

## Graphic Design

### Museum of Brands Worksheet

This worksheet on Graphic Design is for your use as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go round more than once.

- 1.** Some brands have kept their core identity despite continuous updating (see Johnson's Toilet Powder). In the 'Branding' section, find a similar example and sketch the earliest and latest pack designs below.

- 2.** Some brand owners have repositioned their products many times (see Hartley's Jam). Find an example of a dramatic visual change and sketch the before and after packs below.



**3.** Brands can reflect the design style of the time. Find a pack that reflects each of these three styles. Write down its brand name and describe briefly why it works.

a) Art Nouveau

b) Art Deco

c) Photographic influence

**4.** Pick an era that inspires you. Sketch three packs (or parts of packs) that you particularly like.

**5.** Inspiration comes from everything around us. The Museum shows the vibrant story of Graphic Design that has evolved over the past 150 years. Find an advert or pack that you wish you had designed. Sketch it below and explain why you chose it.

- 6.** Basic pack designs can be relevant at particular moments, such as 'value' products in the 1980s or during wartime restrictions when the added cost of design could not be justified. Find an example of a pack somewhere in the 'Time Tunnel' that you think you could improve and sketch it, explaining why you think it is weak. Now use an additional sketch to show how you would improve it.

- 7.** Pick one of the following five brands from the 'Branding' section of the museum. Which graphic elements have changed most over time?

Windolene, Hartley's, Mr Kipling Manor House Cake, Cerebos, Coca Cola

**How would you move this brand forward?**