

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]

Four from: images/graphics, keywords/text, annotations, title, audio, video, logo, font samples, colour swatches, quotes. DO NOT accept textures or fabrics – not appropriate in this context

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

[1 mark]

One from: client, project manager, script writer, director/producer etc...

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

[3 marks]

Can be three individual points or a combination of developed and simple points

Answers such as: give a visual theme (1), provide a look (1) or feel (1), gather ideas (1), to show the client (1), hare ideas about the project (1)

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

[2 marks]

Two from: on a pin board/paper, in office software, using an online tool, in graphics software

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

[2 marks]

Two from: mouse, keyboard, monitor, graphics tablet etc... NOT computer

Total marks: 12