

GCSE Design and Technology: Graphic Products

Museum of Brands Worksheet

Use this worksheet on Graphic Products 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) This question uses the start of the Time Tunnel up to the 1940s display. Select a product that is still around today and make a 2D sketch of it in the space below.

	<p>b) Circle any words that describe the brand/ product you have just drawn.</p> <p>plastic tin cardboard</p> <p> limited colours small label</p> <p>bright colours glass curved</p> <p> photograph square</p>
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2

Choose a product that was designed with the following consumer in mind:

A business man or banker from the Victorian era	
A 12 year old boy from the 1940s	
A housewife from the 1970s	
A GCSE student from today (you)	

3

a) This question uses the 1970s display up to present day. Find an example of the product you used in question 1 and create a 3D sketch of it in the space below.

	<p>b) Write down any words that describe the brand/product you have just drawn (use the words from question 1 to help you).</p>
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4

a) Compare your sketches in question 1 and question 3 by discussing the following key areas:

Shape and design

Materials

Other

5

Most brands and products are identified by their appearance with many successful designs changing over time. Select a brand and create a line drawing showing three key stages of development. The Branding Hall will be particularly helpful for this activity.

Earliest  Latest

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6

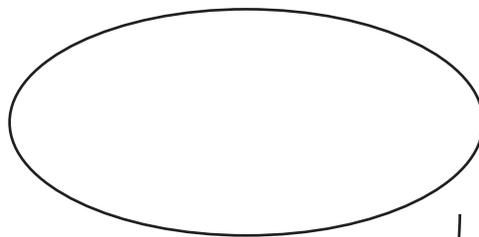
Present your findings to a friend. Complete the spider diagram in the space below to help you prepare what to say. Write your chosen brand in the middle then use the questions to start you off.

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

Has the logo changed?
If yes, how?

Has the choice of materials
changed (tin, glass or plastic)?

What message do you think the
brand owners are trying to portray?



7

Choose a brand or product that grabs your attention and create a series of sketches in the space below. You may choose to create an example of the typography used or sketch part of the pack. Write down key words below each of the questions to give a general impression about this particular brand or product.

What is the brand or product's shape and style?

What makes the product stand out?

What is the purpose of the product?

What is the packaging made out of?

Does it consider the environment? Can the packaging be recycled?

Is the packaging easy to mass produce? Have they used a net design?

Design a product that would appeal to you. Think about what you would like to see on the shelf (colours, logos, imagery, lettering styles). What are your hobbies? What are today's cultural influences? You could start by producing a series of thumbnails (small sketched ideas) or write down your key ideas before selecting one to take forward. You can continue this activity at home or back at school.

Thumbnails

Final design