

+ Lesson 1



+ What is Graphic Design?



The art of visual communication using images and text

+ Elements of Graphic Design



Type

Photos/images

Illustration

Shape

Texture

Colour

+ Where can you find Graphic Design?

Book Design

Website

Logo Design

Advertisements





Food

Packaging

Project



Lesson 1



WHY DOES FOOD NEED PACKAGING?

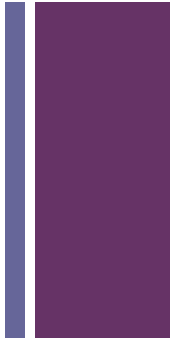


Photo:
deadcat

Once upon a time, this was your local store:



Then...



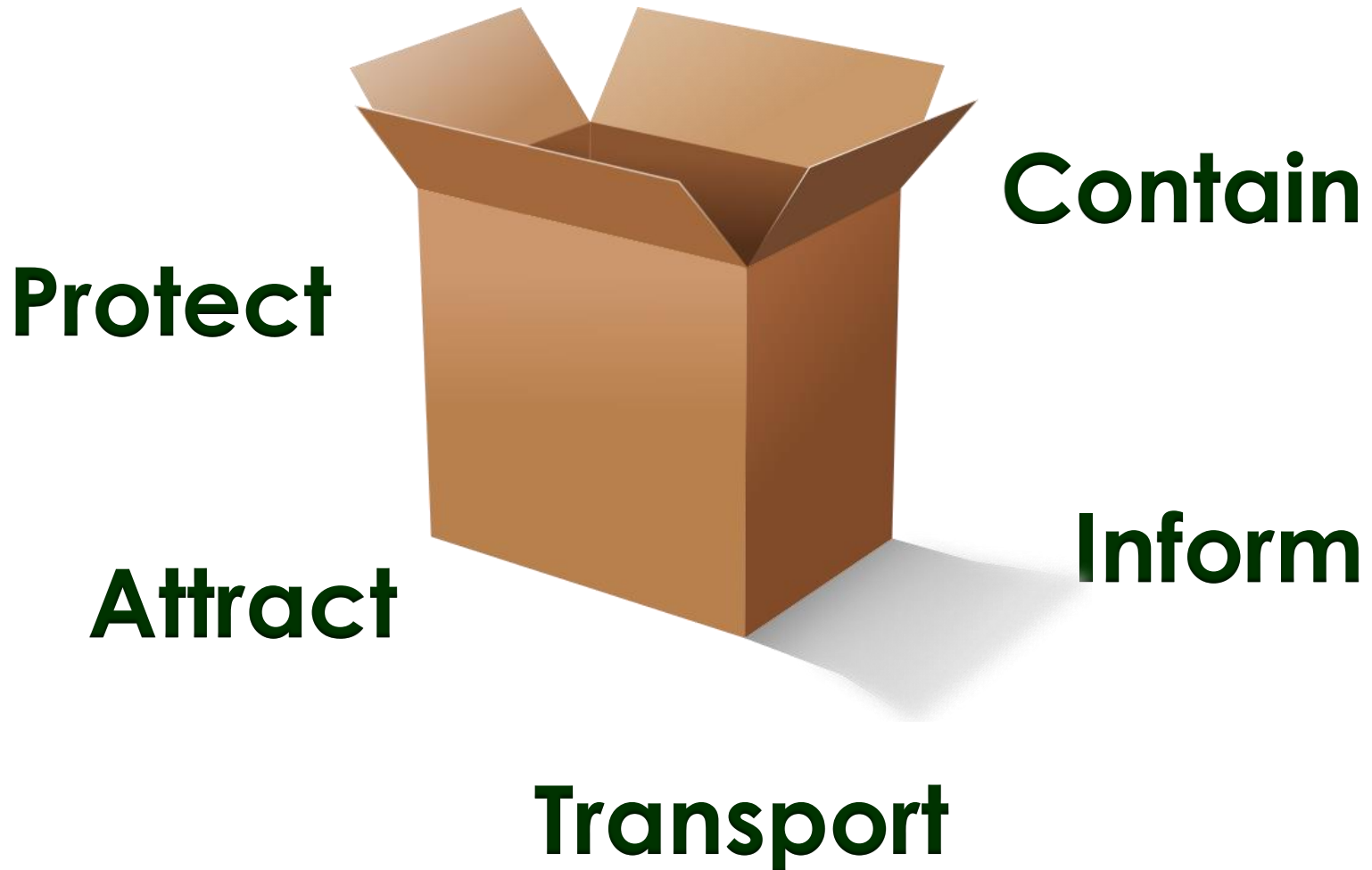
From this...



To this...



