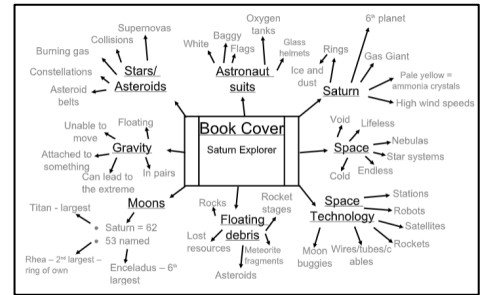# Mind Maps – Key Knowledge

A mind map is a pre-production document.

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

They are a way of coming up with ideas for a project.

1. Purposes of Mind Maps:

- brainstorm ideas for a project
- to quickly gather ideas from people involved in the project
- let **designers** share ideas about a project
- gather ideas for content
- show links between different parts of a project
- to help the **project manager** get ideas about what a project involves
- to check the **design team**'s ideas with the **client**

Possible audiences for mind maps are shown in **bold and underlined**.

2. Four Key Things on Mind Maps:

There are four key elements of mind maps. Every mind map should have:

- **central hub** - the bit in the middle
- **nodes** - the first set of ideas coming off the centre
- **sub-nodes** - the sets of ideas coming off of each node
- **links** - the lines between the nodes
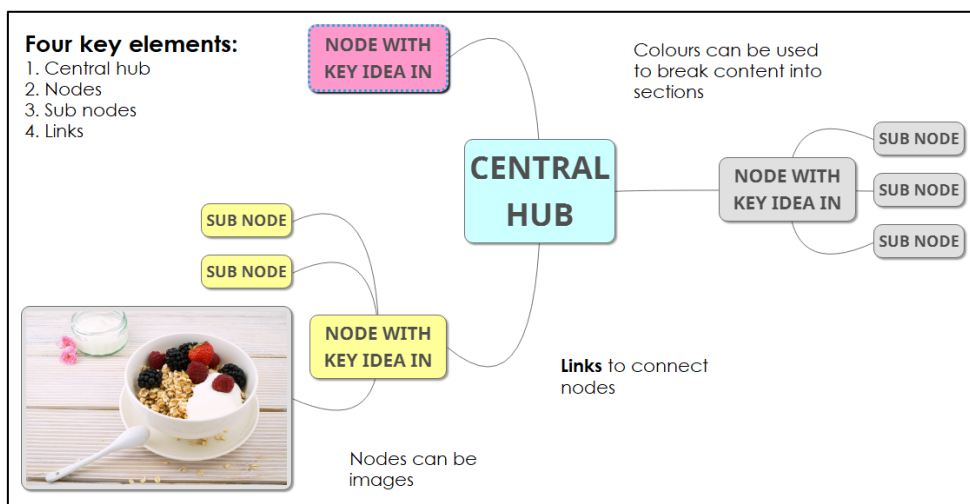
3. Other Things on Mind Maps:

Mind maps might also include:

- keywords
- images to represent ideas
- logos
- sounds or video - on a digital mind map
- a title
- colours to help organise points into sections

Mind maps are about ideas. They don't include sentences or annotations

4. Making Mind Maps:

Mind maps can be produced as:

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

4a) Physical diagrams:

The easiest way to produce a mind map is on 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)

4b) 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. Mind Mup). These have the advantage that people can work together and they can easily be shared

Summary:

- diagrams produced early in the design stage
- allow ideas to be brainstormed and shared quickly
- include basic ideas (sometimes including images)
- help decide what the project might include and to make content decisions