

Year 8 Design & Technology - Graphics & Bottle Branding

Learning Programme 4

<p>The LORIC skill focus for this LP is: INITIATIVE. The Moral Virtues focus for this LP are: INTEGRITY and GRATITUDE.</p> <p>Integrity - Having strong moral principles. I will show integrity by taking responsibility for my actions. Gratitude - Feeling and expressing thanks. I will show gratitude by saying please and thank you.</p>		<p>Literacy Non-Negotiables:</p> <ul style="list-style-type: none"> Capital letters must be used at the start of sentences and for the first letter of proper nouns Full stops must be used at the end of a sentence Question marks must be used at the end of a question Apostrophes should only be used for possession or omission Days of the week and months must be spelled correctly Key words must be spelled correctly Vocabulary to be taught using the Frayer model
<p>What will I be learning about in this Learning Programme?</p> <p>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>Where have I seen this learning before?</p> <p>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.</p> <p>What could I use it for?</p> <p>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>		

In LP4.1, I will know:	09/03/26 - (WK 2)	Frayer Model Words	Homework
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.
In LP4.2, I will know:	16/03/26 - (WK 1)	Frayer Model Words	Homework
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.
In LP4.3, I will know:	23/03/26 - (WK 2)	Frayer Model Words	Homework
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.			
In LP4.4, I will know:	13/04/26 - (WK 1)	Frayer Model Words	Homework
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.
In LP4.5, I will know:	20/04/26 - (WK 2)	Frayer Model Words	Homework
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.
In LP4.6, I will know:	27/04/26 - (WK 1)	Frayer Model Words	Homework
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.			
In LP4.7, I will know:	04/05/26 - (WK 2)	Frayer Model Words	Homework
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.

<p>Resources to support learning:</p> <p>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.</p>
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<p>FFET Award Challenge for this Learning Programme:</p> <p>Create a recycling campaign to encourage pupils to recycle bottles at school.</p>
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