

Team Pony is a new animated television programme which will be developed. It is aimed at young children aged 5 to 8 and deals with the adventures of a series of cartoon ponies.

To go alongside the television programme, the developers are going to release a series of t-shirts with images of the ponies on.

You have been asked to produce a physical mood board to show ideas for the t-shirts.

**(a)** Identify **two** possible audiences for the mood board.

**[2 marks]**

1. ....

2. ....

**(b)** Explain **one** reason why a mood board is a suitable pre-production document for the Team Pony t-shirt project.

**[2 marks]**

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**(c)** Identify **four** items which could be included on the physical mood board.

**[4 marks]**

1. ....

2. ....

3. ....

4. ....

**(d)** Explain why a physical mood board is a better choice than a digital mood board in this case.

**[2 marks]**

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(e) The mood board will need to be e-mailed to other members of the production team.

Describe **one** method for converting the physical mood board into a digital version.

**[2 marks]**

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**Total marks: 12**