

# KEY STAGE THREE

## CONSUMER HISTORY

A handling collection workshop featuring original items from over 150 years of consumer history. Learners handle and analyse products in terms of their materials and visual language and take on the challenge to date the objects chronologically, identifying the brand competitors in today's market. *Links to the KS3 **History** curriculum.*

## GRAPHIC DESIGN AND PACKAGING

This Packaging Design workshop enables learners to analyse the visual language of popular packaging in different decades of the 20th Century and design their own packaging for a fictitious brand in a given decade. The session links with the curriculum aims to develop knowledge of how art and design both reflects and shapes our history, using the history of craft, design, periods, styles and major movements. *Links to the curriculum include: **Art & Design, History** and **PHSE**.*

## BRAND EVOLUTION CHALLENGE

Students analyse the development of supermarket brands from Victorian times to present day. After undertaking research from the Museum's collection in the Brand Hall, teams of students devise their own brand iterations and present their ideas in relation to current marketing trends and consumer habits. *Links to the curriculum include: **History, English, Art & Design** and **PHSE**.*

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"The subtitle of our course is 'looking closely at stuff';  
this is exactly what you have done with us today  
and it has been a joy!"

- YEAR THREE TEACHER, 2015

