

# Visualisation Diagrams and how to use them

## Visualisation Diagrams

A **visualisation diagram** will be produced during the planning stage of a product.

Its purpose is to allow people to see what a product might look like without actually making it. The diagram can be used to share ideas with other members of the production team and to show to a client to get their approval. Later it will be used to give graphic artists a good idea of what it is they need to produce.

### What is a Visualisation Diagram?

A visualisation diagram is a sketch showing ideas for how a product might look. It can be used for any type of product, but especially for digital graphics, web pages and multimedia displays.

### What do they include?

It will need to include:

- **layout** - what will go where on the final product. This will include which parts will be whitespace. This gives an idea of the composition of the final product;
- **images** – what images will be used, where will they be placed. This will include any logos;
- **other content** – what **text** or other content will go where. What **titles** will be used, on a webpage, where will **navigation buttons** go, what **videos** or **icons** will be used etc...;
- **font choices** – which **fonts** will be used. What **sizes** will they be and what **styles** (bold, italic etc...) will be used;
- **colours** – what colours will be used. This includes **background colours**, but also colour schemes used for text, for boxes and any ways in which images might be recoloured;
- **textures and styles** – if these are going to be used they will need to be included on the visualisation diagram.

**Annotations** will be required. These allow the designer to expand on their choices and explain clearly to the audience for the visualisation diagram what is required.

### What special content is needed?

Different products have elements which are almost always present on a product. So, a video game cover will almost always include a PEGI rating icon and a bar code.

DVD covers will include an age rating icon whilst web pages usually have some form of navigation bar and contact details in the page footer. Visualisation diagrams will be expected to include these.

There are at least three different **audiences** here for visualisation diagrams

The content required will depend on the sort of product which is being designed

Using bold or italic styles is called adding **emphasis** to text. This makes it stand out.

**Annotations** are quite detailed labels which add to the visual information. They can be used to briefly explain reasons for choices as well

## Revision points

Visualisation diagrams will come up on the exam paper. There are key points you need to learn:

### Format:

- sketches drawn on paper or produced digitally
- can be rough sketches initially, followed by more detailed designs

To work **digitally** you might use technology such as a graphics tablet or touch screen

### Purpose:

- show ideas for layout and content without having to make the product
- allow choices to be discussed within the production team
- allow clients to make choices and agree the product design
- provide enough detail for the graphic artist so they can make the product

Rough sketches are fine for first designs. Whole series of sketches might be used for jobs such as designing characters for animations or video games

### Stage used:

- produced at design stage only
- final design used during production stage

### Audience:

- other members of the design team
- clients
- graphic artists/web designers

### Include:

- see opposite

### Reasons for use:

- allow a product to be designed clearly [1] before being produced [1]
- provide a check on an initial design [1] so that changes can be made [1]
- plan a design [1] to check with a client [1]
- create different versions of a design [1] to allow the best one to be chosen [1]
- check the layout of a product [1] to see if it will work well [1]
- provide detailed information to a graphic designer [1] so that the final product is made correctly [1]
- to make sure that the client gets what they want [1]
- create a first design so that changes can be made [1]

The points here show how marks might be awarded when answering a longer question. For a 4 mark answer you'd need two different points, each developed.

You will need to be able to produce a visualisation diagram in the exam using a client brief you have been given.

## How to reference this sheet:

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