

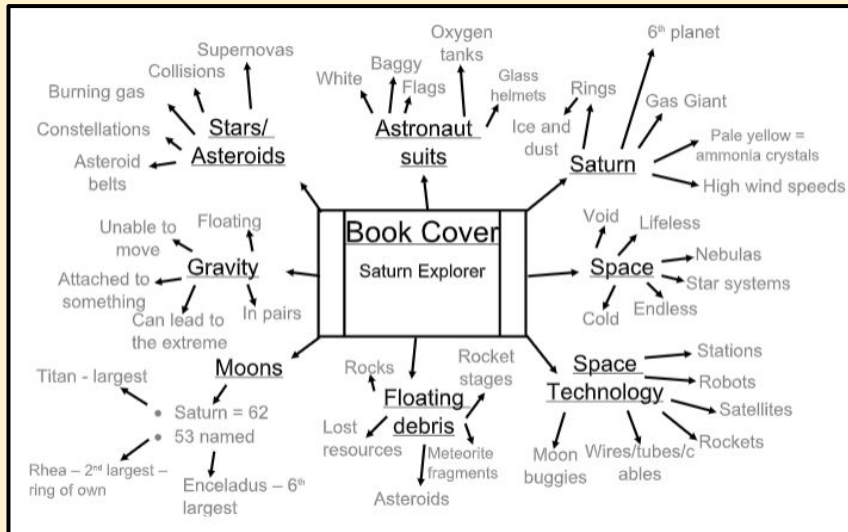
Mind maps

A mind map is a **pre-production document**.

They are made during the **planning stage** of a product's development, often right at the beginning.

They are a way of coming up with **ideas** for a project.

Mind maps

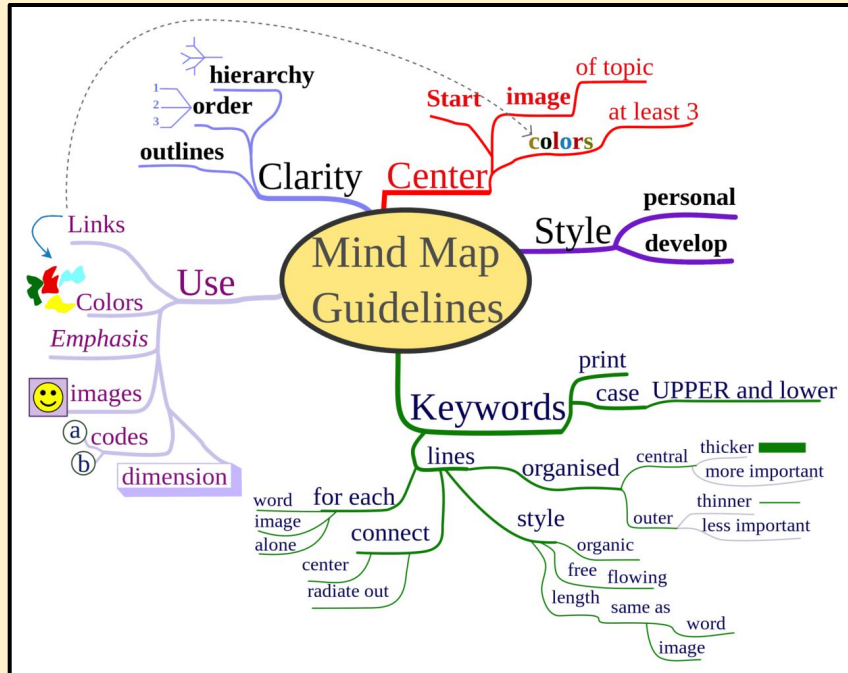


Purposes:

- brainstorm ideas for a project
- to quickly gather ideas from people involved in the project
- let **designers** share ideas about a project
- gather ideas for content
- show links between different parts of a project
- to help the **project manager** get ideas about what a project involves
- to check the **design team's** ideas with the **client**

Possible **audiences** for mind maps are shown in **bold** on the right

Mind maps



There are four key elements of mind maps:

- **central hub** - the bit in the middle
- **nodes** - the first set of ideas coming off the centre
- **sub-nodes** - the sets of ideas coming off of each node
- **links** - the lines between the nodes

Learn these four things. They are the key parts of mind maps

Four key elements:

1. Central hub
2. Nodes
3. Sub nodes
4. Links



SUB NODE

SUB NODE

NODE WITH
KEY IDEA IN

NODE WITH
KEY IDEA IN

CENTRAL
HUB

NODE WITH
KEY IDEA IN

SUB NODE

SUB NODE

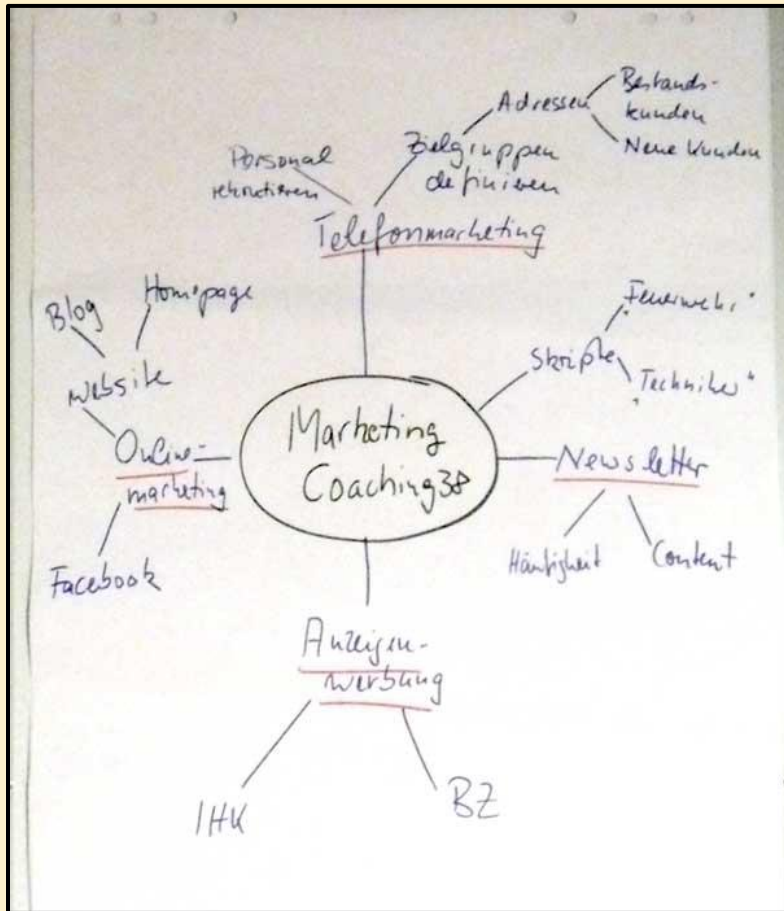
SUB NODE

Colours can be used
to break content into
sections

Links to connect
nodes

Nodes can be
images

Mind maps



Mind maps might also include:

- **keywords**
- **images** to represent ideas
- **logos**
- **sounds or video** - on a digital mind map
- **a title**
- **colours** to help organise points into sections

Mind maps are about ideas. They don't include sentences or annotations