Norfolk Museums Service is producing a set of collectable cards to celebrate famous women who have lived or worked in Norfolk. School children will be able to collect the cards at different museums around the county. There will be several different cards showing women such as Edith Cavell, Dorothy Crowfoot Hodgkin, Boudicca and Delia Smith.

You have been asked to provide ideas about how the cards could be promoted.

At the first pre-production development meeting with Norfolk Museums Service a mind map is produced.

(a) Explain why a mind map could be produced at the first meeting.

[2 marks]

Either two simple points or one developed point:
- to share ideas quickly (1) between people at the meeting (1)
- to brainstorm ideas (1)
- to show links (1) between different areas of the project (1)
- to gather ideas (1) for content (1)
- to check ideas (1) with the client (1)
- so that the project manager knows what the project is about (1) to help plan it (1)

(b) Identify **two** possible audiences for the mind map.

[2 marks]

Two from: designers, client, project manager

(c) Identify **three** items which would be included on mind maps such as this.

[3 marks]

Any three of: central hub (1), nodes (1), links/lines/connections (1), sub nodes (1), keywords (1), title (1). DO NOT accept ideas – in question stem

(d) The mind map document will need to be e-mailed to other members of the production team.

Describe **one** way that the document could be produced so that it can be e-mailed.

[2 marks]

Two marks on one method, so answer needs to be developed.
Office document (1) which can then be e-mailed (1)
Graphics package (1) which can then be e-mailed as an image (1)
Online tool (1) which can then be shared (1) or downloaded and e-mailed (1)

(e) (i) Identify **two** items of hardware that could be used to create a digital mind map.

[2 marks]

Two from: mouse/trackpad, keyboard, monitor/screen, graphics tablet.

DO NOT accept computer
Note: hardware is a physical item attached to a computer

(ii) Identify **one** type of software that could be used to create a digital mind map.

[1 mark]

One from: graphics software, office software, online tool