

# Mood Boards

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Popular chef



## Food Magazine Age 16-24

Should stick to this

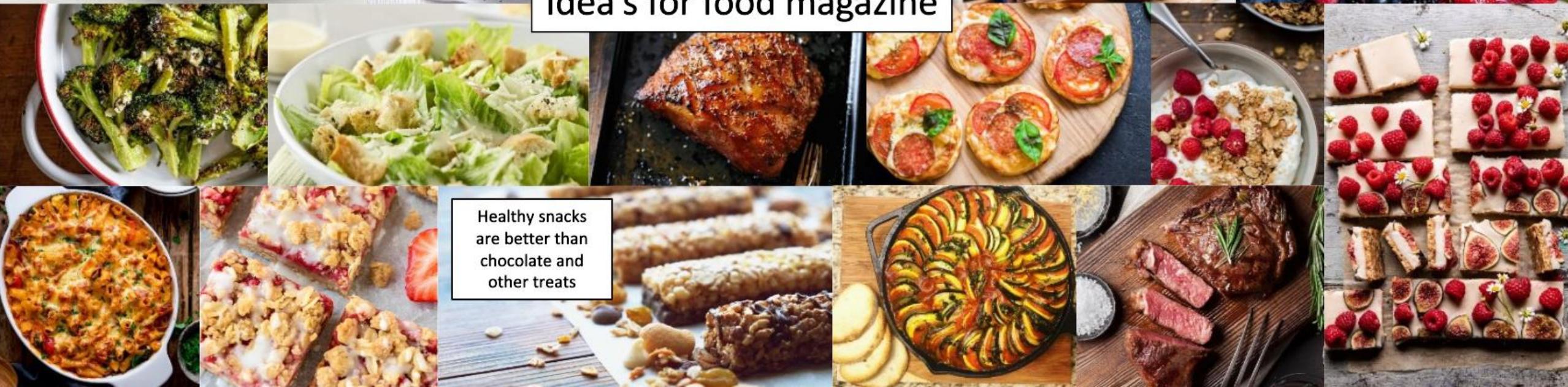
Chicken breast is  
the healthiest  
part of a chicken



Okay as a treat  
but in moderation

Better to eat than  
sausages

Better to eat than  
normal fries



Colour swatch to show what colours could work

Things that relate to welsh culture

Contrast  
Decorative Basic

ROMAN  
Script  
Basic Sans

FAT BRS  
BUKET FONTS  
DECOLAT  
ENCHANTING  
INSPIRE  
FAT'S  
MEMORIES  
CREATE  
GLAMOROUS  
Dazzle  
HAPPY  
HELLO WEDDING  
LOVELY  
LAUNDRY DAY  
OH LIVELY  
SUPER  
SUNRISE INTERNATIONAL  
XOXO  
YO-YO GLOW  
YAY  
YARD SALE  
PLEASE  
PINOT  
TRUTH  
THINK PINK  
ZEST  
ZOO LA



## Welsh Mocha Mood Board



FAIRTRADE



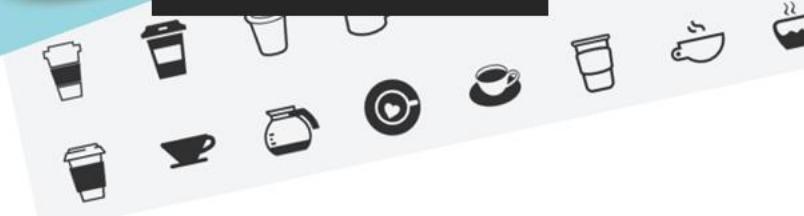
Coffee Shop aura



Relaxation



Types of images that could go on logo



## Outfit changes



Logo example  
– Coffee shop



A black t shirt with a small logo with two colours. A small coffee bean with a red name on showing the company name. Also including a neck logo.



