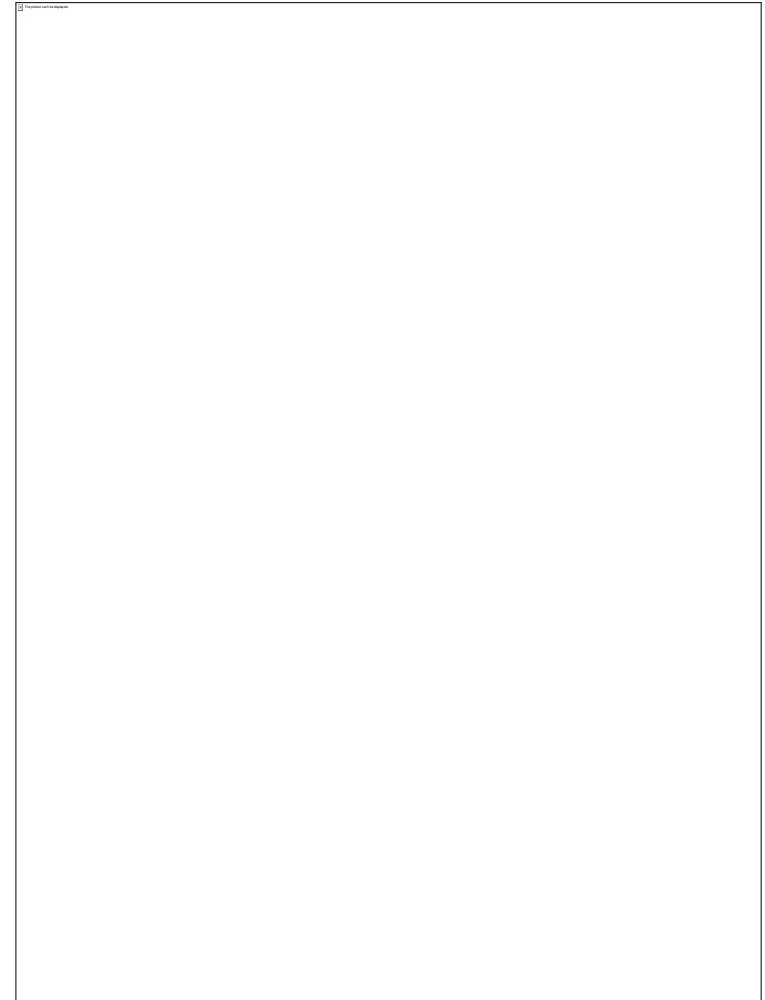
ACTIVITY 6.2

Considering what we've just discussed, mark the student answer in **activity 6.2**

You have been provided with the mark criteria to help

Discuss the answer with your partner and decide on a mark

ACTIVITY 6.3

It's time to have a go yourself and complete **activity 6.2**

You have been provided with the mark criteria to help

Remember to read the question carefully. What are you being asked to design, who is it for, what will it need to include?