



Image Board

Background

An image board is a collection of pictures, drawings, colours, textures or other types of images. It reflects the things that people like, their style and the type of products that might appeal to them. Hence an image board for a group of teenagers would probably be very different to an image board for a group of children and an image board for one group of teenagers might be very different to the image board for another group of teenagers. An image board can be an electronic collage or a physical collage presented on a poster or board.

Task

You are to create an image board for your client or target market. Use the following steps to compile, analyse and test an image board that will represent your client's identity.

Collecting data

Step 1 Collect data about your client's likes, style and things that appeal to them by, for example:

- observing your client
- surveying or interviewing your client—you could also use the information you collected when you investigated and evaluated your client's needs—see Student response 19: [The needs of my client or target market](#).
- looking in books and magazines for images related to the client
- reading about the client or target market.

Jot down your findings here:



Step 2 List some words that you feel best describe your client or target market.

Collecting images to reflect the identity of the client

Step 3 Find or draw pictures and/or collect materials to depict your client—for example, colour swatches, fabric swatches or other tactile objects, photographs, magazine or internet pictures etc.

Step 4 As you collect your materials, try to ensure they come together in a coherent manner. Use a variety of sizes for images—they do not all have to be the same size, one could be the ‘hero’ of the board and hence be a lot larger than the other objects.

Making the image board

Step 5 Arrange the pictures/photos and/or materials as a collage—for example, on a digital page, on a poster, in your book or on a noticeboard—but do not secure them at this stage.

- Work towards a focal point or centre of interest.
- Work towards balance.
- Check that the collage reflects your client’s personality and the colours and textures they prefer? If not, how can you amend it?

Step 6 Test your arrangement by asking someone else to identify the images the board is portraying. Are they the images that you wanted to portray? If necessary, amend your board to reflect the images required.

Step 7 Secure your items to the board or, if you are working digitally, save it as your final document.

Reflection

Step 8 What are the advantages of having someone else test your image board?

Step 9 What does the image board tell you about the group that is relevant to your design task?