## Colour Schemes



## Cooprate identity



Modern contemporary shops



Modern contemporary shops





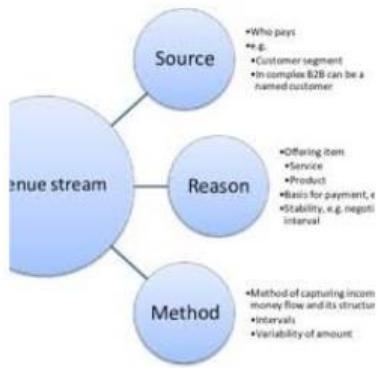
Bright colours to retain attention

## Road Safety Mood board



# Mind Maps

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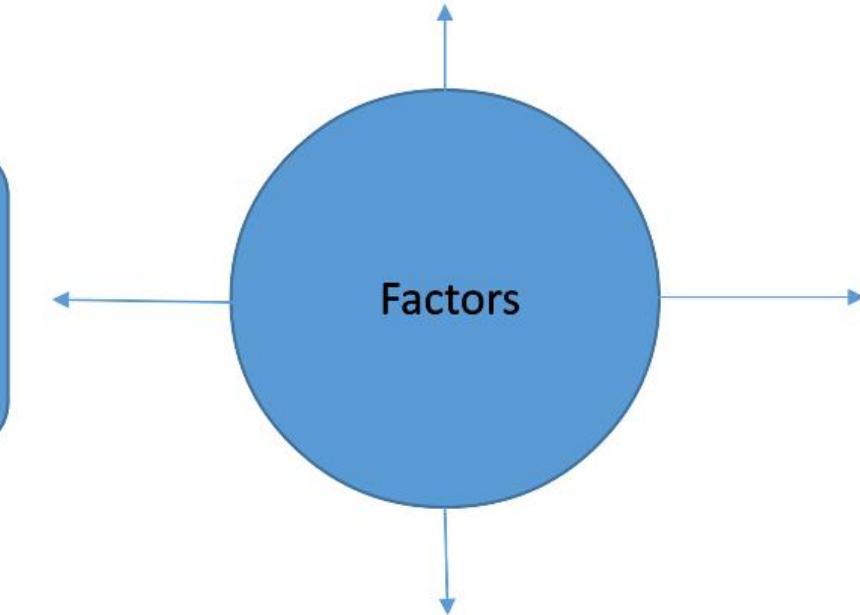


**Revenue Streams**  
Where you get your financing from E.g. Crowdfunding, sponsorship etc.



### Personnel Involved

e.g. who are they, how many people, what experience do they have etc.



### Time constraints

How long you have to complete the project and how long you have given yourself to do each task



**Financial Constraints**  
What things financially might hold you back  
e.g. Budget- costs of props and location and even legal costs

**STUDENT  
DISCOUNT**



# SWOT Analysis

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STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS



<b>Strengths</b> <ul style="list-style-type: none"><li>• Simple and clean design</li><li>• Innovating and unique design</li><li>• Font used gives off a 'relaxing' aura</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Is not made from 2 colours</li><li>• If words were not there, would not be relatable to coffee</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Fair trade logo will make the business seem more desirable</li><li>• Welsh flag made with coffee like colours helps link welsh culture to the coffee</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Other coffee chains stealing your ideas</li></ul>

<b>Strengths</b> <ul style="list-style-type: none"><li>• 3 colours used (welsh colours)</li><li>• Clean, simple design</li><li>• Recognisable Logo</li><li>• Fair trade symbol used</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Logo might offend welsh citizens as the dragon has been replaced with coffee</li><li>• No obviously relaxing characteristics</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Welsh colours shown in logo to help link to welsh culture</li><li>• Fair trade symbol helps the business seem environmentally friendly</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Design could potentially get stolen by other businesses</li></ul>



## S.W.O.T analysis

### Strengths

- Good base colour for a coffee shop as it won't get stained by coffee
- Welsh flag to link in with the brand name

### Weaknesses

- Colour blind people may not be able to see the difference between red and green
- Very basic, not much skill required to create

### Opportunities

- Could attract a lot of Welsh people as it is where they are from, relatable for them
- Basic but could be altered easily

### Threats

- The colour green could get them into trouble with Starbucks
- The possibility of not meeting the deadline

