Purpose of a Visualisation

A hand drawn diagram to show what something looks like when it is created. Used to plan still images like web sites, magazine/DVD covers and comics

Target Audience

The target audience for a visualisation is usually the designers or developers of a project and is used to present how the design will look when created

What to include on visualisations

- Layout of page
- Composition of page
- Colours used
- White space
- Placement of text and images
- Annotations to give details of all of the above.

Example Visualisation Diagram .

Look at the features.

What should it include that it does Not already have?

LO: To define the purpose of visualisation diagrams and what their content may be.

How to get the marks

Marks awarded for a visualisation :

- Content is relevant for the product (poster, web page, DVD cover)
- Content is relevant to the case study organisation (supermarket, charity etc, you are told the name of this company)
- Layout is suitable for the product Eg Advert includes name of company and offers
- Colour scheme is shown (through annotations or use of colour)
- Use persuasive language when creating a poster/advert

What to include in a visualisation for a Website	What to include in a visualisation of a poster/magazine cover	What to include in a visualisation of a DVD cover/poster
Colour scheme Header Navigation bar Where would you put text and images Where you would put other media like videos Location of logo Annotations to show colour, font type and font styles	Where you would put: Images Headings Contents Colours used Extra information like price, release dates etc) Annotations to show colour, font types or styles	Layout of the cover Images from film (characters) Location of age rating Blurb Styles of fonts and colours used (annotations)