

## Year 8 Design & Technology - Graphics Bottle Branding

### Learning Programme 5

The LORIC skill focus for his LP is: COMMUNICATION.		<b>Literacy:</b> <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>		
The Moral Virtues focus for this LP are: COURAGE and HUMILITY.				
Courage - Acting with bravery and overcoming fears.				
Humility - Having a modest view of oneself.				
<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.				
<b>Where have I seen this learning before?</b>				
In Year 7 design & 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.				
<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.				
<b>In LP5.1, I will know:</b>		<b>12/05/25 - (WK 1)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
what branding and marketing is and how they influence consumer decisions; how to write a design brief to include a primary user.			Branding	Produce a mood board which reflects my brand.
<b>In LP5.2, I will know:</b>		<b>19/05/25 - (WK 2)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
why and how we explore and analyse existing products; what anthropometrics is and how to calculate anthropometric data.			Anthropometrics	Explore and evaluate existing drinks packaging & brands.
<b>LP5 RLW, I will:</b>		<b>02/06/25 - (WK 1)</b>		
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.			Revision	Use revision techniques to prepare for the summative assessment.
<b>In LP5.3, I will know:</b>		<b>09/05/25 - (WK 2)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
why ergonomics is important when designing products; how to write a design specification using ACCESS FM.			Ergonomics	Complete a maths question on anthropometrics.
Extended Task.				
<b>In LP5.4, I will know:</b>		<b>16/06/25 - (WK 1)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
how to develop a unique brand name with appropriate lettering style; how to create unique logo designs with colour to represent the bottle brand.			Typography	Create a logo idea for a brand.
<b>In LP5.5, I will know:</b>		<b>23/06/25 - (WK 2)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
how to use the ellipse technique to graphically present 3D bottle design ideas; how to label and annotate my designs to communicate my ideas.			Rendering	Complete a rendering graphics task.
<b>In LP5.6, I will know:</b>		<b>30/06/25 - (WK 1)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
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.			Prototype	Analyse the information on a drinks label.
Extended Task.				
<b>In LP5.7, I will know:</b>		<b>07/06/25 - (WK 2)</b>	<b>Key Vocabulary</b>	<b>Homework</b>
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.			Abrasive	Create market research survey questions about my drink packaging and branding.
<b>Resources to support learning:</b>				
The following websites contain extensive revision material and information to increase design & technology subject knowledge: www.technologystudent.com; www.mr-dt.com; www.bbc.co.uk/bitesize.				
<b>FEET Award Challenge for this Learning Programme:</b>				
Create a recycling campaign to encourage pupils to recycle bottles at school.				

PRT Task 1

PRT Task 2