



HIGHER EDUCATION

HIGHER EDUCATION WORKSHOPS

BRAND EVOLUTION CHALLENGE

In this workshop students analyse the development of supermarket brands from Victorian times to present day. After undertaking research from the Museum's collection Brand Hall, teams of students devise their own brand iterations and present their ideas in relation to current marketing trends and consumer habits.

GRAPHIC DESIGN

A creative design workshop where learners focus on the form, colour and type on packaging as well as developing their own brand and product name. With a focus on drawing, this session encourages learners to be critically aware of the social and ethical impacts of design and advertising.

CUSTOMER PROFILING

Within this workshop students handle pieces from the Museum's collection to analyse how brands are targeting their customers. After producing in-depth profiles of these customers, students create collaged images to express the way brands are communicating to specific audience groups.

GENDER IN ADVERTISING

With a focus on the construction of gender roles, this workshop encourages learners to be critically aware of the social and ethical impacts of design and advertising throughout the 20th and 21st century.