

## Key Terms

**Pre-production:** planning your digital product

**Mood Board:** collection of sample materials to represent the style of your product

**Visual Hierarchy:** The order that you see things on a page

**Mindmap:** a way of organising thoughts

**Storyboard:** visual plan showing the flow and sequence of scenes

**Visualisation Diagram:** draft layout of your static product

**Visual Style:** the way that your product will look

**Colour Palette:** the choice of colours that suit your product

**Client Brief:** list of requirements that your client wants

**Target Audience:** expected age range or gender

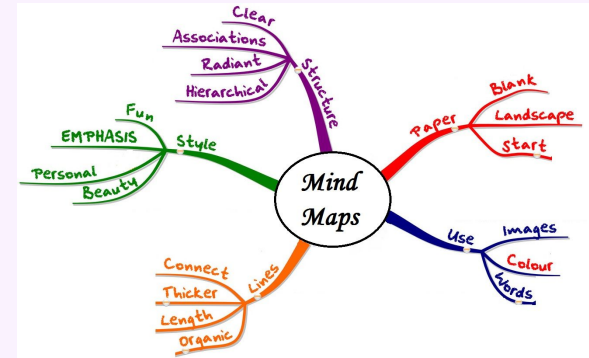
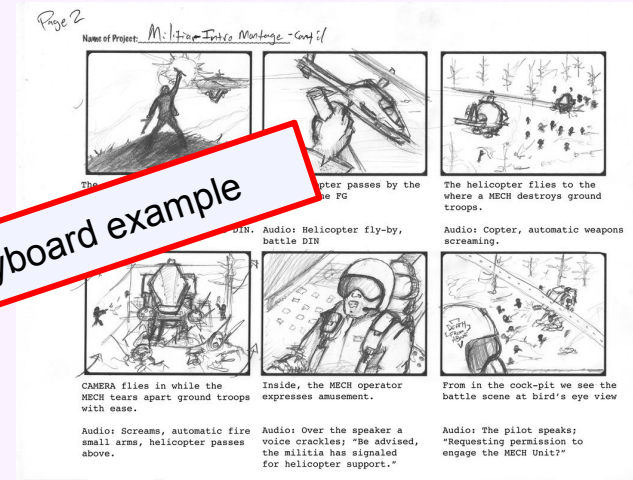
**Workflow:** the order that you do the tasks in your plan

**Strengths:** what went well

**Weaknesses:** areas for improvement

**Improvements:** how to make the product better

Storyboard example





## COLOR THEORY

Primary color P  
Secondary color S  
Tertiary color T



Hue (pure color)  
Tint  
Tone  
Shade



moods

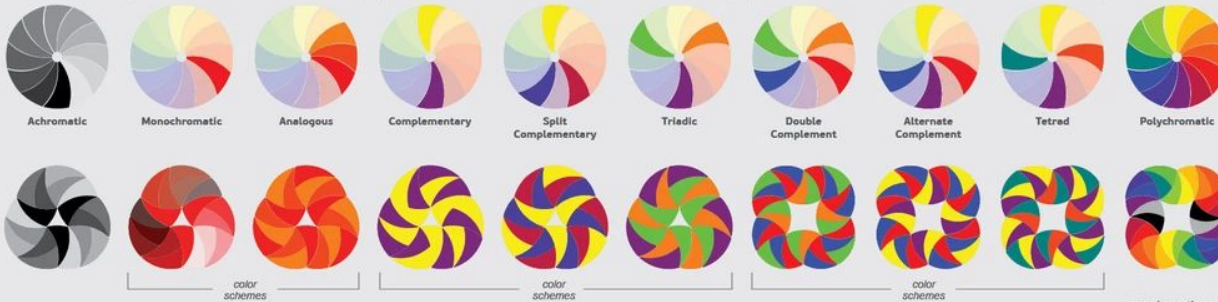
- Joyful Optimist Active
- Natural Healing Growth
- Power Elegance Mystery
- Loyalty Peace Wisdom
- Ambition Nobility Wealth
- Truth Purity Equality
- Dynamic Passion Danger
- Energy Charisma Innovation
- Neutral Stability Contemporary



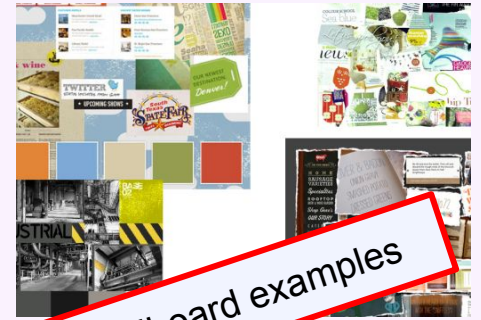
related

contrasting

discordant



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Moodboard examples

