

Visualisation Diagrams

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

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

They are **sketches** to show what a product should look like. Include **annotations**.

Visualisation Diagrams

A **graphic designer** creates the visualisation diagram - in consultation with designers and checking it with the client

They give it to a **graphic artist**

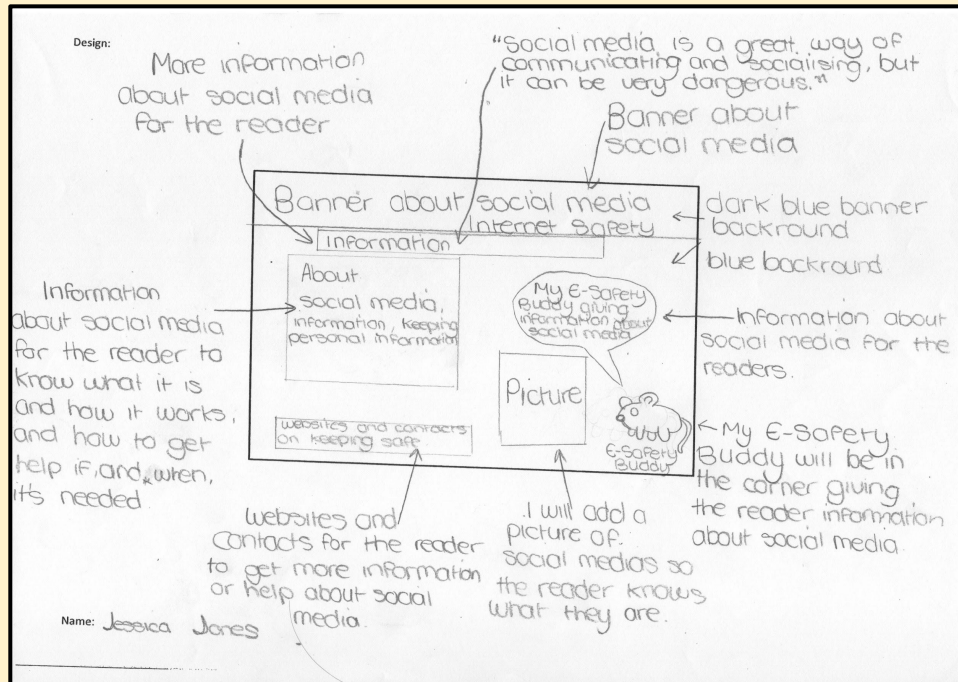
The **graphic artist** makes the product

The visualisation diagram **must** include all the information required by the graphic artist