FUNCTIONS OF PACKAGING



Protect: To protect a product from damage or contamination



Contain: To keep the product together, to contain it



Transport:

A package should be designed to make it easy to transport, move and lift. A regular shaped package (such as a cuboid) can be stacked without too much space between each package being wasted. This means that more packages can be transported in a container of a lorry. Unusually shaped packages can lead to space being wasted and this can be costly if thousands of the same package are being transported.



Inform:

Packaging has a range of information included such as ingredients or materials the product is made from. Use by dates or safety information. The weight/dimensions of the products. Packaging must legally include a lot of information



Attract:

Packaging is designed to attract the buyer. A unique design makes the product stand out from others in shops.





Task: Make a poster
about the functions
of packaging

**You can do this on
the computer or
by hand**

Your Poster should include:

A background colour

Clear title

Images

Information



+ Lesson 2





sustainability

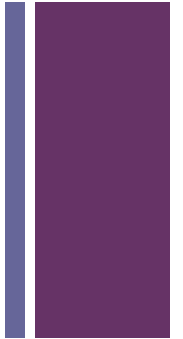


Meeting the needs of the
present, without losing the ability
to meet needs in the future.

[Sustainability Intro](#)



Why do we need to be sustainable?



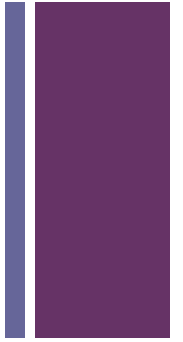
- We each have a 'carbon footprint' which is based on how much energy and material we use.
- At the moment society is not sustainable.
- We are using resources 3x faster than is sustainable.
- In other words, to carry on living like this we would need three of these!





The 6R's

- Recycle
- Reuse
- Reduce
- Refuse
- Rethink
- Repair



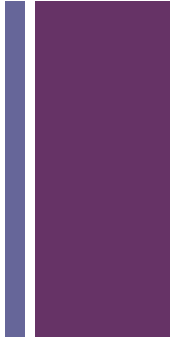
+ Recycle

- Take an existing product that has become waste and reprocess the material so it can be re-used in a new product.

