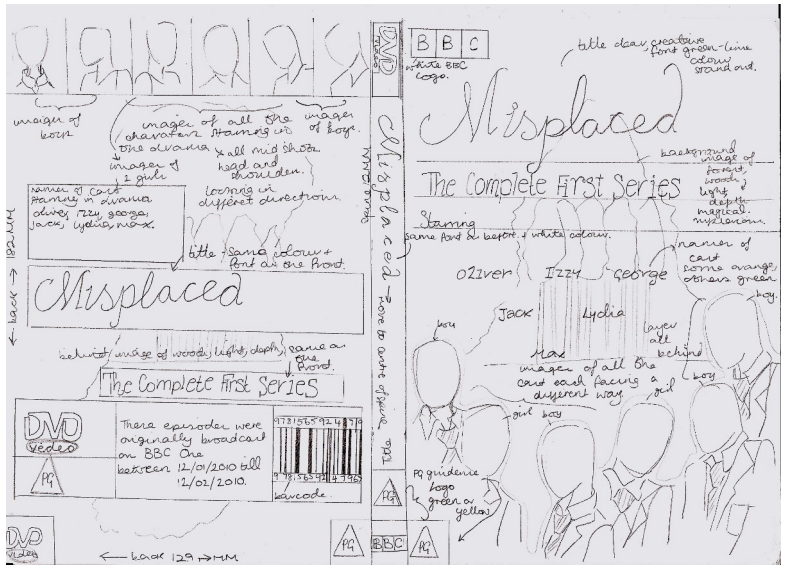
Knowledge Organiser: Visualisation Diagrams

COMPUTING & INFORMATION TECHNOLOGY

You must be able to understand the purpose and use the content of different pre-production documents



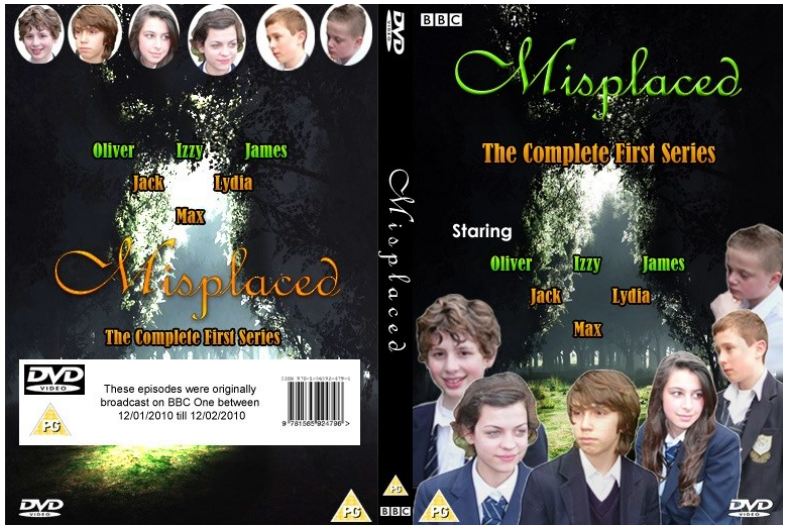
Visualisation Diagrams

Visualisation diagrams are a rough drawing or sketch of what the final static image product is intended to look like. They will have annotations to describe the design ideas. Typically, a visualisation diagram is hand drawn, but it does not need any artistic skills to communicate ideas.

It is intended to demonstrate the layout and content of the product that is being illustrated

You might produce several drafts to demonstrate ideas to your client. Your client might choose the draft they like the most. There must be sufficient information in the visualisation diagram for the client to make a decision about their preferred design.

Visualisation diagrams are valid for static designs, that is an image that does not move. It is, therefore, relevant for designs such as a magazine cover, a DVD cover, or an image for a website. It would not be suitable for a video or an animation.



Look closely at the detail in the example visualisation diagram. Compare the concepts in the visualisation diagram and compare them to the final product that was produced. Do you notice the similarities and the differences.

Notice how the visualisation diagram was not modified as ideas developed in the pro-

Purpose:

- ⇒ Plan the layout of a static or still image in a visual manner
- ⇒ To show how a finished item might look like

Uses :

- ⇒ CD/DVD cover design
- ⇒ Poster, such as for a film, event, leaflet or advertisement
- ⇒ A single game scene of display of a single scene
- ⇒ Comic book page layout
- ⇒ Web page layout
- ⇒ Magazine front cover

Content:

- ⇒ Multiple images, layout and positions of items.
- ⇒ Colours and colour schemes
- ⇒ Position and styles of text
- ⇒ Fonts, font colours and size
- ⇒ Notes as annotations which provide additional information
- ⇒ Size if images
- ⇒ Position of logos, icons and other items needed by the client