



Enrich your students' engagement with an interactive, enterprise-focused workshop. Great for team building, gathering primary research and kicking off new projects. After the workshop, cement your students' learning with our curriculum-aligned activity sheets for 11 GCSE programmes including Business Studies, Art and Design, and 15 FE topics including Graphic Design and Sociology.



Curriculum links:

GCSE: Art and Design, Business Studies, English (Spoken Word)

BTEC: Creative Media Production

A Level: Graphic Design, Business Studies

Brand Evolution Challenge

Students work in teams to analyse the evolution and development of iconic brands. After undertaking market research, students devise how they think the brand should re-position in relation to current market trends. Ideas are pitched to the group and museum team.



The Home Front WWII

Using the Museum as a primary source, students will focus on the Home Front during World War II. Students will use their contextual knowledge in order to develop their research and analytical skills in assessing the usefulness of primary sources.

Curriculum links:

GCSE: History, English (Spoken Word) and PHSE

BTEC: History, English (Spoken Word)

A Level: History



Customer Profiling

Students explore how brands communicate with their customers before creating in-depth consumer profiles. Informed by this research, students present a potential new market and strategy to communicate with this new consumer group.

Curriculum links:

GCSE: Business Studies, Art and Design, PHSE

BTEC: Enterprise, Marketing and Business

A Level: Business, Economics, Sociology



Graphic Design and Packaging

A creative design workshop where learners focus on the form, colour and type on their 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.

Curriculum links:

GCSE: Business Studies, Art and Design

BTEC: Creative Media Production

A Level: Graphic Design and Business

Email Rose for bookings enquiries rosehughes@museumofbrands.com