

Year 8 Graphics & Bottle Branding

Learning Programme 1

The LORIC skill focus for this LP is: LEADERSHIP The Moral Virtues focus for this LP are: COURAGE and HUMILITY. Courage - Acting with bravery and overcoming fears. I will show courage by answering a question in class even when I'm not 100% sure of the answer. Humility - Having a modest view of oneself. I will show humility by admitting mistakes and asking for help when needed. What will I be learning about in this Learning Programme? 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. Where have I seen this learning before? 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. What could I use it for? 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.		Literacy Non-Negotiables: - 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
In LP1.1, I will know: what branding and marketing is and how they influence consumer decisions; how to write a design brief to include a primary user.	01/09/26 - (WK 1) Key Vocabulary Branding	Homework Produce a mood board which reflects my brand.
In LP1.2, I will know: why and how we explore and analyse existing products; what anthropometrics is and how to calculate anthropometric data.	07/09/26 - (WK 2) Key Vocabulary Anthropometrics	Homework Explore and evaluate existing drinks packaging & brands.
In LP1.3, I will know: why ergonomics is important when designing products; how to write a design specification using ACCESS FM.	14/09/26 - (WK 1) Key Vocabulary Ergonomics	Homework Complete a maths question on anthropometrics.
Extended Task. In LP1.4, I will know: how to develop a unique brand name with appropriate lettering style; how to create unique logo designs with colour to represent the bottle brand.	21/09/26 - (WK 2) Key Vocabulary Typography	Homework Create a logo idea for a brand.
In LP1.5, I will know: how to use the ellipse technique to graphically present 3D bottle design ideas; how to label and annotate my designs to communicate my ideas.	28/09/26 - (WK 1) Key Vocabulary Rendering	Homework Complete a rendering graphics task.
In LP1.6, I will know: 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.	05/10/26 - (WK 2) Key Vocabulary Prototype	Homework Analyse the information on a drinks label.
Extended Task. In LP1.7, I will know: 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.	12/10/26 - (WK 1) Key Vocabulary Abrasive	Homework Create market research survey questions about my drink packaging and branding.
Resources to support learning: The following websites contain extensive revision material and information to increase design & technology subject knowledge: www.mr-dt.com; www.bbc.co.uk/bitesize.		
FFET Award Challenge for this Learning Programme: Create a recycling campaign to encourage pupils to recycle bottles at school.		

PRT Task 1

PRT Task 2