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
It is an educational game; therefore, it will be used in a lot of schools.	As there has never been a game like this, the company will not have any data on how a game similar to this performed.	They have the opportunity to take the gap in the market and be the first company to create a product like this.	As it is a game about road safety, it could be classed as violent when getting ran over etc.
As they are not aware of any games like this, this will be the game's unique selling point.	They don't have much time to do it. They only have 4 months.	By making an educational game, it will make their company seem more professional as they are willing to teach their customers as they care for them	Other companies could potentially steal the idea and use it as their own.
With a scoring and tracking system, teachers will be able to assess how safe they will be on the road in real life.	The age of the audience is very specific (6–10-year-olds). The market will be quite niche.	By being the only company in this market, it will mean they can monopolise the market.	If a player of the game gets injured in real life, it could create a negative image on the game that it doesn't teach people well.
Scoring system could make it more competitive making it more fun and children will want to achieve high scores.		By creating educational games, it could also give them a lot more recognition.	Old devices may not be supported for this game therefore, people may not be able to access it.
With the game being touchscreen and having clearly defined objectives, it will be easy to play for the 6–10-year-olds.			

<h2>Strengths</h2> <ul style="list-style-type: none"> <li>• Education game so will be useful in schools</li> <li>• There is no other product like it on the market, so it has a USP</li> <li>• By using the tracking system teachers/parents you can compare people's progress based on age</li> <li>• Easy to use as it has clearly defined objectives so accessible by all ages of children from 6-10.</li> </ul>	<h2>Weaknesses</h2> <ul style="list-style-type: none"> <li>• As it is unique on the market, they do not know how well it may do as they have no data from games that have tested the market</li> <li>• Only four months to complete the task</li> <li>• The target audience is very specific meaning the market will be quite niche</li> </ul>
<h2>Opportunities</h2> <ul style="list-style-type: none"> <li>• Improve the business's reputation as they are creating a game to educate the future generations</li> <li>• They can monopolize the market and take all the business for themselves until a competitor maybe comes alone</li> <li>• If successful they will be well known and have the chance at other products</li> </ul>	<h2>Threats</h2> <ul style="list-style-type: none"> <li>• As it is a sensitive subject, they may get a worse reputation if it goes wrong</li> <li>• If a user of the game gets hit by a car the company may be accused of spreading bad information</li> <li>• If the app updates to keep up with advances in technology, it may not work on older devices which kids may only have access to</li> </ul>

## SWOT ANALYSIS of the Road Safety Computer Game Brief

### **Strengths:**

Clear and simple – The brief gives a clear idea of the purpose and the need of the product and what is going to be achieved with the product. This allows us to understand the information given and not be overloaded making it easier to process.

Crucial information is given – The brief gives us the crucial information such as the deadline, without this information we would have to assume when creating the product and which could create problems in milestones and planning the product as we have no idea of the deadline date.

The importance of quality to the brand – The brief allows us to get a clear insight into the brand which needs the game and the brief demonstrates how important quality is to the specialists in the creative and educational market. This will ensure in creation quality is a focus point and is not forgotten.

Freedom of creation – The brief does not include much definite information in terms of the game creation which allows us to experiment and be innovative when creating the game.

### **Weakness:**

Deadline requirements – In the brief we are told we must have three weeks on the pre-production aspect of planning and creation. This does not allow much flexibility and hinders the creation phase due to deadlining planning. If we need more time to focus on the planning to ensure a good product, we should be able to use as much time as we need not “3 weeks”.

Market research – The company has invested into their own research into the market they plan to go into which is okay however they have told us there is no other game on the market which focuses road safety in the fun way. This is not true and by a quick search there are multiple games which promote road safety in an enjoyable way which possibly shows their research for the game isn’t the best. This means the target audience research isn’t true and the game should be targeted at a different age. This would sway how the game is created as the game needs to be accessible to the target audience age.

### **Opportunities:**

Further levels – There is an opportunity to create further levels in a design proposal to show and prove our skills. This would allow us to experiment with more skills and applications to enhance the game and its accessibility even further to the younger audience.

Game types and ideas – I believe there is an opportunity to go further into of the idea of road safety however but venture into a more visual experience. If the educational electronic company go into schools and present the road safety campaigns, there is an opportunity to go into the Virtual reality space and explore the different options to teach road safety in the visual manner while still being safe.

