

YEAR 8-Homework task.

Technology – Research a brand

Name.....

Teacher.....

	Introduction	Examples of Designers	Timings
	<p>Choose a brand that has inspired or influenced you. It can be historical or a modern brand. You can look at product, industrial, furniture or fashion designers.</p> <p>You can show your teacher your ideas for feedback and targets to improve your work.</p>	<p>Apple Cadburys Heinz Nike Adidas Amazon Coca-cola Google Mercedes-Benz</p>	<p>You are expected to spend a minimum of 2 hours on this task. You can present it however you choose.</p>
	<p>Task 1. Investigate.</p> <p>Research the list of brand names given above. Choose one brand to research or you can choose one of your own.</p> <p>Look at the time line and progression of the brand. When did it originate? Can you document the development of the brand.</p>	<p>Extension task</p> <p>Write a brief paragraph for a magazine about the rise and progression of this brand.</p>	<p>Resources</p> <p>A4 paper</p>
	<p>Task 2.</p> <p>Look at the products and outcomes that are associated with the brand. Can you research and record the types of products, dates and materials used.</p> <p>Who are they aimed at, who would use them?</p>	<p>Extension task</p> <p>Design a product that could be sold for this brand.</p> <p>For example a new phone for Apple, trainer for Nike.</p>	<p>A4 paper Coloured paper Coloured pencils</p>
	<p>Task 3.</p> <p>Investigate the brand logo. How has it changed and developed. Design your own version for 2020.</p>	<p>Extension task</p> <p>Design a new brand logo for a brand of your choice.</p>	<p>A4 paper Coloured paper Coloured pencils.</p>

Assessment. How to obtain a mark	Initial Task	Targets to improve and feedback	Extension Task.
Less than expected	<p>Your research and outcomes are not very accurate.</p> <p>You have thought a little about the materials.</p> <p>Your research and presentation are basic and lack creativity. Your designs are scruffy.</p>		<p>Your research and outcomes are not very accurate.</p> <p>You have thought a little about the materials.</p> <p>Your research and presentation are basic and lack creativity. Your designs are scruffy.</p>
Expected	<p>Your research and sketches are well presented and show creativity. You have worked independently.</p> <p>Your designs are suitable for your target group.</p> <p>You have refined your ideas.</p>		<p>Your research and sketches are well presented and show creativity. You have worked independently.</p> <p>Your designs are suitable for your target group.</p> <p>You have refined your ideas.</p>
Good	<p>You have worked independently to produce an existing range of ideas. Your research is detailed and accurate. You have included a detailed product analysis of several products.</p>		<p>You have worked independently to produce an existing range of ideas. Your research is detailed and accurate. You have included a detailed product analysis of several products.</p>
Outstanding	<p>Your research and designs are creative and you have worked very independently.</p> <p>Your research and designs show that you understand the properties of materials used. Your presentation is stunning.</p> <p>You have considered the needs of the client and user.</p>		<p>Your research and designs are creative and you have worked very independently.</p> <p>Your research and designs show that you understand the properties of materials used. Your presentation is stunning.</p> <p>You have considered the needs of the client and user.</p>