Mind Map

1. Below is a section from the client brief to promote a charity market.

|  |
| --- |
| Task Vector Icon 349454 Vector Art at Vecteezy  You are a media consultant reviewing pre-production materials for a video trailer promoting a charity market. The market will sell various items, with all proceeds going to support local charities. The video trailer will be displayed on social media and at local venues to encourage attendance and support for the event.  Below is a draft mind map created for the graphics designer to plan the storyboard for the video trailer. |

**Fig.1 Mind Map**

A diagram of a diagram

Description automatically generated

1. Discuss the suitability of the mind map for use by the **graphics designer.**

Marks will be awarded for:

* Suggesting changes that improve the mind map.
* Explaining how the changes you suggest will improve the effectiveness of the mind map for the graphics designer.

|  |  |  |
| --- | --- | --- |
| **Improvement required** | **How will this improve the effectiveness of the document?** | **How does this benefit the end user?** |
| A central idea/theme needs to be added such as charity market video trailer. | A central theme will provide the mind map because it’s been clearly defined, and ideas can be generated. | Adding a central theme creates a consistent direction for the video and helps the graphics designer unify elements of the storyboard. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**[9]**

1. Create an improved version of the draft mind map in Fig. 1

Marks will be awarded for:

* Relevant components and conventions used
* Layout
* Annotations that explain how the improvements better meet the client requirements.

|  |
| --- |
|  |

**[9]**