Devices – There may be opportunity to create a game specifically made for games consoles to allow a greater reach and create a cheap game to fully reinforce the Importance of road safety.

### **Threats:**

Freedom in creation – By the company giving the games developer more freedom when creating the game the company may not be happy with what they create leaving room for error and with miscommunication we can create a game which isn’t what they want and doesn’t meet their needs.

Touch screen devices – The company specifically asked for touch screen devices however this could decrease the range in who can access and play the game which is not good for spreading the important message of road safety awareness. Some people may not have the devices like mobile phones to play the game.

## Unit 2 road safety game SWOT

### **Activity 1: SWOT**

#### **Strengths –**

- It is an educational game which would be used a lot in school.
- Not aware of any games on the market which mimic the same principles.
- As It will be a simple to play game, it will be easy to play, ensuring the road safety ideas get across to the users.
- The scoring and tracking system will allow the users to be assessed on how they are doing, and make it more fun.
- The different levels of difficulty will help the child progress further, as they improve, they can take on more challenging levels.
- As it will be played on touch enabled devices, the game will be much more accessible, with kids aged 6-10 being more familiar with touch screen devices than devices like laptops or PC's.

#### **Weaknesses –**

- The ages of the target audience are small so not a lot of people will be playing it other than those ages.
- As it is an educational game, many kids will not like the idea of it, just because it is an ‘educational’ game, which will not be as fun as other games on the market at the moment for 6-10-year olds
- As the game will only be played on touch screen devices, people who do not own these but have laptops or PC's will not be able to play the game and might look for another game on the market which can be played on these devices.

#### **Opportunities –**

- As the game supports road safety, it will make the company seem more professional as not only do they create games, they care for their customers.
- As it is aimed at 6-10-year olds, a lot of primary schools might use the game for their children to help them learn road safety.
- The scoring and tracking system, could help kids to compete with each other as it could be put into a global leader board.
- If the game does well, it could give a good reputation to the company and benefit all future and existing games made by them.
- Monopolise the markets.

#### **Threats –**

- Other companies could potentially copy your game and steal your ideas.
- If a player of the game was to get hurt while using a road, it could have a negative impact on the game, as people may think it is giving the wrong information out.
- As software updates on touch screen devices, the game may become unplayable unless it is kept updated to support new and upcoming software.
- As new similar games come out, they be more innovative and captivating and may cause players to shift over. To prevent this, the game needs to stay updated so that it stays on top of the market.
- If violence is shown in the game, the company might develop a bad reputation.

# Flash Cards

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## Slander



the action or crime of making a false spoken statement damaging to a person's reputation

## Date Protection Act



The Data Protection Act 2018 controls how your personal information is used by organisations, businesses or the government.

## Intellectual Property Act



Intellectual Property law deals with laws to protect and enforce rights of the creators and owners of inventions, writing, music, designs

## Freedom of Information Act



The Freedom of Information Act 2000 provides public access to information held by public authorities.

## Libel



A published false statement that is damaging to a person's reputation; a written defamation.

## Copyright, Designs and Patents Act 1998



The Copyright Designs and Patents Act (1988) gives creators of digital media the rights to control how their work is used and distributed. Music, books, videos, games and software can all be covered by copyright law.

**Slander - spoken****Intellectual Property Act****Intellectual Property Act 2014****Freedom of Information Act****Libel - written****Copyrights, Designs and Patents Act 1988****Data Protection Act****Slander-spoken**

The action or crime of making a false spoken statement damaging to a person's or companies reputation

**Intellectual Property Act**

Its purpose was to update the copy right law and particularly the design and the patent law.

**Freedom of Information Act**

Provides public access to information held by public authorities.

It does this in two ways: public authorities are obliged to publish certain information about their activities; and members of the public are entitled to request information from public authorities.

**Libel-written**

Tangible and form and can be print, writing or in pictures which targets and person and truthfully and unfairly.

**Copyrights, Designs and Patents Act 1988**

This act gives creators of digital media the rights to control how their work is used and distributed. Such as through music, books, videos, games and software.

**Data Protection Act**

The Data protection act controls how your personal information is used by organisations business or the Gov. Everyone responsible for using personal data has to follow strict rules called data protection principles.