

OCR Creative iMedia

12 Mark Revision: Mood Boards

Name: Class:

Mark / 21 x 60 =

Grade

KNOWLEDGE CHECK

1) Describe the **purpose** of a mood board

.....
.....
.....

[2]

2) State **six** items that can be included on a digital and physical mood board.

1.
2.
3.
4.
5.
6.

[6]

3) Who could be the intended target audience for a mood board?

.....

[1]

Now look is a high end online fashion store for men and women. The fashion they sell is aimed at 25 to 30 year old professionals who earn between £30000 and £40000 a year. They need to produce a magazine advert to promote their new Winter fashion range.

You have been asked to develop the preproduction documents for this advertising campaign.

One of your team has developed the mood board below.



Discuss the suitability of the mood board for the magazine advert. You should include areas for improvement.

The quality of written communication will be assessed in your answer to this question.

PLAN

Make some brief notes in each box. You can use bullet points.

How does the mood board meet the client brief?

How does the mood board **not** meet the client brief?

How does the mood board generate the right feel for the advert?

How does the mood board not generate the right feel for the advert?

What content is suitable?

What content is **not** suitable?

PLAN

Make some brief notes in each box. You can use bullet points.

What are the strengths of the mood board?

What are weaknesses of the mood board?

How would you improve the mood board?

What effects would these improvements have on the mood board?

What subject specific terminology could you use?

WRITE UP

A series of horizontal dotted lines for writing.

MARK SCHEME

Answer: Level 3: 9 – 12 Marks.

Candidates will provide an excellent understanding of the question with clear **explanation** of the suitability of the mood board **use by its target audience**.

The strengths **and** weaknesses of the mood board are considered in equal weighting in relation to its audience and purpose

The suggested improvements will be **well thought through** and explained in **context**.

Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.

Level 2: 5 – 8 Marks.

Candidates will provide a good understanding of the question with strengths **and/ or** weaknesses of the mood board being **described**. This may be one sided.

Some improvements **may** be suggested but they will not be wholly suitable and only focus on the content of the document itself.

At the top end of the Level 2 the answer will be presented in the context of the Three Oaks advertising campaign.

There may be errors in spelling, punctuation and grammar which may **not** be intrusive.

Level 1: 0 – 4 Marks

Limited understanding of the use of mood board.

Answers will be vague and not necessarily linked to the context of the question.

Answers may be presented as a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive.

Guidance: The following areas for the mood board should be considered in the answer:

- Suitability for target audience of **designer** NOT people viewing the advert
- Layout
- Clarity/Relevance of content
- Use of different elements
- Annotations
- Fitness for purpose
- Suitability for the client