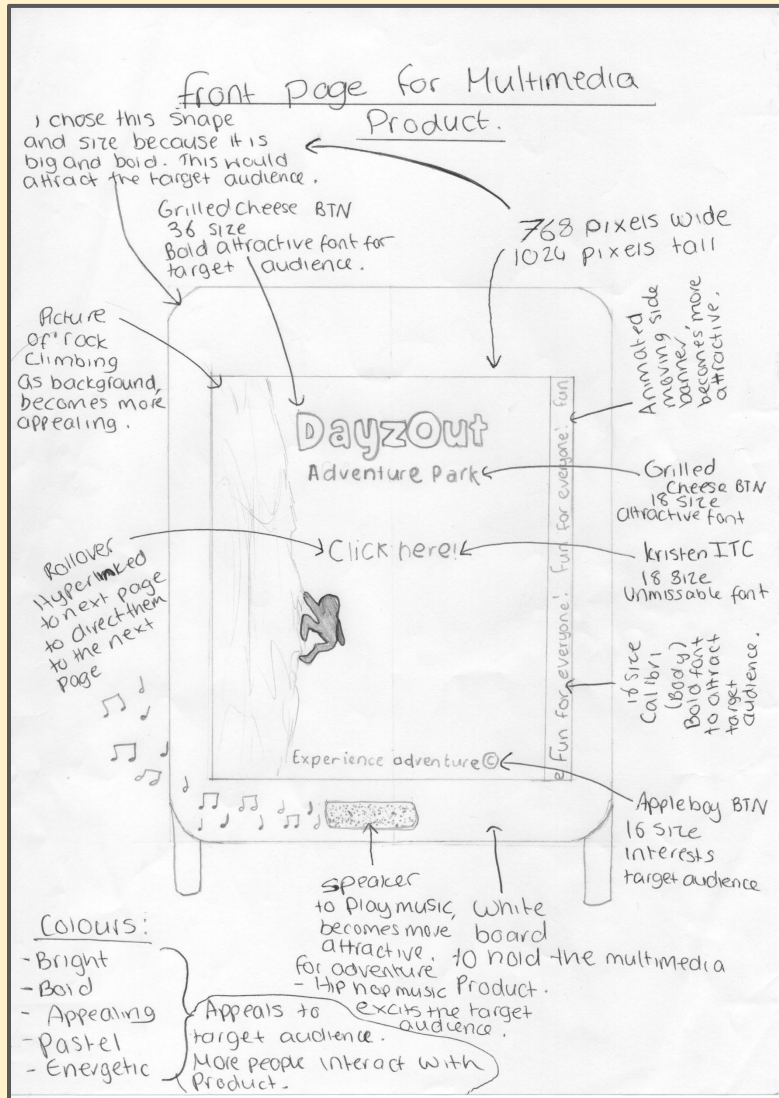
Visualisation Diagrams

Can be used for:

- graphic products (adverts, posters, dvd covers etc...)
- website pages
- phone app designs
- game design ideas
- character design (character in a game or animation)
- comic book layout
- multimedia display

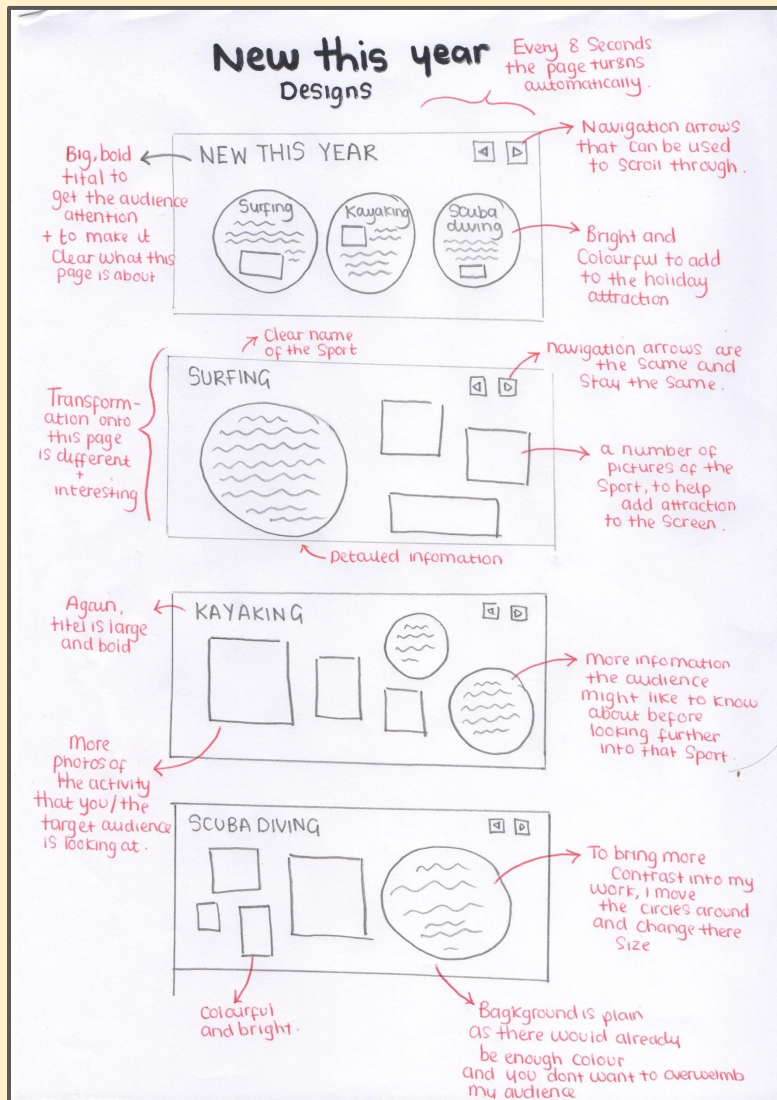


Visualisation Diagrams



- allow different ideas to be shared by **designers**
- experiment with different design ideas in rough
- lets **client** make a choice between designs
- allows client to approve a final design
- gives detailed information to **graphic designer** so they make the product required properly

Visualisation Diagrams



Include:

- size of the product
- layout
- images
- other content - navigation, video...
- colours
- fonts - type, sizes, styles, emphasis
- textures/styles
- annotations