**RECYCLE = REUSE A
PRODUCT**

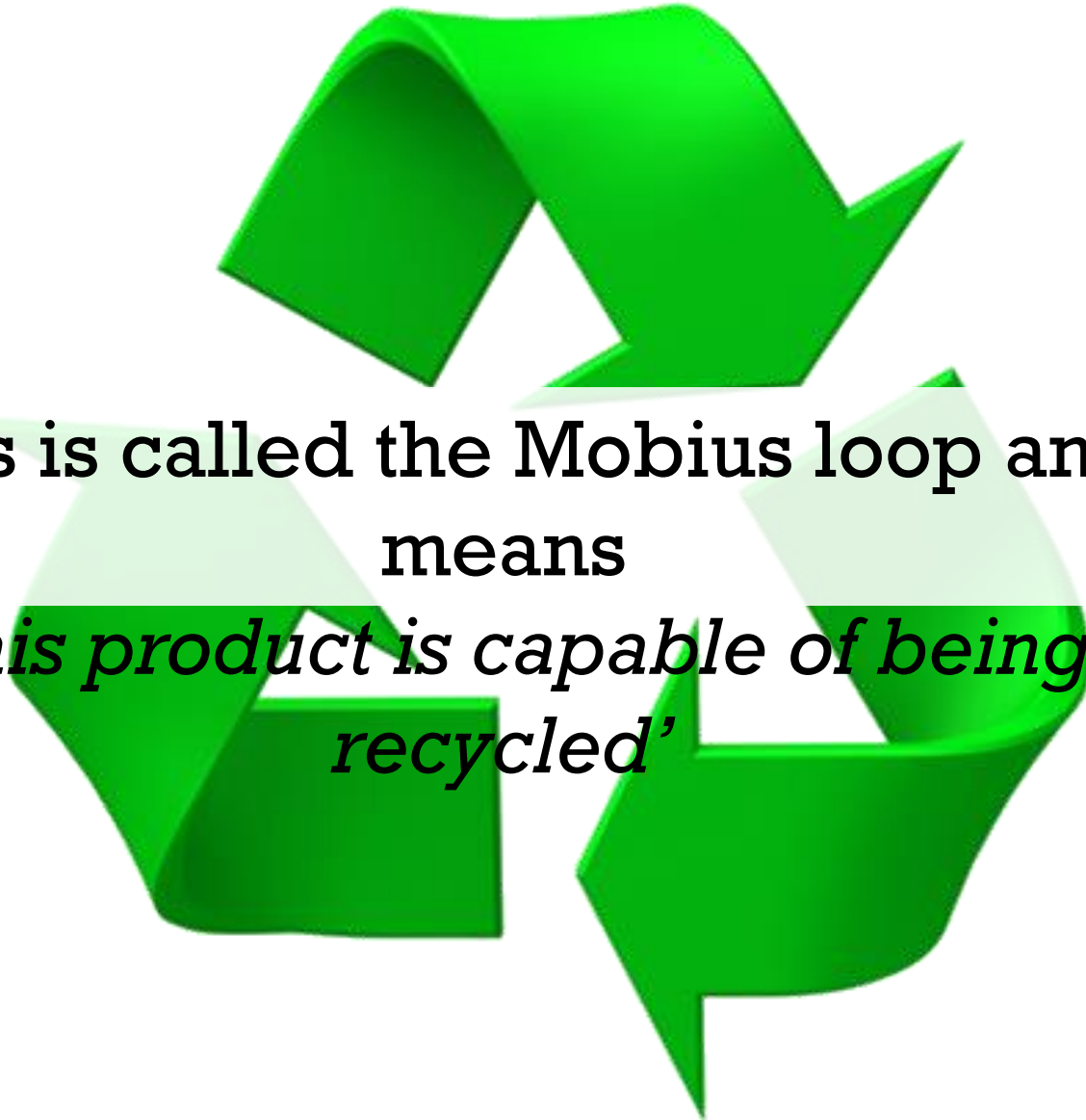


Recycling Logos



This is called the Mobius loop and
means

*'this product is capable of being
recycled'*



+ Product made from Recycled Materials: **The Jimi Wallet**



+ Product made from Recycled Materials: **The Pet Pod**



+ Product made from Recycled Materials: **BMW i3 and i8**



+Reduce

- Minimise the amount of material and energy you use.



7% less
material

97% less
material!

+ Repair

- When a product breaks down or doesn't work properly, try to fix it.



+ What types of products are not usually repaired?



If your cheap electrical goods break then it is more expensive and more hassle to get them repaired than to buy a new one

+ What types of products are usually repaired?



Expensive items are usually repaired



+ Refuse

- Don't use a material or buy a product if you think you don't need it or if it's unsustainable.



