

GCSE Art and Design: Graphic Communication

Museum of Brands Worksheet

Use this worksheet on Graphic Communication as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go around more than once. Don't forget to bring your sketchbook and some drawing materials with you to buy their products.

1

Select an illustration (not photograph) that particularly interests you from each of the following categories and sketch a section of it in the space below. You do not need to sketch the whole pack, just the illustration. (It may be a good idea to think about question 2 as you travel from decade to decade.)

Victorian or Edwardian advert	A wartime magazine or comic	1970s food packaging

2

- Make a list of all the different promotional methods you can see in the Museum.
- What advertising methods are used today? Add these to your list.
- Circle two methods that you think are most successful.

Choose a piece of packaging that grabs your attention and make a 3D sketch of it in the space below. Remember you will be selecting from thousands of pieces so it may be a good idea to choose something that you recognise or use at home.

Which aspects of the design make this product stand out on the shelf?

Describe the packaging's shape and form. Is it easy to mass produce?

Which colours have been used and how do they help sell the product?

Describe the typeface.

How obvious is the brand's logo on the product? What elements of the design are familiar?

4

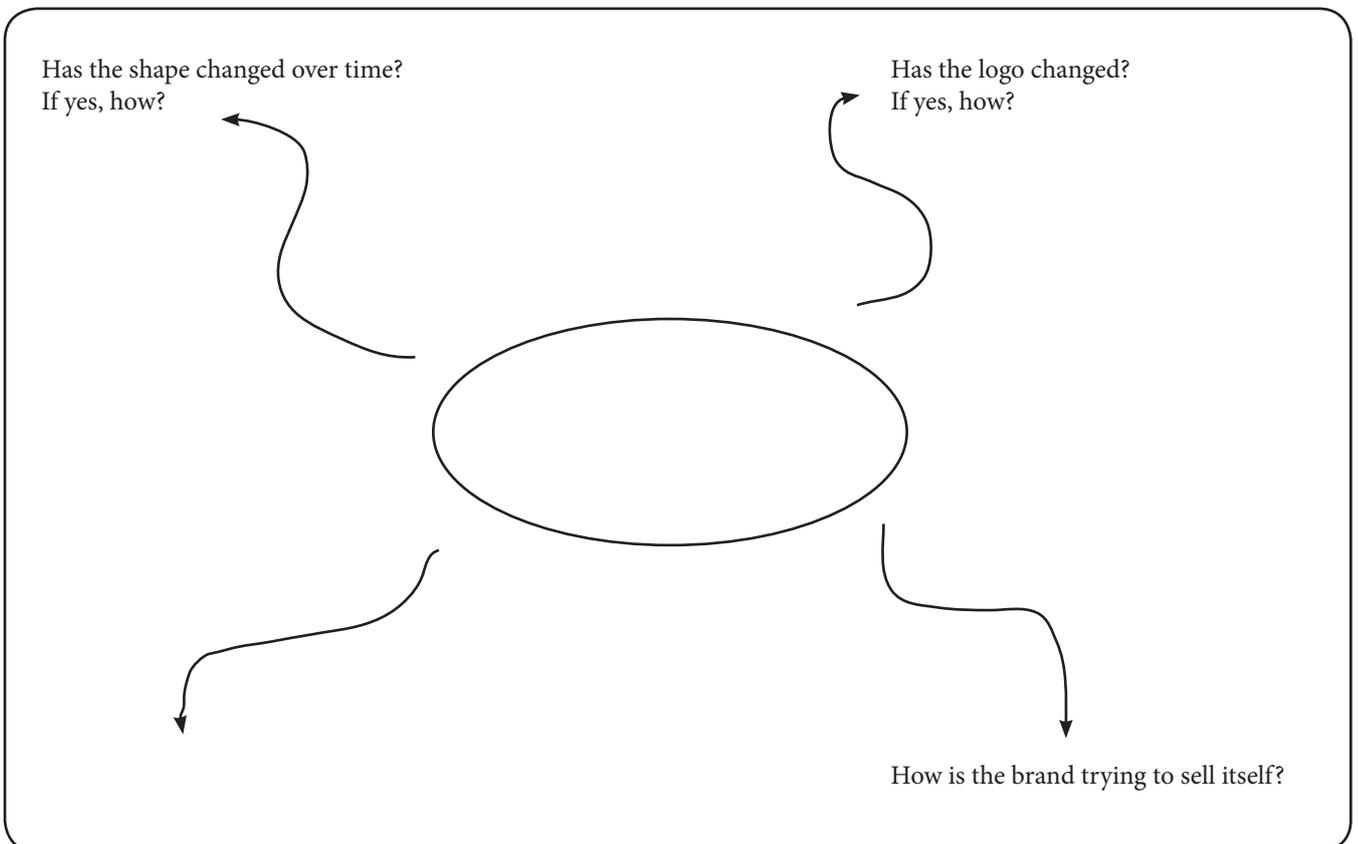
Select a brand and create a line drawing showing three key stages of development. The Branding Hall will be particularly helpful for this activity.

Earliest  Latest

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5

Present your findings to a friend. Complete the spider diagram in the space below to help you prepare what to say. Write your chosen brand in the middle then use the questions to start you off.



6

Imagine you are living in 2025. Use the brand you selected in Question 4 together with your findings in Question 5 to design a new, futuristic version of the brand's product. Think about the influences in today's society and the advances in technology that allows us to create more complex shapes. What elements will need to stay the same?

7

The Museum's logo is made up of different fonts. Look at the image on the front sheet. Can you recognise any of the fonts we used? Spell out your name by selecting a variety of fonts that you see around the Museum or design your own letter based on a style that you like

8

Think about 5 TV or YouTube advertisements you have seen recently. Write down conventions or new innovations of current moving image advertising, two are started for you: