

Winter Wonder is a new indoor winter sports venue that is being planned. It will include a variety of inter sports, including ice skating, snow boarding and sledging, all of which will take place inside an indoor play space.

Winter Wonder is going to use a TV advert to promote the new venue. You have been asked to produce a mood board for the TV advert.

**(a)** Identify **four** items that could be included on the mood board for the TV advert.

**[4 marks]**

- 1. ....
- 2. ....
- 3. ....
- 4. ....

**(b)** Other than the design team, identify **one** likely audience for the mood board.

**[1 mark]**

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**(c)** Explain the purpose of a mood board for the Winter Wonder TV advert.

**[3 marks]**

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**(d)** Describe **two** ways that the mood board for the TV advert could be produced.

**[2 marks]**

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(e) Identify **two** items of hardware that could be used to produce a digital mood board for the TV advert.

**[2 marks]**

1. ....

2. ....

**Note: hardware is a physical item attached to a computer**

**Total marks: 12**