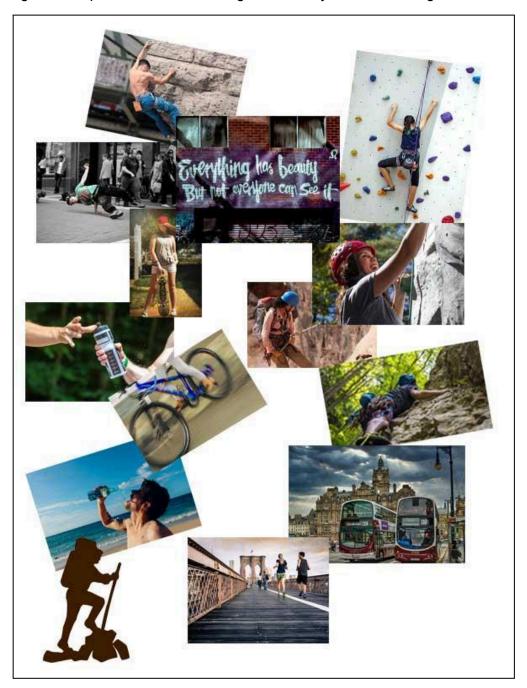
City Rocks Challenge is a new urban climbing sports event that is to be launched in the UK. Teams of athletes will compete to be fastest to complete courses around city centres. The aim of the event is to bring a new exciting sport to cities in the UK to help encourage people to take up climbing and scrambling as a sport. A sports drink company has already agreed to sponsor the competition.

A mood board was created at the initial planning meeting. The mood board will be given to the graphic designer to help create the brand image for the City Rocks Challenge events.



Discuss the suitability of the mood board for use by the graphic designer. Marks will be awarded for:

- Suggesting changes that improve the mood board
- Explaining how the changes you suggest will improve the effectiveness of the mood board for the graphic designer.

