

Mood Boards – Key Learning

DO THIS FIRST

Use the **Key Learning Presentation** to complete this key learning. You **MUST** read through the presentation to get the right answers.

Write your answers in the spaces provided.

Part One: What are Mood Boards?

1. Describe what a mood board looks like.

[2 marks]

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2. At what stage in the production process will a mood board be produced?

[1 mark]

.....

.....

3. Identify **three** purposes of using mood boards as pre-production documents (reasons why they are used)

[3 marks]

1.

2.

3.

4. Identify **two** groups of people who are the audience for a pre-production mood board

[2 marks]

Hint: the answer is not the target audience for the product. They will never see the mood board. You need to be thinking about the people who will use the mood board.

1.

2.

5. List **five** things that might be included on a mood board:

[5 marks]

1.

2.

3.

4.

5.

6. Mood boards are “visual tools”. What does this mean?

[2 marks]

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.....

Part Two: Producing Mood Boards

7. Name **one** thing that might be on a physical mood board that could not be included on a digital mood board

[1 mark]

.....

8. Describe how you could produce a **physical** mood board

[2 marks]

Hint: a physical diagram will be one that you can touch with your hands

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9. Describe **two** ways you could convert a physical mood board into a digital version

[2 marks]

Hint: a digital version of something is on a computer. The question here is asking you to give two ways you could get a physical thing on to a computer

1.

2.

10. Identify **two** types of software you could use to produce a **digital** mood board

[2 marks]

Hint: give me two **types** of software (types of program on a computer) you could use

1.

2.

11. Name **one** thing that might be on a digital mood board that could not be included on a physical mood board

[1 mark]

.....

12. Identify **three** pieces of hardware you could use to produce a digital mood board

[4 marks]

1.

2.

3.