Mind Map

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

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| 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.

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| **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. |
| Charities keyword needs to be added to one of the nodes such as visual content. | Adding the charities keyword as a branch to an existing node will allow it to flow logically from the central idea clearly relate to the main branches. | Including the keyword as part of an existing node such as visual content helps to provide the graphics designer with an indication into its use within the trailer. |
| One node is missing a keyword. The sub-nodes indicate these are distribution methods. | The addition of this keyword will help to create a logical understanding with the sub-nodes already provided. | The one node could be called ‘Distribution’ as this will help the graphics designer to understand how the final product is being accessed by the audience. |
| More information needed about each sub-node. For example, which items are being sold at the market. | Adding more information to the sub-node will provide more detail into what the storyboard design of the trailer could contain. | Helps the designer translate ideas into specific storyboard elements (e.g., exact visuals, music choices, or event details). |
| Some nodes do not include any sub-nodes. For example, audio could mention music, voiceovers and sound effects. | Specific details will help to avoid ambiguity and ensures that all necessary aspects of a topic are considered during planning. | Ensures every aspect of the video is planned out, avoiding overlooked details and improving the quality 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.

The addition of upbeat music, a narrator explaining the event and ambient market sounds will ensure the video trailer is relevant to the brief.

The addition of the distribution node makes it clear how the video trailer is delivered to the audience.

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| A refined target audience allows the designer to create visuals and sequences that resonate specifically with the audience    I have placed this as a sub-node to visual content because the video should contain information about the local charities the money is being raised for.  Social media as distribution has been added because it specifies in the brief this how the video will be distributed.  The keywords added to the central theme means the ideas generated will be specific to what the client has asked for. |

**[9]**

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