

Art and Design

Museum of Brands Worksheet

This worksheet on Art and 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. Choose one example of packaging that you feel has been designed with function in mind and sketch it below.

Describe the features that suit its purpose:

2. Choose two products that have iconic shapes and sketch the silhouettes for each below.

Ask a friend to identify the two products you have sketched. Compare your results – which brand seems to have the easiest shape to recognise?

- 3.** In the 'Branding' section of the Museum, you will see a number of famous brands that have evolved over time. Choose one brand that appeals to you and analyse how its branding elements have been developed and changed over time. Note all the changes you can find for each element.

Brand:

Element	Changes over time
Brand name	
Logos/Symbols	
Characters/Celebrities	
Slogans	
Packaging	
Colour	
Illustration	

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

Has the repositioning been visually successful?

5. Pick an era that inspires you. Sketch three packs (or parts of packs) that you particularly like. Write key words, ideas, slogans or your impressions of this era around your sketches.

