LITHERLAND HIGH SCHOOL

LIVO CATCH-UP 10

Year 8 Graphics

Lights Project

GRAPHICS

1 WHAT ARE SOUVENIRS AND WHAT IS A TARGET MARKET?

Souvenirs are products that people buy to remember a place, holiday or event.

- They often represent the culture, landmarks or symbols of a place.
- A **target market** is the group of people you design for.
- Consider age, interests, budget and where they might buy it (e.g. tourist shops, online).
- Design choices should appeal to your target market and be relevant to the location.

Know your target market to make your design a success!



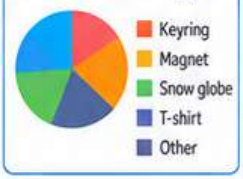
2 HOW DO WE COLLECT AND USE RESEARCH?

Research helps us understand what makes a successful souvenir.

- **Primary data** is collected by you (e.g. surveys, questionnaires, asking people).
- **Secondary data** is information from other sources (e.g. internet, books, existing products).
- Use tables, charts and notes to record your findings.

Use primary and secondary data to help your design ideas!





3 HOW CAN CULTURE, LANDMARKS AND SYMBOLS INFLUENCE DESIGN?

Different places have different culture, landmarks and symbols that can inspire your souvenir design.

- Look at famous buildings, natural features, traditional patterns, food, wildlife and local symbols.
- Think about the colours, shapes and styles that represent the location.
- Make sure your design is respectful and accurate.

Use the unique features of a location to inspire your design!

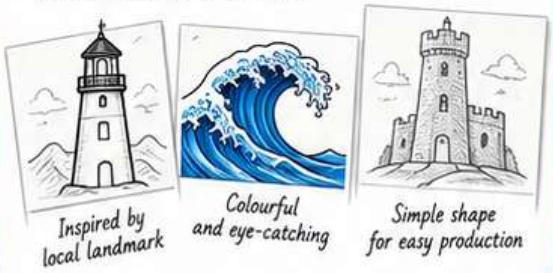


4 WHAT DESIGN IDEAS CAN WE CREATE?

We can generate lots of design ideas using sketches and research.

- Look at existing souvenirs for inspiration.
- Use annotations to explain your ideas.
- Develop and refine your ideas, thinking about the target market, materials, cost and how it will be made.

Explore lots of ideas before choosing your final design!



5 WHAT MATERIALS AND FORM WILL WE USE?

We will choose suitable materials and form for our light design.

- Materials must be safe, strong and suitable for the purpose.
- Consider how the light will be made (e.g. 2D or 3D form).
- Think about finishes, colour and how the light will look when illuminated.

Choose the right materials to make a safe and effective light!



6 HOW CAN WE USE GRAPHIC TECHNIQUES?

We can use graphic techniques to decorate and add detail to our light.

- Use line, shape, pattern, colour and text to make your design stand out.
- Consider how light will shine through your design.
- You can use drawing, printing, cutting and digital design techniques.

Decorate your light using graphics to make it unique!

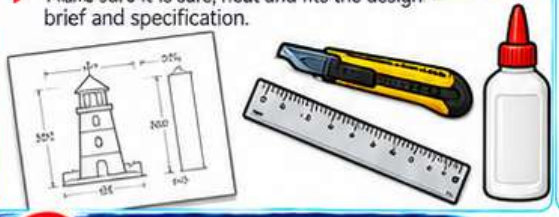


7 HOW WILL WE PRODUCE OUR FINAL PRODUCT?

We will make our light using drawings and making skills.

- Create a final working drawing.
- Accurately measure, mark out and cut materials.
- Join the materials together.
- Add the light source (e.g. LED).
- Make sure it is safe, neat and fits the design brief and specification.

Follow your design and work carefully to make a high-quality product!



8 HOW DO WE EVALUATE OUR LIGHT?

We can evaluate our finished product against the design brief and specification.

- Does it meet the purpose?
- Is it attractive and fit for the target market?
- Are the materials and graphics effective?
- Is it well made and safe?
- What could be improved?

Be honest and suggest how you could improve your design!



- ✓ Purpose
- ✓ Design
- ✓ Materials
- ✓ Graphics
- ✓ Safety

9 WHAT MAKES A SUCCESSFUL SOUVENIR LIGHT?

A successful souvenir light:

- Represents the chosen location.
- Appeals to the target market.
- Uses appropriate materials and form.
- Looks attractive when lit.
- Is safe, well made and good quality.
- Fits the design brief and specification.

A great souvenir light is relevant, creative and well made!



10 YOUR CATCH-UP 10

1. What is a souvenir?
2. What is a target market? Give two examples.
3. Name three ways to collect primary data.
4. Name three examples of secondary data.
5. How can culture, landmarks and symbols influence a design?
6. Name four materials that could be used to make a light.
6. Name three graphic techniques you could use to decorate your light.
8. What does a design brief include?
9. What should you consider when evaluating your finished product?
10. Give two ways you could improve your light design.

FINAL CHECK

- ☐ I understand what a souvenir is and what a target market is.
- ☐ I can explain how to collect and use primary and secondary data.
- ☐ I can identify how culture, landmarks and symbols can influence design.
- ☐ I can generate and annotate design ideas.
- ☐ I can name suitable materials and explain why they are used.
- ☐ I can describe graphic techniques to decorate a product.
- ☐ I can explain how to make my light safely and accurately.
- ☐ I can evaluate my finished product against the design brief.
- ☐ I know what makes a successful souvenir light.
- ☐ I know the key vocabulary for this topic.

NOW I'M READY TO REVISE THE LESSON!



Kindness • Integrity • Tenacity