

## Year 8 Design & Technology - Graphics Bottle Branding Learning Programme 2

<p>The LORIC skill focus for this LP is: ORGANISATION The Moral Virtues focus for this LP are: COMPASSION and HONESTY</p> <p>Compassion - the quality of feeling pity and concern for the sufferings or misfortunes of others. Honesty - the quality of being truthful.</p> <p><b>What will I be learning about in this Learning Programme?</b> The history and importance of product branding. How to write a brief and develop a brand. The importance of anthropometrics and ergonomics in design. How to apply 3D drawing and rendering techniques. How to use styrofoam for block modelling.</p> <p><b>Where have I seen this learning before?</b> In Year 7 design &amp; technology you will have designed a range of prototypes using annotated sketches; you will have used workshop equipment to cut and shape materials into prototypes.</p> <p><b>What could I use it for?</b> You will apply the different design techniques and the iterative design process extensively when designing and modelling in year 9 and at GCSE Design and Technology level.</p>		<p><b>Literacy:</b></p> <ul style="list-style-type: none"> <li>• Capital letters must be used at the start of sentences and for the first letter of proper nouns</li> <li>• Full stops must be used at the end of a sentence</li> <li>• Question marks must be used at the end of a question</li> <li>• Apostrophes should only be used for possession or omission</li> <li>• Days of the week and months must be spelled correctly</li> <li>• Key words must be spelled correctly</li> </ul>
<p><b>In LP2.1, I will know:</b> 21/10/24 - (WK 2)</p> <p>what branding and marketing is and how they influence consumer decisions; how to write a design brief to include a primary user.</p>	<p><b>Key Vocabulary</b></p> <p>Branding</p>	<p><b>Homework</b></p> <p>Produce a mood board which reflects my brand.</p>
<p><b>In LP2.2, I will know:</b> 04/11/24 - (WK 1)</p> <p>why and how we explore and analyse existing products; what anthropometrics is and how to calculate anthropometric data.</p>	<p><b>Key Vocabulary</b></p> <p>Anthropometrics</p>	<p><b>Homework</b></p> <p>Explore and evaluate existing drinks packaging &amp; brands.</p>
<p><b>LP2 RLW, I will:</b> 11/11/24 - (WK 2)</p> <p>review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.</p>	<p><b>Key Vocabulary</b></p> <p>Revision</p>	<p><b>Homework</b></p> <p>Use revision techniques to prepare for the summative assessment.</p>
<p><b>In LP2.3, I will know:</b> 18/11/24 - (WK 1)</p> <p>why ergonomics is important when designing products; how to write a design specification using ACCESS FM.</p> <p>Extended Task.</p>	<p><b>Key Vocabulary</b></p> <p>Ergonomics</p>	<p><b>Homework</b></p> <p>Complete a maths question on anthropometrics.</p>
<p><b>In LP2.4, I will know:</b> 25/11/24 - (WK 2)</p> <p>how to develop a unique brand name with appropriate lettering style; how to create unique logo designs with colour to represent the bottle brand.</p>	<p><b>Key Vocabulary</b></p> <p>Typography</p>	<p><b>Homework</b></p> <p>Create a logo idea for a brand.</p>
<p><b>In LP2.5, I will know:</b> 02/12/24 - (WK 1)</p> <p>how to use the ellipse technique to graphically present 3D bottle design ideas; how to label and annotate my designs to communicate my ideas.</p>	<p><b>Key Vocabulary</b></p> <p>Rendering</p>	<p><b>Homework</b></p> <p>Complete a rendering graphics task.</p>
<p><b>In LP2.6, I will know:</b> 09/12/24 - (WK 2)</p> <p>how bottles are manufactured using the blow moulding process; how to use the hot wire sculptor and file to cut the shape of my bottle prototype.</p> <p>Extended Task.</p>	<p><b>Key Vocabulary</b></p> <p>Prototype</p>	<p><b>Homework</b></p> <p>Analyse the information on a drinks label.</p>
<p><b>In LP2.7, I will know:</b> 16/12/24 - (WK 1)</p> <p>how to use abrasive paper to shape and finish my bottle prototype; how to test the ergonomics of my prototyped design and identify strengths, weaknesses and future improvements.</p>	<p><b>Key Vocabulary</b></p> <p>Abrasive</p>	<p><b>Homework</b></p> <p>Create market research survey questions about my drink packaging and branding.</p>
<p><b>Resources to support learning:</b> The following websites contain extensive revision material and information to increase design &amp; technology subject knowledge: <a href="http://www.technologystudent.com">www.technologystudent.com</a>; <a href="http://www.mr-dt.com">www.mr-dt.com</a>; <a href="http://www.bbc.co.uk/bitesize">www.bbc.co.uk/bitesize</a>.</p>		
<p><b>FFET Award Challenge for this Learning Programme:</b></p>		

PRT Task 1

PRT Task 2