

**TASK 1** To be completed wk beg: \_\_\_\_\_ Due in: \_\_\_\_\_

Research what colours are associated with different types of products. Why do you think these colours are used? What message do they convey? Find out more about colour and branding at <http://www.colormatters.com/color-and-marketing/color-and-branding>

**Basic:** You will research 1 product. At least one image will be included for this product. Some information will be written in your own words – this may be bullet pointed lists.

**Developing:** You will research 2 products. At least one image will be included for each product. The majority of information will be written in your own words – images will be annotated to demonstrate your understanding.

**Secure:** You will research 3 products. Annotated images will clearly demonstrate full understanding. Written explanations will be in your own words, with relevant links from relevant websites/research information included to support this. Annotated images will clearly demonstrate full understanding.

**Proficient:** You will research 3+ products. You will use your own photos and drawings alongside relevant annotated images from the internet. Detailed annotation will include fully justified reasons and explanations demonstrating your full understanding. You will make links with your own project work being completed in school, and relate the information to colours used in your own designing.

**TASK 2** To be completed wk beg: \_\_\_\_\_ Due in: \_\_\_\_\_

Visit your local shops and look at the packaging of cheaper brands. How do they copy ideas from the major brands? Why do they do this? Look at packaging that is similar and identify design elements that are the same or different. What changes has the cheaper version done to avoid breaking copyright laws?

**Basic:** This may be an image from the internet. Descriptions/comparisons may be a bullet pointed list.

**Developing:** You will research and compare 2 products. At least one image will be included for each product. This may be an image from the internet, but is likely to be your own drawing or photographs you have taken yourself. Descriptions/comparisons will be full sentences.

**Secure:** You will research and compare 3 products. At least one image will be included for each product. Images will be your own drawings or photographs you have taken yourself. Descriptions/comparisons will be full sentences/paragraphs. Clear understanding will be demonstrated in your written explanations or annotations.

**Proficient:** You will research 3+ products. You will use your own photos and drawings alongside relevant annotated images from the internet. Detailed annotation will include fully justified reasons and explanations demonstrating your full understanding. You might make links with your own project work being completed in school, and look at design elements used in existing festival/brands that could be adapted in your own designing.

**TASK 3****To be completed wk beg:** \_\_\_\_\_ **Due in:** \_\_\_\_\_

Explore a brand of your choice. You should look at the logo, the type of items in their product range, the Target Market and how long the brand has been in production.

Look at the brand identity. Has the brand image changed very much in the last decade or has it stayed the same? Why has it changed, developed or even retained design elements? What has made it popular?

**Basic:** You will research 1 brand. At least one image will be included for this brand. This may be an image from the internet. Descriptions/comparisons may be a bullet pointed list alongside factual information from your research. Some information may be copy and pasted, but some writing must be your own. Your work should be presented in an interesting and colourful format.

**Developing:** You will research 2 brands. At least one image will be included for each brand. You will add pictures and write your opinion about the product range alongside factual information from your research. Descriptions will be written in full sentences. Your work should be presented in an interesting and colourful format.

**Secure:** You will research at least 3 brands. At least one image will be included for each brand. You will add pictures and write your opinion about the product range alongside factual information from your research. Descriptions will be written in full sentences/paragraphs. Your work should be presented in an interesting and colourful format. Clear understanding will be demonstrated in your written explanations or annotations.

**Proficient:** You will research 3+ products. You will use your own photos and drawings alongside relevant annotated images from the internet. Detailed annotation will include fully justified reasons and explanations demonstrating your full understanding. You might make links with your project work in school, looking at how your own design has developed, and why it is important for work to change and modify.

Notes: