Visualisation Diagrams – Key Knowledge

A visualisation diagram is a pre-production document.

They are made during the planning stage of a product's development, often right at the beginning.

They are sketches to show what a product should look like. Include annotations.

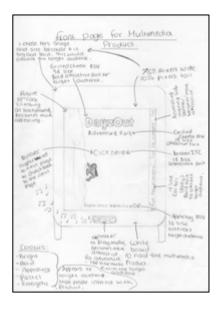
1. Purposes of Visualisation Diagrams:

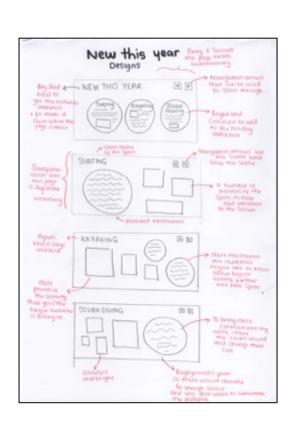
- experiment with different design ideas
- allows different ideas to be shared by the <u>project</u>
 team
- lets the client make a choice between designs
- lets the <u>client</u> approve a design (say it's OK)
- gives detailed information to <u>graphic artists</u> or <u>web designers</u> so they can make the product

Possible audiences for scripts are shown in **bold and underlined**.

2. Things Visualisation Diagrams Include:

- the layout of the product what goes where. Includes the use of whitespace
- images to use, including their size and position
- other content video, navigation on websites etc...
- text what writing goes where?
- fonts to use including size styles etc...
- colours what colours to use
- annotations





2b) What are annotations?

Annotations are detailed labels that get added to diagrams. They are used to:

- provide detail about the design to the graphic artist who will make the product
- explain why choices have been made to <u>other members of the design</u>
 team and to the client

3. Making Visualisation Diagrams:

Visualisation diagrams can be produced as:

- physical products something you create on paper or that you can touch
- digital products something produced directly on a computer

3a) Physical diagrams:

The easiest way to produce a visualisation diagram is using a pencil and paper or a whiteboard.

To get this on to a computer (and convert it into a digital document) you can:

- scan it using a scanner
- take a photograph of it using a **digital** camera (e.g. on your phone)

3b) Digital diagrams:

These can be made using:

- Office software such as Word or PowerPoint
- A graphics package (e.g. Paint or Photoshop)
- An online tool (e.g. Google Drawings). These have the advantage that people can work together and they can easily be shared

Summary:

- sketches produced at the design stage
- allow designers to share ideas, clients to check them and graphic designers to know what to produce
- include all the details needed, including annotations
- final product should look similar to the visualisation diagram