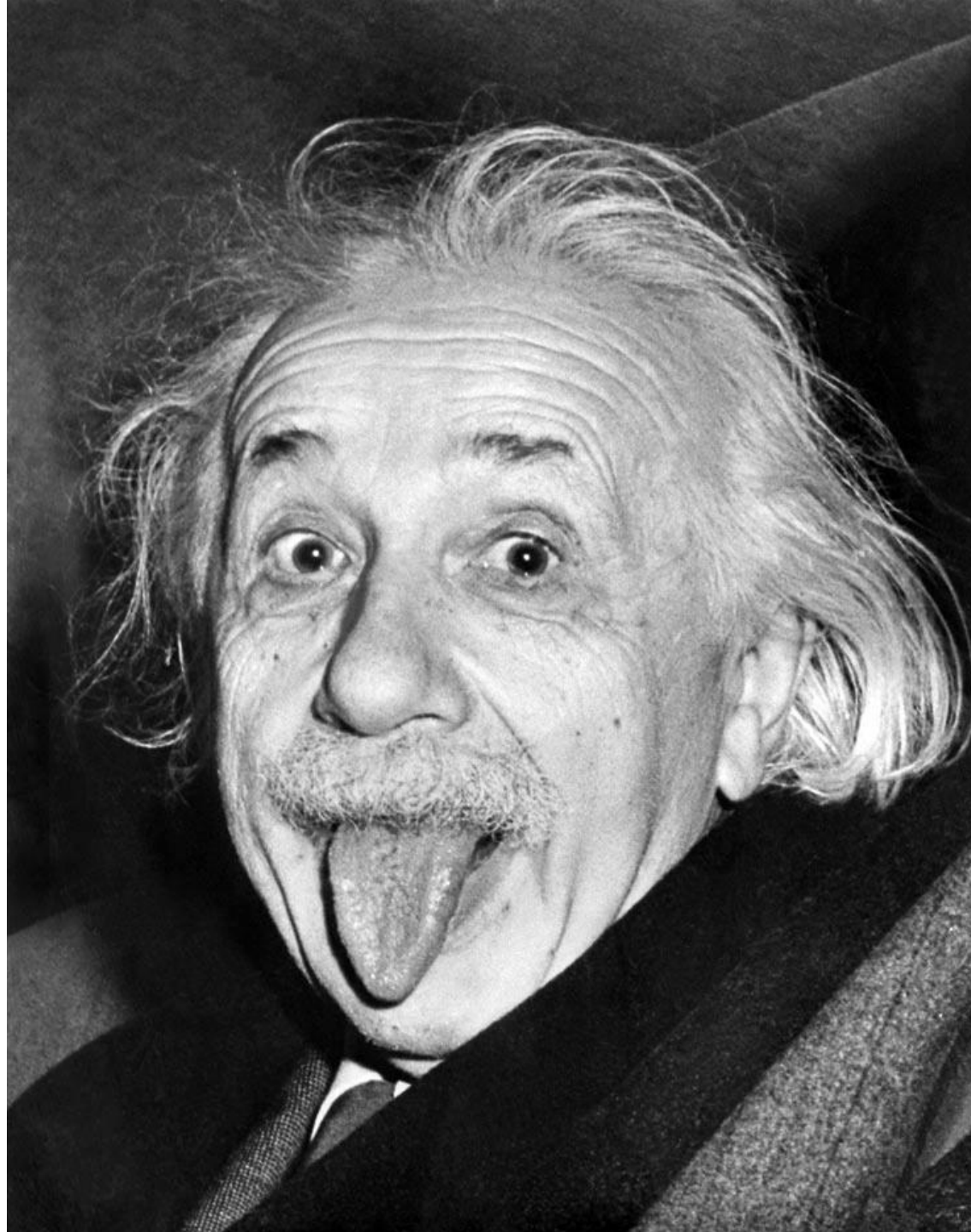
+Refuse

- Don't buy things that you don't need!



+ Rethink

- Ask whether we can sustain our current way of life and the way we design and make.



+Rethink

- How can waste created during the different stages of a product's lifecycle be re-used? – very similar to 'Re-use'
- How and why are products used by consumers? Could this be changed so they are more sustainable?



+ Reuse



- Take an existing product that has become waste, and use the material or parts for another purpose, **without processing** it.
- This is the same as primary recycling so don't get confused!!
😊

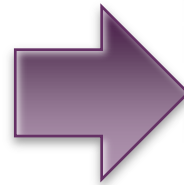
+Reuse

- Some products can be re-used for the same purpose



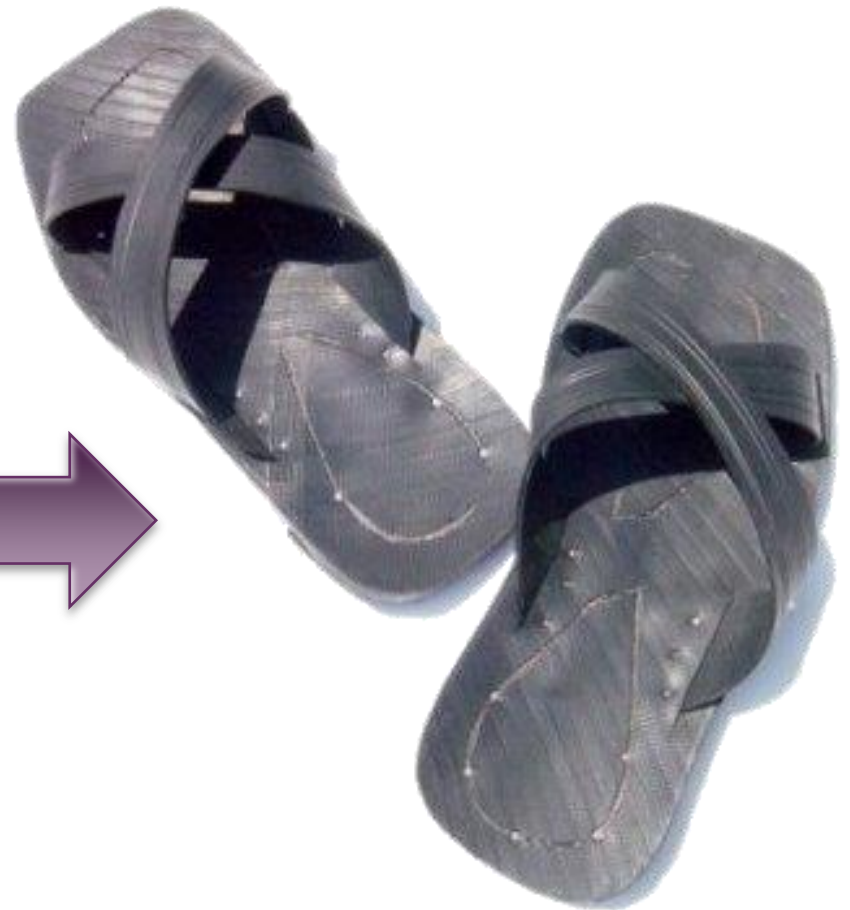
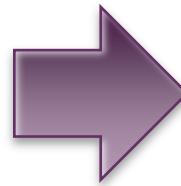
+Reuse

- Some products can stay the same but be re-used with a different purpose



+Reuse

- Some products can be changed and then re-used with a different purpose





**Task: Make
powerpoint
presentation or
leaflet about
Sustainability**

**You can do this on
the computer or
by hand**

Your work should include:

A background colour

Clear title

Images

Information about the 6RS

Information about re-designed
products

**DO NOT COPY AND PASTE FROM
THE LESSON INFO – TELL ME MORE**



+ Lesson 3



+ Starter Activity — Look at the example pieces of packaging and make a list of what you think packaging must have



You have 5 minutes

+ What is a Specification?

