

Team Pony is a new animated television programme which will be developed. It is aimed at young children aged 5 to 8 and deals with the adventures of a series of cartoon ponies.

To go alongside the television programme, the developers are going to release a series of t-shirts with images of the ponies on.

You have been asked to produce a physical mood board to show ideas for the t-shirts.

(a) Identify **two** possible audiences for the mood board.

[2 marks]

Two from: client, project manager, designers, design team, producers, shop buyers

(b) Explain **one** reason why a mood board is a suitable pre-production document for the Team Pony t-shirt project.

[2 marks]

One developed point needed

Answers such as:

- give a visual theme (1) for design ideas (1);
- provide the look (1) or feel (1);
- gather ideas (1) about the look or feel for the designs
- to show the client (1) so that they can accept the ideas about the look of the project (1)
- share ideas about the project (1)

(c) Identify **four** items which could be included on the physical mood board.

[4 marks]

Four from: images/graphics, keywords/text, annotations, title, audio, video, logo, font samples, colour swatches, quotes, textiles, fabrics, t-shirt designs

(d) Explain why a physical mood board is a better choice than a digital mood board in this case.

[2 marks]

Because the design is for a t-shirt (1) so textile samples can be included (1) to provide textures (1)

(e) The mood board will need to be e-mailed to other members of the production team.

Describe **one** method for converting the physical mood board into a digital version.

[2 marks]

- Scan it using a scanner or photocopier
- Take a photograph using a digital camera