

Visualisation Diagrams

A visualisation diagram is a **pre-production document**.

They are made during the **planning stage** of a product's development.

They are **detailed sketches** produced by **graphic designers** to show what a product should look like

Visualisation Diagrams

Purposes:

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

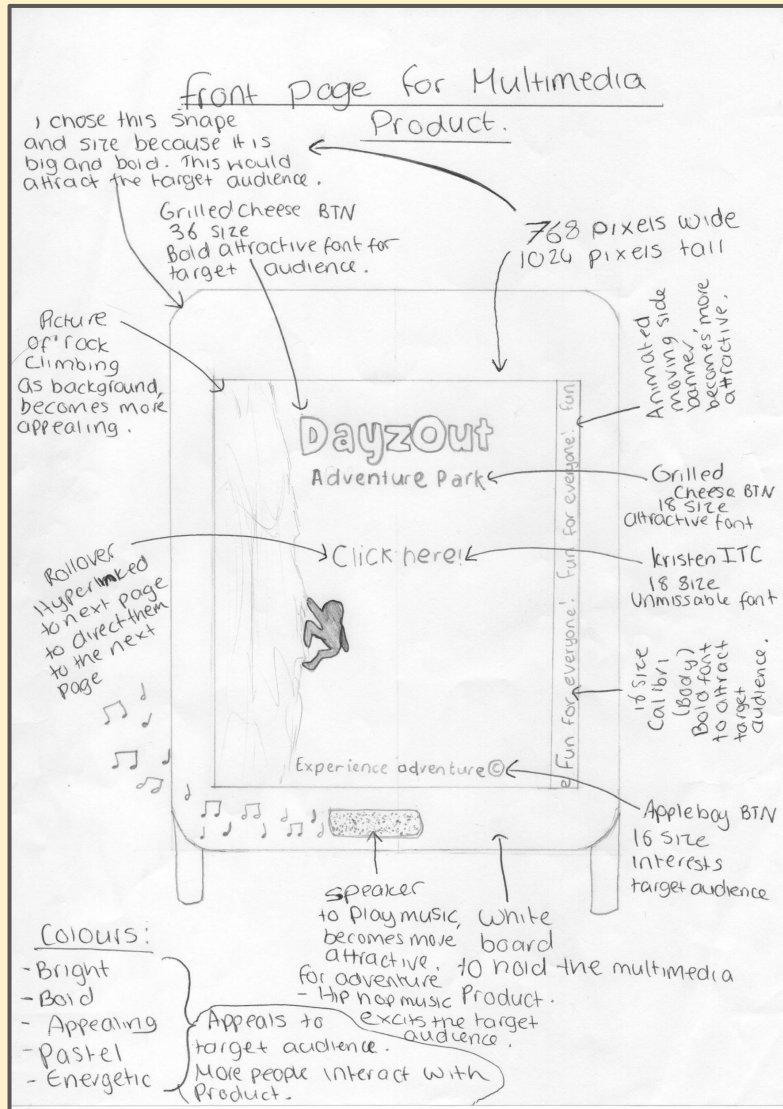


Possible audiences for visualisation diagrams are shown **in bold** on the right

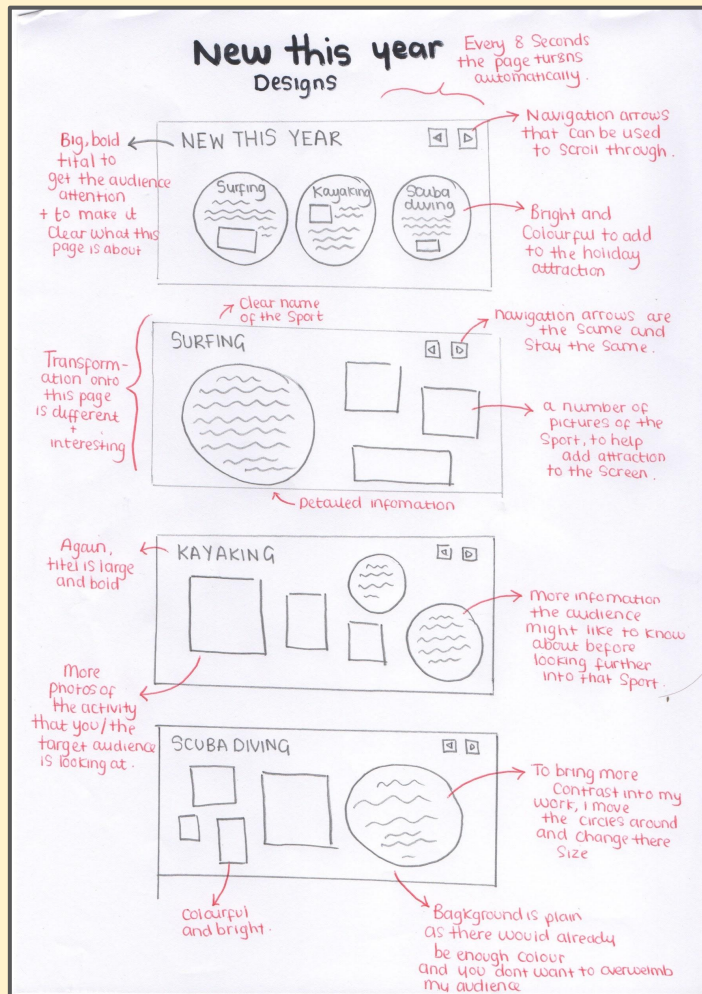
Visualisation Diagrams

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, colours, styles etc...
- **colours** – what colours to use
- **dimensions** – how big the product and elements will be
- **annotations**



Visualisation Diagrams



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 **other members of the design team**

Possible audiences for visualisation diagrams are shown in **bold** on the right

Visualisation Diagrams

Visualisation diagrams can be produced as:

- physical products
- digital products

A physical product is something you create on paper or that you can touch.

A digital product is something produced directly on a computer.

Visualisation Diagrams



Physical diagrams:

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

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)

Many printers include scanners.

Visualisation Diagrams



Hardware that could be used includes:

- mouse
- keyboard
- monitor (screen)
- touch screen (e.g. phone or tablet)
- **graphics tablet** (photo above)
- digital camera

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 to produce diagrams

Visualisation Diagrams

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

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