A design specification is a page where it explains briefly what some key aspects of what your project is.

The following titles which I will show you are the headings you should be using for your own specification.

A AESTHETICS	What does the product look like? What is the style of the product? Is the product attractive? What inspired the design of the product?	S SAFETY	Will the product cause harm? Have any measures been taken to prevent this? How can the designer ensure the product does not cause harm?
C COST	How much money is the product to buy? How much money is the product to manufacture? Is the product affordable? Is the product value for money?	S SIZE	What are the dimensions of the product? Is the scale of the product proportionate? What would the designer consider?
C CUSTOMER	Who has the product been designed for? What do they want or need from the product? How will the product influence their lives?	F FUNCTION	What is the product designed to do? How does it achieve this? What is it needed for? How well does it work? Why does it work this way?
E ENVIRONMENT	What are the impacts of the product? Are they positive or negative? Has the product been produced sustainably? Can the product be recycled, reused, repurposed at the end of its life?	M MATERIALS	What is the product made from? Why is it made from this material? Could an alternative be used? How are these joined? What manufacturing techniques have been used?



What your product will look like?

What inspired the design of your



What

A AESTHETICS	<p>What does the product look like?</p> <p>What is the style of the product?</p> <p>Is the product attractive?</p> <p>What inspired the design of the product?</p>	S SAFETY	<p>Will the product cause harm?</p> <p>Have any measures been taken to prevent this?</p> <p>How can the designer ensure the product does not cause harm?</p>
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E ENVIRONMENT	<p>What are the impacts of the product?</p> <p>Are they positive or negative?</p> <p>Has the product been produced sustainably?</p> <p>Can the product be recycled, reused, repurposed at the end of its life?</p>	M MATERIALS	<p>What is the product made from?</p> <p>Why is it made from these materials?</p> <p>Could an alternative be used?</p> <p>How are these materials joined?</p> <p>What manufacturing techniques have been used?</p>



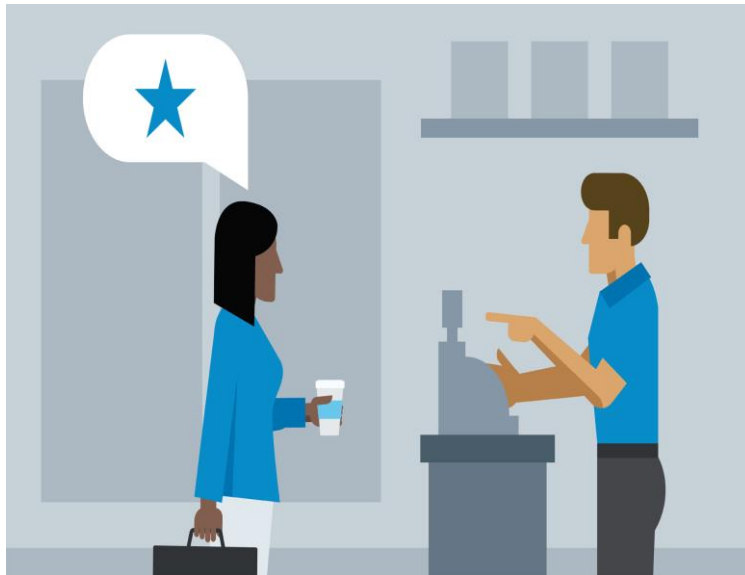
+Cost- How much will it cost to make your product?
How much would you sell your product for?



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Customer— Who are you aiming your product at?



A
AESTHETICS

What does the product look like?
What is the style of the product?
Is the product attractive?
What inspired the design of the product?

S
SAFETY

Will the product cause harm?
Have any measures been taken to prevent this?
How can the designer ensure the product does not cause harm?

C
COST

How much money is the product to buy?
How much money is the product to manufacture?
Is the product affordable?
Is the product value for money?

S
SIZE

What are the dimensions of the product?
Is the scale of the product proportionate?
What would the designer consider?

C
CUSTOMER

Who has the product been designed for?
What do they want or need from the product?
How will the product influence their lives?

F
FUNCTION

What is the product designed for?
How does it achieve this?
What is it needed for?
How well does it work?
Why does it work this way?

E
ENVIRONMENT

What are the impacts of the product?
Are they positive or negative?
Has the product been produced sustainably?
Can the product be recycled, reused, repurposed at the end of its life?

M
MATERIALS

What is the product made from?
Why is it made from this?
Could an alternative be used?
How are these joined?
What manufacturing techniques have been used?



Environment—How will you make your product environmentally friendly?



A AESTHETICS	What does the product look like? What is the style of the product? Is the product attractive? What inspired the design of the product?	S SAFETY	Will the product cause harm? Have any measures been taken to prevent this? How can the designer ensure the product does not cause harm?
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Safety—How will ensure your product is safe?

allergy information for your oat



ALLERGEN ALERT

This item contains the following Allergens:

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Eggs | <input type="checkbox"/> Cereals containing Gluten |
| <input type="checkbox"/> Fish | <input type="checkbox"/> Celery and Celeriac |
| <input type="checkbox"/> Lupin | <input type="checkbox"/> Sulphur Dioxide (preservative found in some dried fruit) |
| <input type="checkbox"/> Milk | <input type="checkbox"/> Crustaceans (i.e: prawns, crab, lobster, crayfish) |
| <input type="checkbox"/> Mustard | <input type="checkbox"/> Molluscs (i.e: clams, snails, mussels, whelks, oysters, squid) |
| <input type="checkbox"/> Peanuts | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Sesame | |
| <input type="checkbox"/> Soya | |
| <input type="checkbox"/> Tree Nuts | |

REMOVABLE

A AESTHETICS	What does the product look like? What is the style of the product? Is the product attractive? What inspired the design of the product?	S SAFETY	Will the product cause harm? Have any measures been taken to prevent this? How can the designer ensure the product does not cause harm?
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Size—What size will your packaging be?

How many bars will it contain?



A AESTHETICS	What does the product look like? What is the style of the product? Is the product attractive? What inspired the design of the product?	S SAFETY	Will the product cause harm? Have any measures been taken to prevent this? How can the designer ensure the product does not cause harm?
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MEASUREMENT



Function—What is the function of your product?



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Materials—What materials will you use to make your



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+**Task:** Write your own specification – remember to refer to the design brief below – You have 30 minutes

Design Brief:

Your task in year 8 graphics is to design and evaluate high quality food packaging for healthy oat bars. The project must appeal to young children therefore the packaging must attract a child's attention.



Task 2: Create a mood board to help with your design ideas next lesson - **You have 20 minutes**

What should my mood board include?

Images of healthy children's food packaging

Characters

Example logos

Example packaging shapes

Think about fonts you might want to use and colours

+ Lesson 4



+ **Starter** – Can you recognize the products from their packaging?





Brand name/Logo?

Check

Slogan?

Check

Persuasive devices?

Check

Factual information?

Check

Main Images?

Check

Decide with a partner
which parts of the box
show the above details.
Then click to see if you
were right.

+Task: Set Up your page like this:



Design Idea

Improved Design Idea

+Task: Create a design for your oat bar packaging – remember to look at your specification and brief

Design Brief:

Your task in year 8 graphics is to design, create and evaluate high quality food packaging for healthy oat bars. The project must appeal to young children therefore the packaging must attract a child's attention.

Things to consider:

Images

Shape of packaging

How the product will be displayed

Colours

**You have 20
minutes**

Design idea checklist -

logo

Slogan

Character

Coloured in using shading

Images of product

Notes explaining idea







Task: Show your work to someone and ask them to give you feedback on your work

Examples:

You could include imagery of fruit to show the snack is healthy

You could use brighter colours so that your design appeals to a child

Task: Now you will improve your design idea based on the feedback

Design Brief:

Your task in year 8 graphics is to design, create and evaluate high quality food packaging for healthy oat bars. The project must appeal to young children therefore the packaging must attract a child's attention.

Things to consider:

