



Imageboards



image board for retro sci-fi theme

Image Board

An image board is a collection of visual references based on the theme and content of your project. The objective of the image board is to collect inspiration and visual resources to communicate elements of your proposed project without serious commitment in terms of time and resources. As it is visual, an image board is a powerful way of generate and communicate an understanding of the project, from the target audience down to the smallest detail. The image board also helps external parties appreciate the direction of the project by promoting constructive discussion.

Animation is primarily a visual medium and it is therefore useful to use visual media to represent and communicate your ideas and intentions. A collection of images can be used in a number of different ways - to represent types of user, visual values, technologies, project usage and scenarios. Together, these different representations can provide strong clues as to the direction in which a project could be stylised. A typical board should contain between 20 and 30 carefully chosen images and communicate very definite messages about your theme and content.

Four types of Image board

There are four basic types of image board.

Lifestyle board

Images representing the target audience or the lifestyles of the target audience. The images should indicate the target audience's personal and social values and cultural trends. The lifestyle board will be 'idealistic' in its portrayal of audience and helps to explore the full range of target customers.

Mood Board

Often derived from the lifestyle board, the mood board aims to capture the 'values' of the project which will appeal to the previously identified audience types and helps to build a common view of the content and styling objectives. The mood of a product is the sentiment, feeling or emotion which the project engenders when first seen - for example, soft and comforting, hard and rugged, business like or frivolous. Images which are similar in either form or function to the proposed project should be avoided.

Styling Board (or theme board)

Having established the visual values, the styling board presents images which convey the intended mood. These images should be from a diverse range of areas and have different functions.

Usage Board

A usage board represents products which are used in a similar way or which utilise similar themes and/or technology to the project proposal. This could enable the place or means of use to be explored and a good way of removing preconceived ideas about the project's form.

The Brief

For the next section of this project you are required to produce a professional standard image board. Your image board should contain a collection of inspiring images used to inspire and communicate the theme and content of your project..

Your image board should demonstrate how you have analysed the theme and used the theme as inspiration, both directly and indirectly. To create your image board...

- Collect magazines and images which are relevant to your theme.
- Try several different searches on Google and look under the Images Tab.
- Assemble the images that are relevant to your design. Be selective – no irrelevant, inappropriate and unnecessary images should be included
- The aim is not to fill the page at all costs, but to find appropriate and useful images for your particular project.
- Images may contain inspiration for any aspect of your project.
- Use the Thesaurus tool in MS Word.

Objective

The objective of your image board is to demonstrate your ability to gather a diverse range of visual resources based on a single theme. The images should be suitable for use as reference for style, theme and content.

You should be able to justify every image you include in the image board – Why you included them?

Remember : Nothing at this stage is confirmed. You are simply gathering resources to start your project. The more resource you gather, the better informed your design will be.

Your image board should be produced to the following specifications :

- **Size** : A1
- **Label** : your full name /student ID/project title/contact details should be typed and mounted on the back of your board.
- **Text** : All labels should be printed and trimmed neatly and mounted – No handwriting and no messy scissor edges.
- **Cover Sheet** : your image board should have a paper cover sheet, fixed at the top to prevent damage.
- **Content** : Images should be appropriate and relevant to your theme and design. Each image should contain a possible element suitable for your theme.
- **Cutting & Glue** : Do not use wet glue – the paper will crinkle and look unprofessional. Make sure all images are well stuck down and not curled at the edges. Do not use scissors – Make sure you use a straight edge and sharp craft knife.
- **Colour** : Try to include as many full colour examples as possible.