Generating ideas

Two of the pre-production documents are used to **generate ideas**

This is a really important part of the pre-production stage. If teams work together to generate lots of ideas, they should be able to come up with a better end product

good ideas = better product

Generating ideas

Generating ideas is done using:

- mind maps
- mood boards

Mind maps are great for general ideas generation

Mood boards are key to helping to come up with ideas to set the "look and feel" of a project

Generating ideas

Teams will **work together** to generate ideas

This might include job roles such as graphic designers, script writers, and content creators

Senior roles such as campaign managers and creative directors might play a part as well

more people = better ideas = better product

Generating ideas

Part of the process of generating ideas is often to share them with the client and get feedback

By using mind maps and mood boards, the ideas are easy to communicate to the client

By getting feedback, the end product will be more likely to meet the needs of the client

sharing ideas = feedback = better product