Images

Shape of packaging

How the product will be displayed

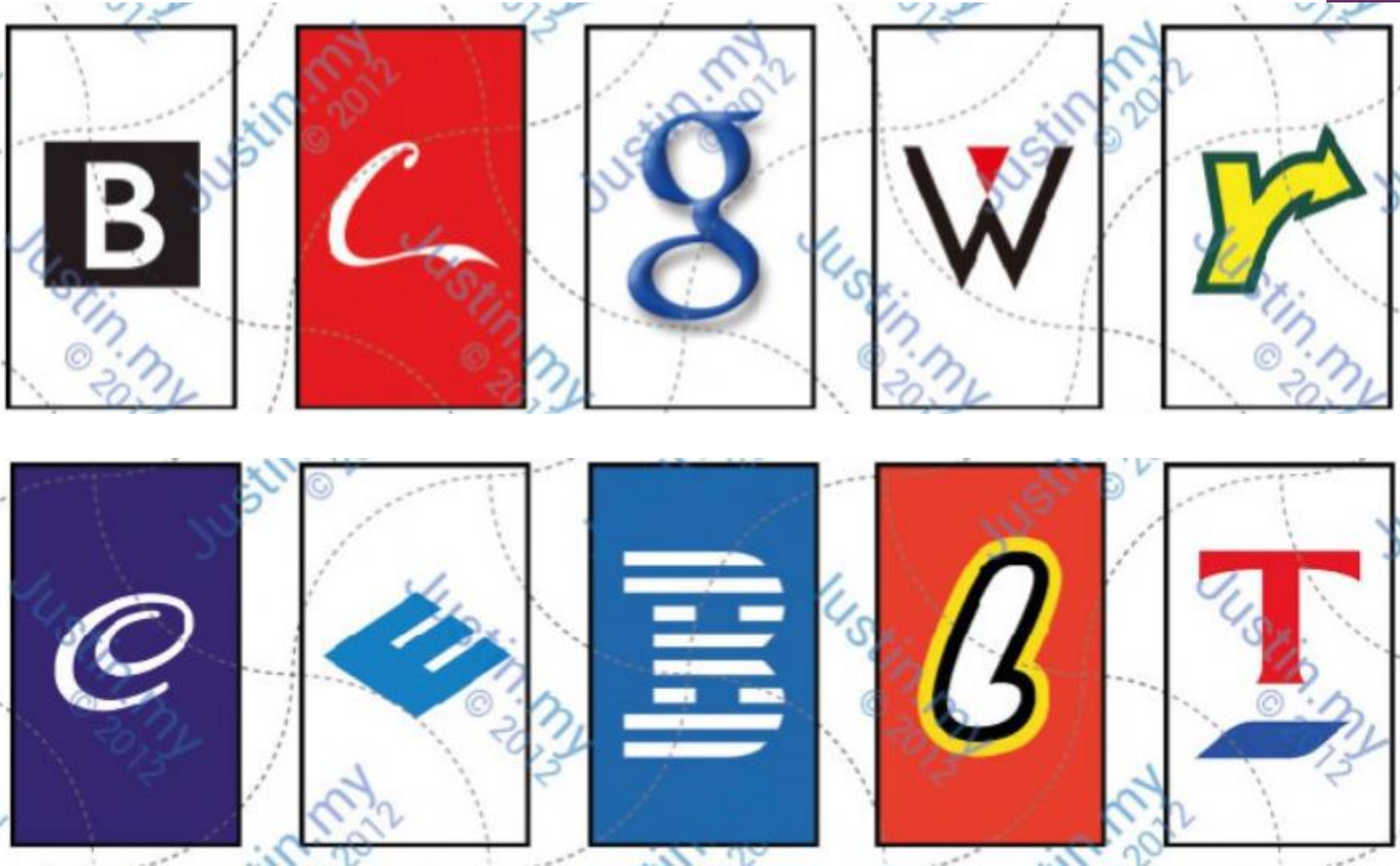
Colours

You have 30 minutes

+ Lesson 5



+ **Starter** – Can you recognize the brands from their logos?



+ Starter – Answers



BBC



Coke



Google



Kenwood



Subway



Cadburys



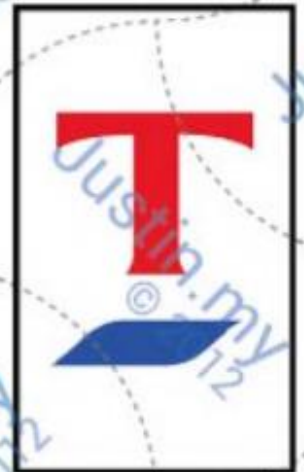
Dell



IBM



Lego



Tesco

Match up the logo with the blurb...



The block writing gives a clue to the product. The simple use of colour make the product appear clean.

Elegant hand-writing and background colour aim this logo at an older target audience.

Colours are quite bright and bold – the use of gold tells us this is a classy product – not just for kids.

The classic lines make us think the product is reliable. There is a small clue to the product in the name.

The 4 colours relate to the product and it also relates to the country where it is produced.

Match up the logo with the blurb...



The block writing gives a clue to the product. The simple use of colour make the product appear clean.

Elegant hand-writing and background colour aim this logo at an older target audience.

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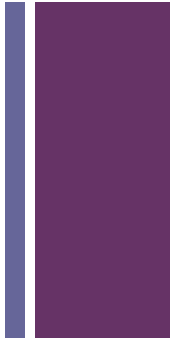
+Task: Set Up your page like this:



Design Idea

Improved Design Idea

+Task: Create a logo for your oat bar packaging



Things to consider:

What type of writing will be easy to read for a child

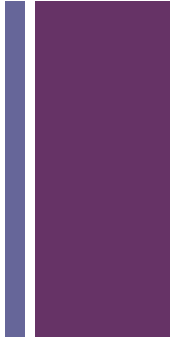
What colours would work well with your packaging design

How could you show the healthy element of your oat bar?

