

GCSE Art and Design Museum of Brands Worksheet

Use this worksheet on Art and Design as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go around more than once. Don't forget to bring your sketchbook and some drawing materials with you.

1. a) Travel through the decades and find at least one example of these famous brands. Draw the outline of each shape and add the date.

Fairy

Fry's

Nescafe

Oxo

Frijj

Heinz

- b) Write down any descriptive words next to the shape you have just drawn. Use the suggestions below to get you started and add some of your own.

Tall

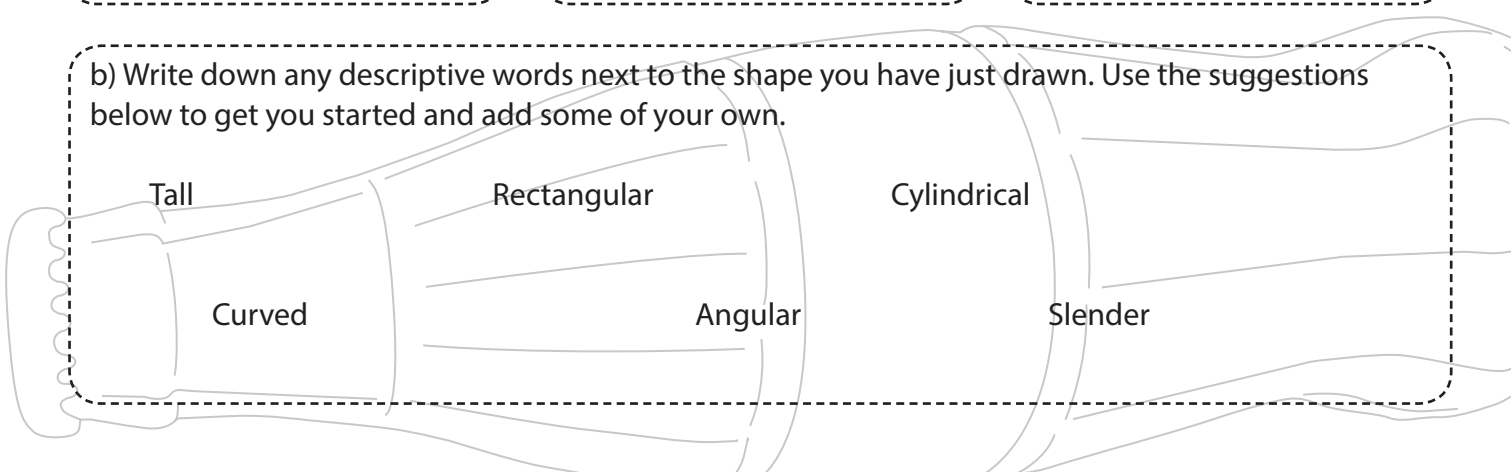
Rectangular

Cylindrical

Curved

Angular

Slender



2. a) Select two different brands and create a line drawing showing three keys stages of development. The Branding Hall will be particularly helpful for this activity.

Earliest ←————→ Latest

Brand A

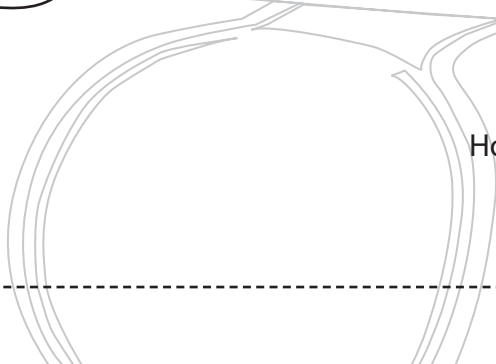
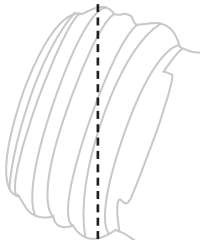
Brand B

- b) Present your findings to a friend. Complete the spider diagram in the space below to help you prepare what to say. Write your chosen brand in the middle then use the questions to start you off.

Has the shape changed over time?
If yes, how?

Has the logo changed?
If yes, how?

How is the brand trying to sell itself?



3. a) Write down a key event that took place in the following decades.

Victorian

1910s - The Great War (example)

1940s

1950s

1960s

1980s

b) Choose one of the events and create a visual representation in the space below. You will need to go back to that decade in order to complete the following:

- 30 second sketch of an illustration
- Silhouette of an interesting shape
- Tonal shaded drawing of an interesting form

- Write down a slogan
- 10 second sketch of lettering
- Write down any key words
- Write down key colours

c) If this event was to happen in today's society how would you hear about it? Make a list of any promotional methods in the space below.

4. You have been commissioned by Cadbury to design a limited edition chocolate bar inspired by your chosen event.

a) Begin by researching existing brands and products. Create a series of thumbnail sketches of a variety of existing chocolate bars.

b) Using the information collected in question 3, create three different designs for your chocolate bar. Before starting think about:

- the shape of the product
- the right colours to use
- who will be buying the chocolate bar?

c) Select ONE to take forward as your final design. You need to include a slogan, product name (for example Dairy Milk) and an image as well as Cadbury's logo.