

Mood Boards – Key Learning

DO THIS FIRST

Use the **Key Learning Presentation** to complete this key learning. You **MUST** read through the presentation to get the right answers.

Write your answers in the spaces provided.

Part One: What are Mood Boards?

1. Describe, in 15 words or less, what a mood board is.

[2 marks]

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2. At what stage in the production process will a mood board be produced?

[1 mark]

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3. Mood boards are “visual tools”. What does this mean?

[3 marks]

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4. Identify **three** purposes of mood boards

[3 marks]

1.
.....
2.
.....
3.
.....

5. Identify **two** groups of people who are the audience for a mood board

[2 marks]

Hint: the answer is not the target audience for the product. They will never see the mood board. You need to be thinking about the people who will use the mood board.

1.
2.

6. List **five** things that might be included on a mood board:

[5 marks]

1.
2.
3.
4.
5.

Part Two: Producing Mood Boards

7. Name one thing that might be on a physical mood board that could not be included on a digital mood board

[1 mark]

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8. Describe how you could produce a physical mood board

[2 marks]

Hint: a physical diagram will be one that you can touch with your hands

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9. Describe **two** ways you could convert a physical mood board into a digital version

[2 marks]

Hint: a digital version of something is on a computer. The question here is asking you to give two ways you could get a physical thing on to a computer

1.

.....

2.

.....

10. Identify **two** types of software you could use to produce a digital mood board

[2 marks]

Hint: give me two **types** of software (types of program on a computer) you could use

1.

2.

11. Name one thing that might be on a digital mood board that could not be included on a physical mood board

[1 mark]

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.....

12. Identify **three** pieces of hardware you could use to produce a digital mood board

[4 marks]

1.

2.

3.