**You have 20
minutes**



Task: Show your work to someone get them to give you some feedback



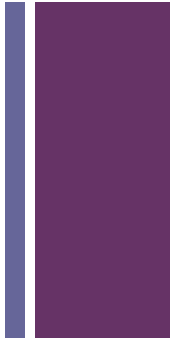
Examples:

You could include an outline around your letters to make them bolder

You could add an image or shape to put your letters inside

**You have 5
minutes**

+Task: Create a logo for your oat bar packaging



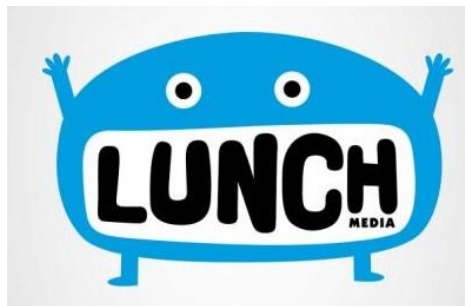
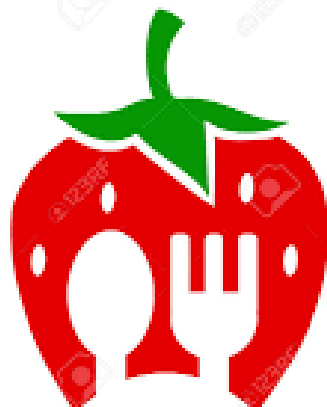
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What colours would work well with your packaging design

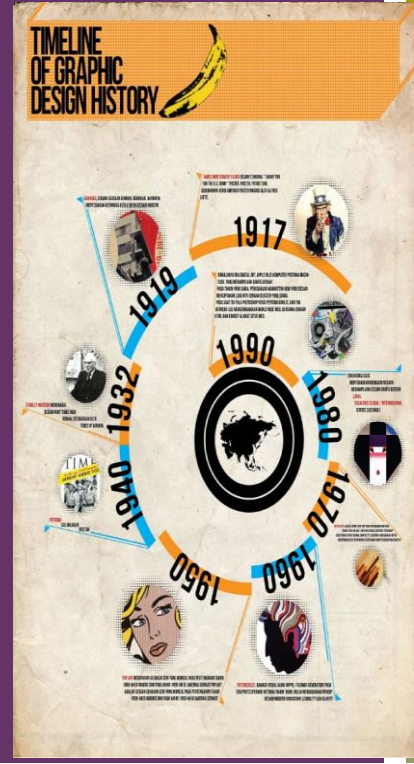
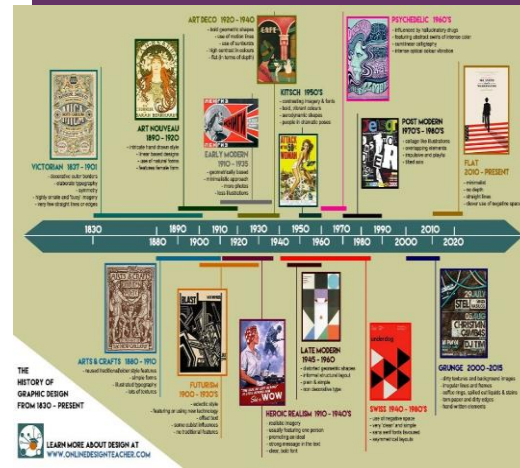
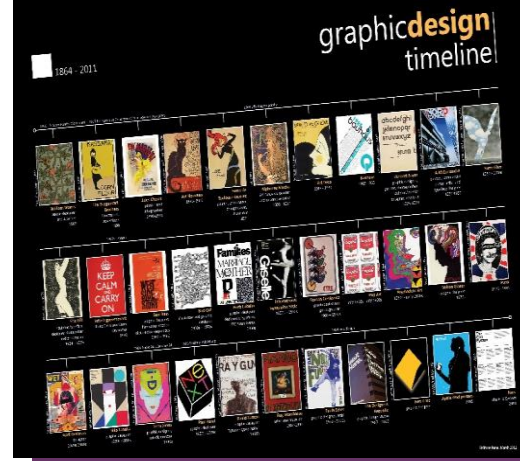
How could you show the healthy element of your oat bar?

You have 30 minutes



Your Task today and tomorrow is to make a timeline on

famous Graphic Designers and Movements



Graphic Design Movements through time

Victorian Graphic Design Style: 1837 - 1901

Arts & Crafts Graphic Design Style: 1880 - 1910

Art Nouveau Graphic Design Style: 1890 - 1920

Futurism Graphic Design Style: 1900 - 1930's

Art Deco Graphic Design Style: 1920 - 1940's

Heroic Realism Graphic Design Style: 1900 - 1940's

Early Modern Graphic Design Style: 1910 - 1935

Late Modern Graphic Design Style: 1945 - 1960

American Kitsch Graphic Design Style: 1950's

Swiss/International Graphic Design Style: 1940's - 1980's

Psychedelic Graphic Design Style: 1960's

Post Modern Graphic Design Style: 1970's - 1980's

Grunge Graphic Design Style: 2000 - 2010's

Flat Graphic Design Style: 2010 - Present

What Should I include?

- An interesting design – this can be made by hand or electronically
- Information about the design movements and example images
- Information about the Graphic Designers below and images of their work - extra if you can place them with the

