The Learning Team at the Museum of Brands is looking forward to welcoming your group to the museum for a Graphics Design & Packaging workshop.

To make sure that your group gets the most out of their visit we wanted to share with you some teaching ideas and materials for optional pre and post workshop activities.

**Graphics Design & Packaging Pre Workshop Activity**

This worksheet is designed to get students thinking more deeply about the brands that surround them and how design influences our perception of these products

*This activity is best completed individually although you may ask students to share their ideas with the class/ in small groups. The worksheet could also be completed as a homework task in preparation for their visit.*

**Graphics Design & Packaging Post Workshop PowerPoint Activity**

This powerpoint can be used to recap some of the key ideas covered in the Graphics Design & Packaging workshop at the Museum of Brands. It could be completed together in class or set as a homework activity.

Slide 1: Introduction- *you might want to recap the visit with students, perhaps asking them questions like ‘What did you learn at the Museum of Brands?’ or ‘What was your favourite object in the collection?’.*

Slide 2 + 3: Logo Design Challenge- *Students are encouraged to apply what they have learned in their Graphics Design & Packaging workshop to design an entirely new logo for a fictional product.*

*This time they must focus on a particular audience, topic and product which will help them design with direction and purpose. This activity can be done digitally or by hand, individually or in small groups, and can be completed in class or as a homework task. You may want to ask students to present their ideas to the group once completed.*